

# 2022

## Annual Report

BIRTHDAYDREAMS.ORG





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## Mission

Birthday Dreams is dedicated to bringing hope, joy and a sense of self-worth to homeless children with the gift of a birthday party.

## Vision

We envision a community where every child is celebrated on their birthday.



# A Message From Our Executive Director

**As I reflect on 2022, my heart is full. With the help of our dedicated volunteers and donors, we were able to celebrate the lives of 1,306 homeless children. Our volunteers are indispensable to what we do. They wrap gifts, bake cakes, fill birthday party orders, create party games and party hats, serve on committees and the board, buy gifts, and deliver birthday parties.**

But let's not forget our donors, who provide in-kind gifts and party supplies, as well as auction items. They also provide the funds we need to run the business and to buy gifts to fulfill specific requests when we don't have that cherished item on our shelves.

Why is all of this so important? Why do we care so much about giving homeless children the gift of a birthday party?

Because tens of thousands of people are homeless on any given night in Washington State, and thousands of those are children. When a child's world has been turned upside down due to homelessness, they often feel ashamed, lost, and alone, and as if the world has turned against them. Tragically, thousands of children are caught up in the homeless crisis on any given day, filling their lives with fear and uncertainty through no fault of their own.

Think about it. Homeless children have lost everything: their home, friends, possessions, safety, and security. Add the loss of a birthday celebration, and it only exacerbates the problem because these children may no longer feel relevant to the world around them. This often results in more shame, more anger, more hopelessness, and destructive behavior.

We know that recognizing a child's importance on their birthday has a positive impact. And Birthday Dreams does it day in and day out, by providing complete and custom-made birthdays tailored specifically for each individual child's interests and birthday wishes.

Birthday Dreams' mission is to bring hope, joy, and a sense of self-worth to a homeless child by providing the gift of a birthday party. Since our founding, Birthday Dreams has become a fixture in the non-profit community in the Puget Sound. We have provided over 12,500 birthdays to children-in-need. That's over 12,500 smiles, and over 12,500 moments of joy.

We couldn't do this without the dedication and compassion of our volunteers and supporters! Together, we bring light into the darkened lives of so many children, lifting them up and helping to give them hope for the future.

So, from the bottom of my heart, thank you.



With gratitude,

*Chris Spahn*

Executive Director & Co-founder

# Parent Testimonial

"I am a single mother with one child at home still. I am disabled due to a work injury years ago and have been struggling to find work this year.

Money has been very tight. I was certain that I would not be able to provide a birthday party for my son who was turning 14 last year. My son was doubting that he was going to get a celebration, but I told him that we would find a way. That is when Birthday Dreams came to our aid! They put together a fantastic video-game themed party package that arrived just in time. My son was totally surprised and it made us both feel like we're gonna be okay this year!"

**-KG, Single mom of  
14 year old boy**



# A Message From Our Development Director

**What an amazing and record-setting year 2022 was for Birthday Dreams! I am so very proud of the work that our team did last year. Usually with the highs there come some lows – but last year Birthday Dreams really did have a whole lot of high points. One word really sums up what 2022 meant to me, momentum.**

In the Spring, we organized our 2nd annual Miles for Smiles 5K virtual fundraising event. Over 125 supporters participated in this fun, activity-centered event. We hit our fundraising goal for this event and are now gaining momentum to make the Miles for Smiles 5K an annual event that gets our supporters excited and active each and every year!

Another crucial aspect of the year was raising awareness about Birthday Dreams in the community. What we do for the homeless youth in the Puget Sound region is amazing, but there are still so many people who are unaware of Birthday Dreams and what we do. To address this, we partnered with The Bull 98.9 FM and other local media outlets to spread the word about our work. Daily radio ads, weekly spotlight segments, and print ads and articles in local magazines all helped to increase awareness about the organization's work. Additionally, two TV segments featuring Birthday Dreams on KING 5 were a tremendous success. While there is still work to be done, these efforts helped the organization to become better known in the community.

A HUGE success last year was our signature fundraising event, The Gala of Dreams. On Saturday, October 8th we held our big event with well over 300 in-person and virtual guests in attendance. The Gala featured incredibly strong and enthusiastic client speakers, Melody Callier and her son, Jace, who shared their touching story about just how important Birthday Dreams was for them in a time of need.

