



My Stuff Bags Foundation 2012 Annual Report

There may be no greater misery than that of a lonely child suffering abuse, neglect or outright abandonment at the hands of those who should instead have given love, protection and safety. But each year across the country, many thousands of children must be rescued from such harrowing home situations.

My Stuff Bags Foundation was established in 1998 in response to agency caregivers desperate for help in providing simple necessities to children they rescue. Traumatized by mental, physical and psychological wounds that necessitate their removal from home, children frequently arrive at crisis shelters with only the clothes on their backs.

My Stuff Bags mission is to provide psychological first-aid as well as comfort and hope to abused, abandoned and neglected children across the United States.

The My Stuff Bags program also benefits the many agencies that rescue and care for vulnerable children. My Stuff Bags are provided at no charge to these agencies, freeing them to fully utilize their limited resources to fulfill their primary mission: rescuing and providing safe haven for children in need.

2012 HIGHLIGHTS



20,107 My Stuff Bags were delivered to children in need to 119 agencies in 29 states



My Stuff Bags provided emergency assistance needed in the aftermath of Hurricane Sandy



My Stuff Bags continued to build community support by hosting the 4th annual Best Stuff Celebration event and the 3rd annual Chic Stuff Boutique & Luncheon



5,000 bags were stuffed during the 4th Annual Do-Good Stuff-a-Thon in partnership with the Toy Industry Foundation



Hundreds of My Stuff Bags were stuffed at the Celebrity Stuff-a-Thon at CBS Studios Radford



Over 2,500 volunteers stuffed My Stuff Bags throughout the year



My Stuff Bags has reached 435,000 children in over 1,400 agencies in 49 states since its inception

GETTING BAGS TO CHILDREN IN NEED

The process starts with the arrival of new children's items to be packed into the My Stuff Bags at our 7,000 square-foot warehouse and Volunteer Center in Westlake Village, CA. These in-kind donations are collected and shipped to the Foundation by thousands of people across America. Service organizations, manufacturers and corporations also donate large quantities of items.



Donated items are sorted and stuffed into age and gender appropriate bags, which are then delivered to crisis agencies across the country.

Volunteers at the Do-Good Stuff-a-Thon prep bags for delivery.



An agency in the Los Angeles area picking up bags at the My Stuff Bags warehouse.

DISASTER RELIEF

My Stuff Bags also answered the call following Hurricane Sandy in New York seeking assistance in providing comfort to the storm's youngest victims.

1,144 bags were delivered to five schools in New York and New Jersey to replace much needed childhood necessities lost in Hurricane Sandy.

A young girl impacted by Hurricane Sandy wraps up her Snuggle Bear in a home-made cuddly blanket.



A classroom of students in New York received My Stuff Bags to replace their destroyed items as a result of Hurricane Sandy.

VOLUNTEERS

Volunteers are the backbone of our program, providing the labor required to prepare the bags to be delivered to children in need. We are able to efficiently and effectively utilize monetary resources because approximately 85% of the value of a My Stuff Bag comes from inventory gathered and donated by volunteers, and because volunteers perform the vast majority of labor needed to produce the bags.



A myriad of individual and community groups volunteer their time at our Volunteer Center to fill My Stuff Bags and make blankets. Some examples are: Girl Scout Troops, Brownie Troops, Cub Scout Troops, Schools, Churches, Synagogues, Rotary Clubs and Kiwanis Clubs, in addition to many other organizations and corporations. Wonderful employees from Bank of America, Amgen, Baxter, Chase Bank, and Wells Fargo have joined us at our warehouse.

Some Examples



Baxter employees joined us for a day of stuffing bags.

Bank of America did a great collection of items for children.



A local school took their Recess time to make blankets for My Stuff Bags!



Amgen Employees visited us for the afternoon, stuffing hundreds of My Stuff Bags.

Do Good Stuff-A-Thon

Nearly 200 Toy Industry Foundation participants stuffed 5,000 duffel bags at the annual Stuff-a-Thon, helping us reach more than 35 foster agencies and ultimately, placing thousands of bags in the hands of very needy children.



