

Strategic Plan 2024

The Board of Directors determined the following Strategic Plan for 2024:

Mission Statement: The objectives and purposes of this corporation shall be to improve the lives and well-being of children and senior citizens from low-income families.

Outreach in 2023: Gave gifts to 1,950 Children and 250 Senior Citizens

Toy Drive: We collected 3,500 Toys through our Toy Drive collection barrels at local Starbucks stores. We are a Neighborhood Community Outreach Partner with Starbucks Foundation.
Distribution: Toys distributed through our Birthday Magic & Christmas Adopt a Family Program, Foster Children, Gold Country Toy Run, Nevada County Toy Run, Family Taekwondo Toy Auction

How: Generous donors provide funding and gifts. We give gifts to children and senior citizens. Gifts include - Backpacks, bicycles, blankets, clothing, desks, gift cards, school supplies, scooters, toys and basic care supplies. We continue to help the community by accepting family referrals from organizations that work with the people they refer to us. Referral organizations include local Churches, Family service and Foster children agencies, Schools, Residential senior care facilities, County health and human service departments. Public applications also accepted.

Value: More than \$175,000 given to the community in the form of retail dollars spent on gifts and items distributed through our programs.

2023 Non-Profit Improvement: Reinstated Birthday Magic and added Adopt a Senior Program

2024 Outreach and growth providing for more people through these Programs:

Birthday Magic, Back to School Backpacks, Christmas Program, Domestic Violence Victim Assistance, Fire and Law Enforcement Family Assistance, Senior Citizen Program, Toy Drive



Bringing smiles to Children

Adopt a Family Program of Northern California

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