Seeing the 300+ people in the Hyatt Regency ballroom that evening was amazing and there was certainly some magic in the air that autumn night. As the Gala came to a close, we witnessed some incredible Live Auction bidding battles and when the event concluded we tallied a record-breaking total of \$239,000! The success of the Gala of Dreams can be attributed to the hard work of the Gala Steering Committee, who did a wonderful job of putting all the pieces together to make it happen.

Looking ahead to 2023, we are energized by the successes of the prior year. With a strong Board of Directors and the continued support of donors and volunteers, the organization is well-positioned to build on the momentum of 2022. Still, the singular goal remains to provide hope, joy, and a sense of self-worth to homeless children through the gift of a birthday party.

Thank you to everyone who has been a part of a truly record-setting year! From our staff, Board, volunteers, and the thousands of financial supporters – you all make Birthday Dreams a shining light of compassion and joy in our community. I would also like to express my thanks and appreciation to the M.J. Murdock Charitable Trust for its generous financial support of my position here at Birthday Dreams.



With gratitude,

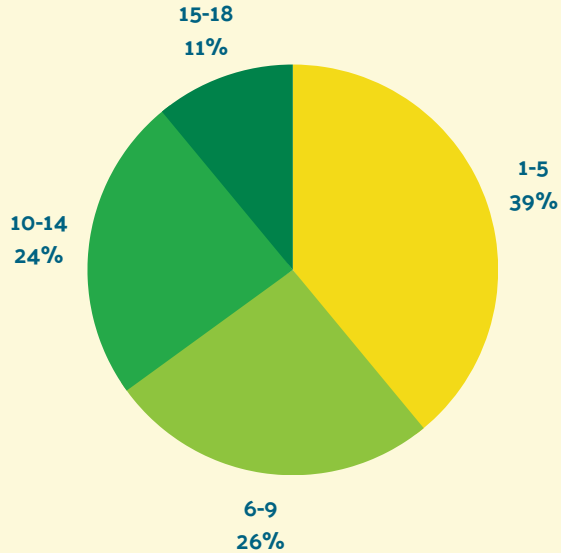
*Jared Drozdowski*

Development Director

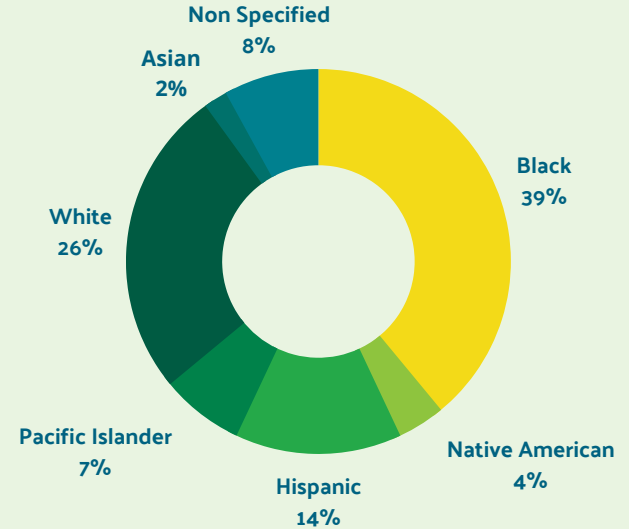




## Age DISTRIBUTION



## Ethnicity DISTRIBUTION



## Children Served

Homelessness impacts families and it is important not to overlook the impact on children. We provide birthday parties for homeless children from age 1 to 18.

Serving the Puget Sound area, in King, Pierce and Snohomish counties.



2022

1,265

2021

1,121

2020

1,141

2019

975

2018

781



## Birthday-in-a-Box

Birthday-in-a-Box: The supplies, gifts, and cake for a party focused on the birthday child. Parents arrange for the celebration for their child.

1,306

*Birthdays*  
Celebrated

Total  
Birthdays

2022

1,306

2021

1,121

2020

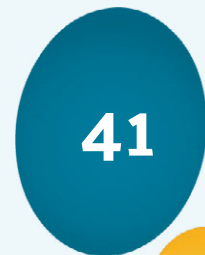
1,265

2019

1,490

2018

1,338



## Group Birthdays

Parties are held at shelters each month for all of the children having birthdays.

