



# TREES OF HOPE



## 2018 Annual Report

*(January 1, 2018 to December 31, 2018)*



#### Board of Trustees

##### President

Ashley Beecher

##### VP of Membership

Katie Leonard

##### VP of Events

Aimee Burke Rodriquez

##### Secretary

Allison Johnston

##### Treasurer

Elise Swann

#### Board of Trustees

Shanna Bass

Kelly Boyd

Jennifer Beato-Miller

Trisha Bradley

Allison Crosby

Lesha Elsenbrook

Rachel Gower

Juie Goytia

Melissa Holton

HollyAnne Jenkins

Ronda Jones

Tany Klaes

Susan Lewis

Carmen Mach

Elisabeth Rush

Vivian Wilson

**M**ISSION: Trees of Hope transforms lives with fundraising and outreach activities for the exclusive benefit of children's programs at Star of Hope, Houston's largest mission for the homeless.

## Trees of Hope 2018 in Numbers

**\$230,000**

2019 Gift to Star of Hope

**30** Guild Members



Over 50 volunteers for Trees of Hope events



**230**

Pairs of shoes given at Back to School and New Year, New Shoes Events



Over **75** women treated to a Mother's Day Party

Over **\$10.2 million**

donated to Star of Hope since 1990



# Financial Report

2018 Total Revenue: \$589,620

## Advisory Board

Kim Black  
Carol Buckley  
Jennifer Ducote  
Linda Elmer  
Natalie Faust  
Donna Grehn  
Heather Holmes  
Laura Jones  
DeeDee Marsh  
Leda Netland  
Mary Rothwell  
Sharon Schwartz  
Shannon Smith  
Kelly Southwell  
Michelle Stewart  
Kelli Weinzierl  
Sara Jane Wilson

## Life Trustees

Mary Ann Belin  
Robin Klaes  
Jo Ann Petersen  
Kathy Tabor  
June Waggoner  
Nancy Walker