Volunteers cheerfully stuff duffel bags and toiletry bags at the Do Good Stuffathon.



Celebrity Stuff-A-Thon



Pictured are our sponsor, Julie Kertes from National Parenting Publication Awards, Janeen Holmes from the My Stuff Bags Foundation, celebrity host Leigh-Allyn Baker from Disney's Good Luck Charlie, and a representative from the National Parenting Publication Awards. Hundreds of My Stuff Bags were stuffed at the CBS Radford Studio, thanks to child and teen celebrities.

FUNDRAISING

A good time was had by all while also raising funds for direct program costs needed to fill My Stuff Bags.

Best Stuff Celebration

The 4th Annual Event was held at the Leonis Adobe Museum in Calabasas, CA.



Guests have fun stuffing bags as fast as possible, one of the many games at the evening's event

Guests enjoyed drinks and treats all night and sported some fun balloon creations



Charityville Jail joined us for some western style entertainment

Chic Stuff Boutique & Luncheon

Another 3rd year milestone was celebrated at the Chic Stuff event, bringing together local artists, vendors and supporters of My Stuff Bags, raising funds for children in need.



Shopping for unique purses, jewelry, home accessories, and other great items, all for a great cause.



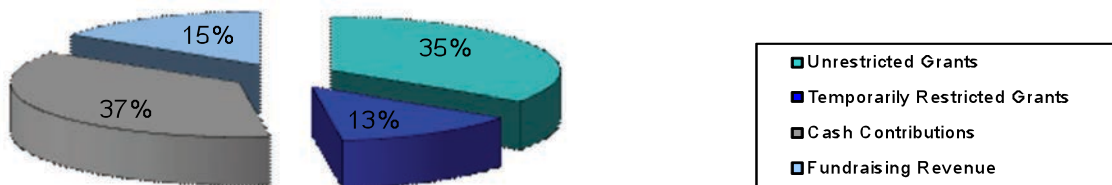
A great way to shop guilt-free – thanks to these ladies for helping My Stuff Bags reach more children!

THE NUMBERS BEHIND THE BAGS

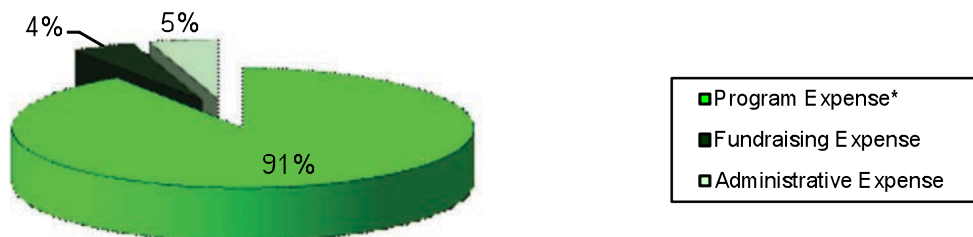
My Stuff Bags Foundation relies on the continuous generosity of donors from across the country. In-kind donations make up the majority of contributions to the organization, but My Stuff Bags also receives cash funding for direct program expenses.

Our direct program costs include the purchase of our duffels, toiletries and toiletry pouches, name tags and any essential children's items not received through in-kind donations; the cost of shipping bags to agencies; and, warehouse fulfillment expenses. They also include the cost of fleece for volunteers to make blankets, an essential item included in every My Stuff Bag.

Contributions Breakdown



Expense Breakdown



MY STUFF BAGS FOUNDATION 2012 ANNUAL REPORT

2012 Revenue

Unrestricted Grants	225,407.00
Temporarily Restricted Grants	85,825.68
Cash Contributions	238,798.61
Fundraising Revenue	100,309.99
 Total Monetary Contributions	 650,341.28
In-Kind Donations	1,591,744.90
 TOTAL REVENUE	 2,242,068.18

2012 Expenses

Program Expense	2,217,078.92
Fundraising Expense	107,435.54
Administrative Expense	117,202.41
 TOTAL EXPENSE	 2,441,716.87

Note: My Stuff Bags latest Audited Financials and 990 can be reviewed by clicking on "About Us/Our Accountability"

MY STUFF BAGS FOUNDATION

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