2022

41

2021

0\*

2020

124

2019

417

2018

557



# Our Shelter Partners

The primary way in which parents learn about our services is through our partnerships with local shelters and non-profits that assist with housing. **We have active agreements with 73 shelters.**

*We are currently accepting new shelter partners in King, Pierce and Snohomish counties.*



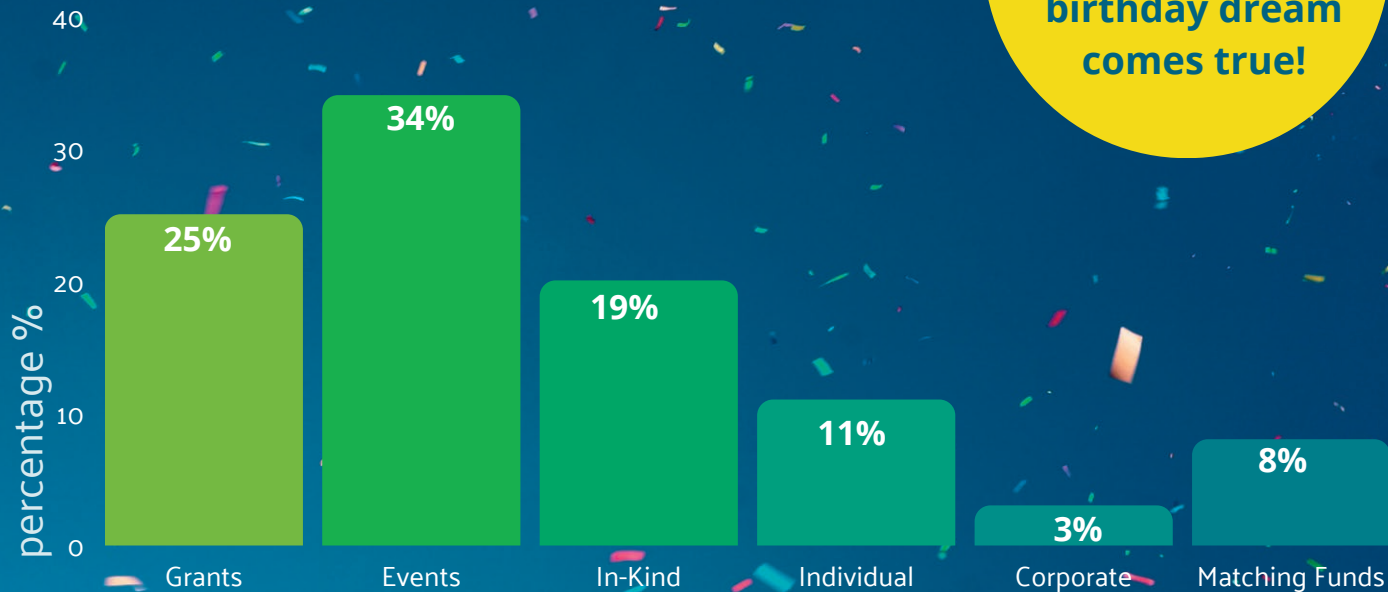
## Shelters Served

2022	73
2021	78
2020	78
2019	77
2018	75



# Program *Revenue*

Total: \$712,491



For every \$125  
donated,  
another  
birthday dream  
comes true!



We couldn't do what we do without our amazing

*Volunteers*

In 2022, we had 1,558 individuals, who volunteered 6,000+ hours!

189

People Donated

9,933

Amazing Birthday Gifts!



11,694

Gifts were given to  
children

54

Volunteers Delivered

1,051

Birthday Parties

121

People Donated

786

Cakes





# A Message From Our 2022 Board of Directors Chair

**My favorite quote is by the poet Rumi: “Be a lamp, or a lifeboat, or a ladder. Help someone’s soul heal. Walk out of your house like a shepherd.”**

It is so wonderful to serve on the board of an organization that believes in the power of shared humanity, compassion, and caring for the most vulnerable in our community - homeless children.

From my own experience, I know that what you choose to do today can help positively shape a child’s life. When a child feels celebrated, they feel loved and seen. They feel like they belong and matter. That is what Birthday Dreams does – every day!

In 2022 we were able to celebrate over 1,306 homeless children on their birthdays and surpassed our 12,000th overall birthday celebration in September!

From a financial perspective, Birthday Dreams had a stellar year. Some of the successes we had last year illustrate just how much momentum we are building.