## Honorary Life Trustee

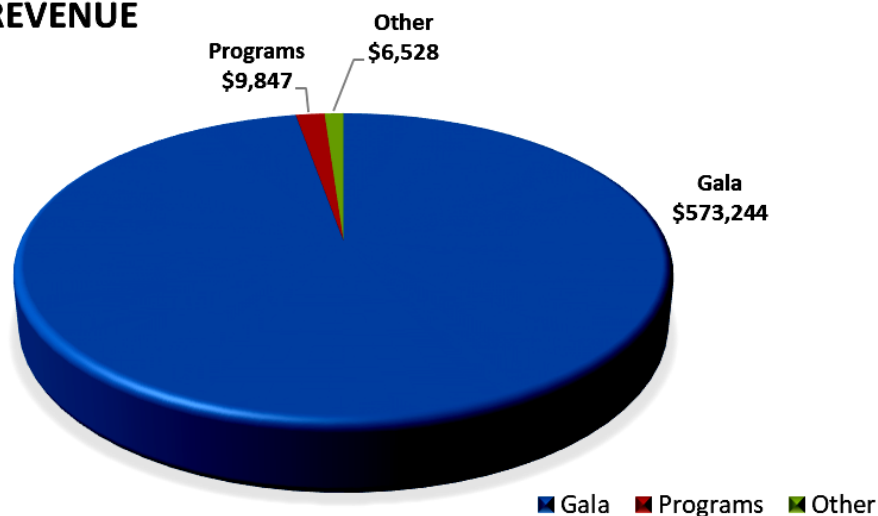
Lynn Wyatt

## Director of Events and

## Donor Relations

Alina Schrom

## 2018 REVENUE

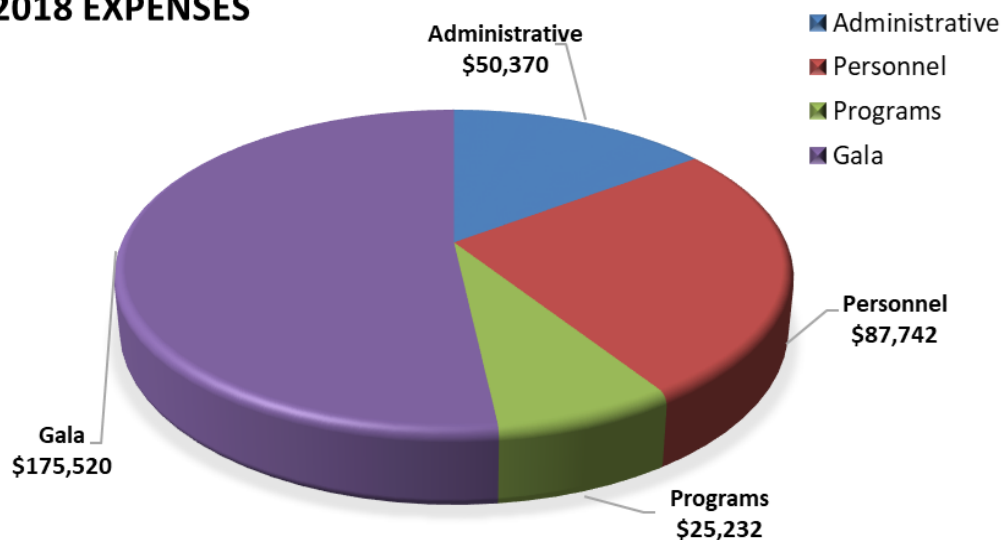


## Program Revenue Major Gifts

McNair Foundation - \$2,500 for January New Year New Shoes  
Pure Point Financial—\$2,500 for August Back to School Shoes