- Foundation grant revenue this past year reached a record level, of \$175,000!
- Donations from individuals totaled nearly \$80,000.
- Our In-Kind donations were nearly 35% above what we did the prior year and the highest amount we’ve ever received in a one-year period.
- We also hit a record in corporate contributions, with a total of over \$20,000 in 2022.
- The Gala of Dreams was a huge success. On October 8th, we filled the Hyatt ballroom with 300 guests and raised over \$230,000!

And I would be remiss if I did not pause to thank our real change makers and heroes.

- Our incredible volunteers, whose resilience and willingness to serve truly made a difference. In 2022, hundreds of volunteers donated over 6,000 hours of their time helping to make birthday dreams come true!
- Our thoughtful staff and Board of Directors. Last year we welcomed two new Board members, Janet Barker and Amy Hartman who contributed greatly to our Gala effort. And just this past February we welcomed two new Board members, Kristi Auld and Becki Culbert. We are fortunate to have them on the team as well!

We thank you all for your unwavering passion, support and care in these times of need.

I am so grateful to have had the honor and privilege to serve as the Board chair for the past two years, and I couldn’t be more pleased to pass the baton to Janet Barker. Janet, thank you for saying yes and leaning in!

With our amazing Board leading the way, I have never been more certain that Birthday Dreams will continue its amazing positive trajectory in the years ahead!



With gratitude,

*Priya Priyadarshini*

2022, Board Chair



# 2022 Board of Directors

**PRIYA PRIYADARSHINI**

Board Chair

Microsoft

**SAMARA CAPLAN**

Vice Chair

Microsoft

**TERI KATZER**

Secretary

Business Consultant

**MAYA KAMATH**

Treasurer

Microsoft

**CHRISTINE ZEZNICK**

Terex

**DELANI HANSEN**

Mustard Seed Communications

**TIFFANY RICHARDSON**

Amazon.com, Inc

**IAN MARTINELL**

PepsiCo

**RJ JADHAV**

Google, Inc

**IANET BARKER**

Banner Bank

**AMY HARTMAN**

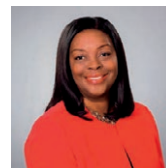
Disney Media & Entertainment  
Distribution

**2023 provides an exciting opportunity for Birthday Dreams. We will continue to focus on our core service of providing birthday parties to homeless children. We can look forward to celebrating 1500 children this year with continued growth in the coming years.**

We are very excited about maintaining our connections with our valued donors and building lasting relationships with new donors. We are gearing up for our two significant fundraisers Miles for Smiles 5K in May, and The Gala of Dreams in October. We will once again hold our Gala in person this year. We look forward to seeing you there.

Our incredible volunteers are truly our most valued resource. We could not deliver on our primary service of providing birthday parties and so much more without our amazing team of volunteers. We have volunteer opportunities for corporations, individuals, clubs, children and families. We thank you for your time, talents and commitment to Birthday Dreams. We would not be where we are today, without each one of you!

On behalf of our wonderfully dedicated Board of Directors , whom I have the pleasure and privilege of serving alongside, I thank you for your support of Birthday Dreams, your dedication, and generosity in serving children in our local communities.



With gratitude,

*Janet Barker*

2023, Board Chair



The Birthday Club is our donor recognition society, which we launched at our annual gala in October 2018. Annual gifts of \$250 and more will help restore a homeless child's sense of joy with the gift of a birthday party. Birthday Club donors help keep the work of Birthday Dreams sustainable by building a base of consistent donors who believe in what we do.



# 2022 Birthday Club Donors

## Superheroes

(\$5,000 and up):

Advanced Medical Group, Inc.  
Ashley Seffernick  
Aven Foundation  
Bacon Family Foundation  
Chick-Fil-A  
Christine and Kevin Zeznick  
First Financial Northwest Foundation  
Gates Family Office Corp.  
Google Matching Funds  
Jeremy & Tamara Paul  
Jerome & Janet Barker  
Jessica A. & Matthew Y. Mercer  
Karen Say-Valadez  
Ken and Karen Johnston  
Mary Koontz  
Microsoft Matching Gifts Program  
MJ Murdock Charitable Trust  
Priya and Kumar Priyadarshini  
Randall Morris Foundation  
Rj and Meena Jadhav  
The Janet Moore Fund  
Windows of Hope Foundation

## Heroes

(\$1,000 - \$4,999):

Allan and Merry Avery  
Amanda & Randall Morris  
Amazon - Logistics for Good  
Amber Smith  
American Energy Systems LLC  
Amy and Ben Hartman  
Amy Svensson  
Ann Verbeck  
Anna Reynolds  
Anytime Roofing, Inc.  
AXIA Home Loans  
Banner Bank  
BECU - Landing Branch  
BeiBei Chen  
Ben and Shelby Dobbs  
Boeing Company Gift Match  
Carrie Barkley  
Chad & Chau Robertson  
Charles & Susan Allison  
Cherie & Josh Barokas  
Christina and Mark Jarvis  
Courtney O'Brien-Mcfarland  
Dale Kiesz  
Damien & Mary Pattenau  
Dee Burris  
Delani and Robert Hansen  
Delightful Communications LLC  
Emily Sundstrom  
Enterprise Holdings Foundation  
EXP Realty

Fales Foundation  
First Financial Northwest Bank  
Giving Group  
Glaser Foundation  
Grace Park  
Greg and Wende Wahl  
Hazel Miller Foundation  
Herzl-Ner Tamid  
Highland Dental Center  
Holly McGourty  
Hubbard Family Foundation  
James Ardissono  
Jan & Chad Martinell  
Janet Moore  
Janine & Robert Dodson  
Jennifer and Craig Gryniewicz  
Jennifer Lee Wilson  
Jennifer Warrick  
Jerelyn Hampton  
Jill Tyree  
Kincaid Family Charitable Fund  
Kristin Kalning  
Laura Cameron  
Lauren Hammer  
Looking Out Foundation  
Loya Brown  
Made in Washington, LLC  
Modesto Garcia  
Nancy Toker  
Nanda Rajasekaran  
Nettles Real Estate LLC

Omri Bahat  
Pradnya Jagtiani  
Princy Rekhi  
Rebecca Culbert  
Reisha Holton  
Rick and Teri Katzer  
Ritesh & Shruti Daryani  
Roger & Marlene Winter  
Ron & Deanne Nation  
Roxana & Dragos Tanase  
Ruth Hubbard  
Samara Caplan  
Swetha Chitturi  
Swift Group  
Tacoma Rotary Fundraising  
Tamar Heyman  
Tegna Foundation  
Terex Corporation  
The Arfsten Trust  
The Catania Family Foundation  
The Gottfried & Mary Fuchs  
Foundation  
The Richard M Schulze Family  
Foundation  
The Tamara Paul Group  
The Tre Sorelle Salon, LLC  
Top of the Hill Quality Produce  
Tova Barden  
Tulalip Tribes  
Washington Federal Foundation  
Windermere Foundation

# 2022 Birthday Club Donors

## Champions

(\$500 - \$999):

AmazonSmile  
Aubrey Larsen  
Avenue Dental Care  
Barbara Del Beccaro  
Becky Nickels  
Bill and Katie Morris  
Binderiya Naimdii  
Bradley Slatton  
Business 2 Missions DBA  
MBridge  
Carla Bracken  
Carole Jackson  
Charity Gift Certificates  
Cory Obrien  
Dani Brazzle  
Dawn & JayDee Dohrmann  
Deane Cruze  
Deborah and Timothy O'Brien  
Devin Imamura  
Disney Matching Funds  
Doug and Shannon Luedtke  
Emily Brooker  
Eva Evans  
Fazlollah Arian  
George and Sandra Moore  
Heidi Macdonald  
Jake & Amber Madison  
Jama Cantrell  
James & Kallie Veeneman  
Jeffrey and Shera Isakson  
Jeffrey Brown

Jennifer Fischer  
Jim & Mary Helen Dean  
John Berkeley  
Kathy Flores  
Katie Trout  
Kelsey Mejlaender  
Kevin & Marissa Busby  
Leandro Aguinaldo  
Lilya Crystal  
Lipman Family Farms  
Lori & Rylee Smith  
Lynn Barashkoff  
Mark & Vivian Blauman  
Martin Lautman  
Mecham Bookkeeping LLC  
Melissa Stone  
Melrose Grill  
Nicole Kurtenbach  
Nicole Palmer  
Patrick Pardon  
PayPal Charitable Giving Fund  
Peter & Shelby Holden  
Quota International of Kent Valley  
Rhonda Laumann  
Riverside Electrical Solutions LLC  
Rock Steady Boxing  
Russ DuBois  
Samadar Holtzman  
Scott & Julie Anderson  
Shelby Holden  
Sound Credit Union  
Sprague Pest Solutions  
Steve & Janine Cassidy  
Steve and Gail Kaneko  
The TJX Companies  
Tiffany Richardson  
Vivek Kapoor