2018 Total Expenses: \$338,865

## 2018 EXPENSES



\*Does not include annual gift to Star of Hope

# Bright Lights in the City Gala - November 30, 2018



## Chairs

Aimee Burke Rodriquez

Rachel Gower

Ursaline Hamilton

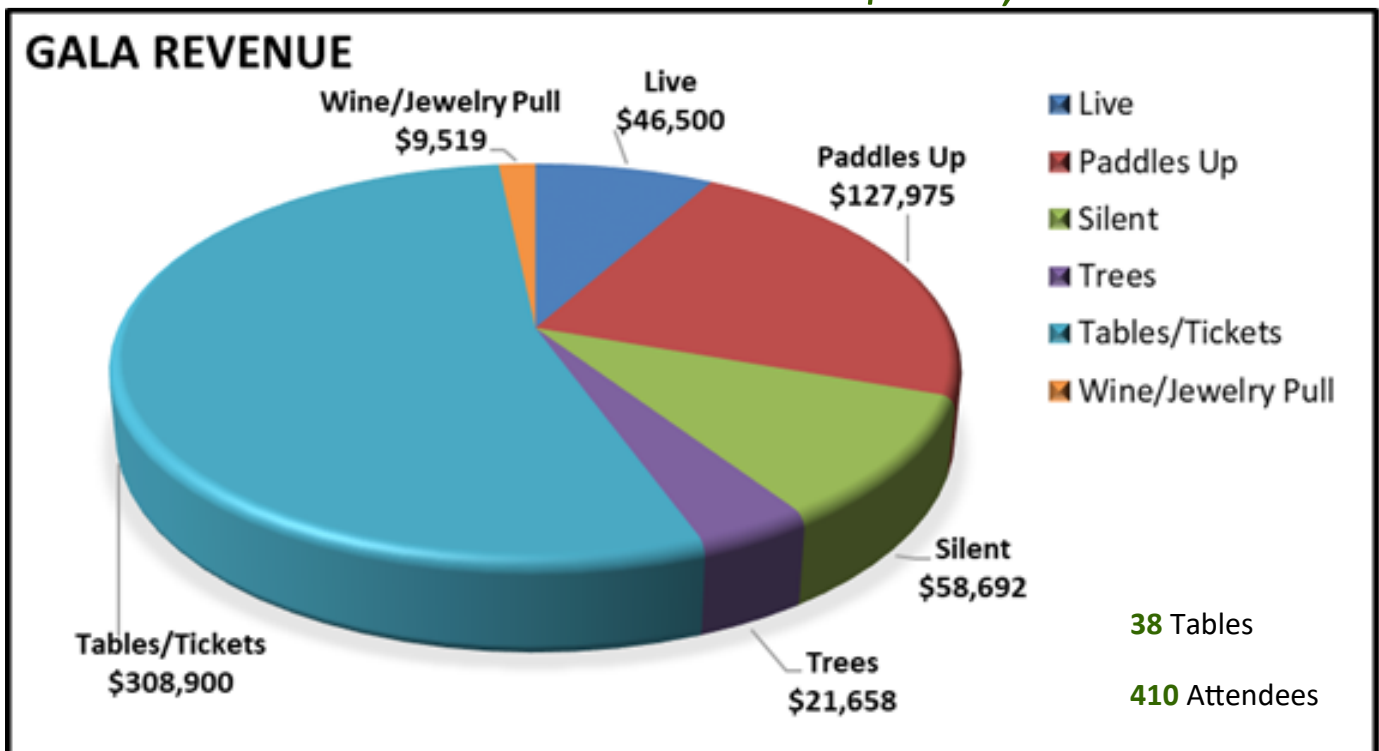
## Honoring

Nancy Walker

## Honorary Chair

Lynn Wyatt

**Total Gala Revenue: \$ 573,244**



## Auction Revenue by Category

Committee	Revenue
Live Auction	\$46,500/5 items
Paddles Up	\$127,975
Silent Auction/Big Board	\$58,692
All Trees	\$21,658/23 trees
Wine/Jewelry Pull	\$9,519
Underwriting	\$308,900

Over **\$174,000** raised in "Live Auction" alone!



# 2018 Trees of Hope Programs

## New Shoes Events

Every January and August, Trees of Hope provides the opportunity for hundreds of children residing at Star of Hope to shop for a new pair of shoes. The children, aged 4-17, are assisted by Giving Tree members and other volunteers. While they shop, the children are treated to refreshments and entertainment.



**"TOH fills the critical needs of Houston's homeless children in many ways. My passion has always focused on helping children, not only because they are our future, but because they are the most vulnerable among us." ~Rachel Gower**



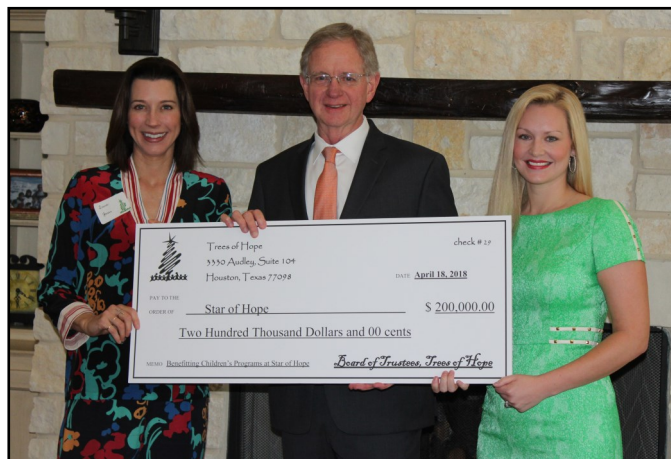
Over **230** pairs of shoes and socks donated to Star of Hope children

## Spring Guild Luncheon

Each Spring, The Vice President of Membership hosts a beautiful luncheon featuring the ceremonial check presentation to Star of Hope from the proceeds of the preceding gala.



**"It is a privilege to serve alongside such a dynamic group of women that make up our Board of Trustees. It's inspiring to take part in year round outreach events that benefit the children's programs at Star of Hope and empowers them to look forward to a bright future." ~Ashley Beecher**



# 2018 Trees of Hope Programs

## Mother's Day Event

Each year, more than 50 mothers residing at Star of Hope's Transitional Living Center are treated to entertainment, gifts, and refreshments. Together, Trees of Hope Board members and volunteers create a special Mother's Day luncheon for the mothers who are working so diligently towards a better life for themselves and their children.