## Friends

(\$250 - \$500):

Aimee Rochelle  
Alexis & Michael Williams  
Alyssa & Randall Arley  
Andrew & Jennifer Goodrich  
Angie Carlson  
Anh Quach Crandall  
Annie & Brian Green  
Arika Zwack  
Barb Kluge  
Beth Winchell  
Bhrett & Melissa Monroe  
Brianna Chavis  
Brienne Aoki  
Cascades Chiropractic  
Celie Forrester  
Chaz and Chris Spahn  
Chris & Cheri Wells  
Christine Barnes  
Chun Lu  
Ciera Young  
Costco Wholesale Corp  
Daisy Quitugua  
Dana Visser  
Danielle Saliba  
Danielle Trentman  
David Salzman  
Deanna Hopper  
Deanna Stanley  
Debi Kissinger  
Deborah Bloom  
Deborah Donnelly  
DKG - Beta Delta, Auburn  
Doris and Jerry Miller  
Elion Lipton  
Faith Graham  
Gary Goldstein and Cynthia Randall  
Ginkgo Foundation  
Glowforge Inc  
Interpret This Inc

Jaime Kang  
Jane Bilbe  
Jason and Stephanie Azarcon  
Jay & Tiffany Townsend  
Jeremy Lautman  
Jim and Carol Waugh  
Jolene Bolton  
Jordan Carpenter  
Karen Middaugh  
Karen Wilkinson  
Kat Lana  
Kathryn Guykema  
Kroger  
Laura Spinella  
Leanne Procter  
Mary Mann  
Microsoft Alumni Network  
Mikaela O'Brien  
Monroe Machined Products, INC.  
Nike  
Niki Weiss  
Nora Paxton  
Randy and Kelly Barkhurst  
Ranveer Chandra  
Rebecca Daum  
Red Beard Reliable Home Service  
Roxane Blevens  
Sakun Ganason  
Sav-On Insurance Inc.  
Seattle Fish Guys LLC  
Shannon Mitchell  
Sharon Gregg-Ellis  
Siv Eng  
Starbucks Corporate  
Stephanie Reitz  
Susan Larson  
Susan Weber  
Tiffany Stewart  
Trishah Bull  
Tsend-Ayush Bayanmunkh  
United Way of King County  
Vicki Kennerud  
Wells Fargo Comm-Corporation



Thank You!

to all of our  
Birthday Club  
Donors!



# Community Events

- **Decorate/Fill Goody Bags:** We provide the bags, ribbons, and candy. Volunteers decorate the bags with stickers or markers and fill them with candy and fun small toys that they purchased.
- **Make Pin the Candle on the Cupcake game:** Birthday Dreams supplies the paper with the cupcake and candles. Volunteers cut them out and decorate them using markers and stickers.
- **Create Party Games:** Come up with fun games that kids can play at a party. Volunteers put together kits with instructions that can be included in birthday boxes.
- **Decorate Party Hats:** What's a party without party hats? Due to the cost and lack of availability of party hats, we decided to create our own. Volunteers cut out and decorate the party hats for the kids to enjoy at their birthday.

1,487 volunteers participated in 76 community events, many of these were remote. Our top supporters were Microsoft, CarMax, and various school groups.





# How to Volunteer



VISIT: [birthdaydreams.org/WaysToGive/Volunteer](https://birthdaydreams.org/WaysToGive/Volunteer)

## Volunteer Categories NEEDED:

- Party Helpers
- Bakers
- Delivery Drivers
- Office Help
- Events Help
- Party/Toy Drives
- Service Projects



**Birthday Dreams is  
blessed with an army of  
volunteers dedicated to  
bringing smiles to kids  
who are homeless on  
their birthdays.**

**But we always need more.**



# Thank You!



[BirthdayDreams.org](https://www.BirthdayDreams.org)



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Renton, WA 98056

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[birthday-dreams](https://www.birthday-dreams)