**"Supporting TOH is not only important to me, but also to Frost, because we are committed to the overall well-being of our communities. We believe in providing support to those in need, so we can help them become strong individuals which ultimately develops strong communities."**

**~Trisha Bradley**



## Trees of Hope Toy Store

We are thrilled to include the Toy Store at Cornerstone Community as our newest program! After completing registration, new residents receive a Toy Store certificate to shop for two toys for each of their children. The Toy Store is stocked with toys for kids ranging from babies to teens and is open to incoming residents on Tuesdays and every other Thursday thanks to our amazing Board and volunteers.

**"Trees of Hope is important to me because our efforts directly affect the children living at Cornerstone Community. It is a privilege to serve on the TOH Board as it allows us to be a bright light for one of Houston's most vulnerable populations."**

**~Aimee Burke Rodriquez**





## 2018 Donors

13 Celsius	Dora Lloret	Jessica Brown	Michael Martinez Fine Portraits	Sonoma Wine Bar
A Fare Extraordinaire	Dr. & Mrs. Jovian Currie	Jo Ann Petersen	Milk and Honey	Stefanie and Cody Carper
Aimee Burke Rodriguez	Elaine & Gideon Hixon	John Gilmour	Monica Haff Designs	Steven Provenzano
Al Torres Photography	Eliane Turner	John Palmer Art	Moody Bank	Summer & Brad Smith
Alex Bernier	Elise Swann	Julie Goytia	Nancy Walker	Susan and Evans Swann
Allison Crosby	Ellen Schuster Art	June & Steve Barth	Oscar J. Currie, MD, PLLC	Susan Baker
Allison Johnston	Eureka Heights	Kara and Hank Hilliard	Paul & Lauri Carl	Susan Lewis
Amerejuve Memorial	Frank Cox	Karen & Greg Stowers	Perry's Steakhouse & Grille	Swoon
American Girl	First Rodeo	Katie & Patrick Stewart	Personalized by Popp	Tamar & Matt Steele
Ana Craft	Flexjet	Katie Leonard	Peterson Family Foundation	Tamara & David Wall
Anne-laure Stephens	French Cuff Boutique	Kelly Boyd	Pico's	Tany Klaes
Anita & James Major	Frost Bank	Kelly Chapman	Pinto Ranch Fine Western Wear	Taste of Texas Restaurant
Anne & James Nicholson	Gil Baumgarten	Kevin Robbins	Pomp and Circumstance	The Boardroom
Armandos	Glo Sun Spa	Kimberly Dominy	Boutique	The Container Store
Arturo Boada Cuisine	Global Sporting Safaris	Kirk Townsend	Premier Aesthetics	The Nice Winery
Ashley W. Beecher	Golden Thread	Kristin & Houston Netherland	Rachel Gower	The Sorola Foundation
Astros Foundation	Guadalajara	Kristy Holiday	Rainbow Lodge	The Upperhand Salon
Barbar Gessner	Hai Hospitality, Uchi And Uchiko	Lance Wright	Raising Cane's	Thomas Reiser
BB's Café	Hamilton Shirts	Laura & Steve Jones	Rebecca & Thomas Brandt	Tiffany Guthrie
Becks Prime	Heather & Richard Holmes	Laura Parkan	Rene Sorola Properties	Tomfoolery Toys and Books
Beecher Reagan Advisors	Helen Perry	Lesha Elsenbrook	Revana Family Vineyards	Top Golf
Bella Rinova Salon	Hila	Lillie Roberston	Revel Technology	Total Wine and More
Bethanie O'Brien	Holly & Jud Walker	Lisa Stokia	Robert Shary	Toys to Love
Brad Suddarth	HollyAnne Jenkins	Logan & Lenora	Robin and Danny Klaes	Tracy and Valerie Dieterich
Big Blue Whale	House of Blues Houston	Lone Star Chapter Needlepoint	Ronnie & June Burke	Trisha Bradley
Brewing Sports Bar & Grill	Houston Ballet	Guild	Rory Bartcher	University of Houston Cougar
Brian Southwells	Houston Zoo	Lori Johnson	Saint Bernard	Pride
Briargrove Pharmacy & Gifts	Houstonian Hotel Club Spa	Luciana and Antonio Pinho	Sam Hansen	Ursanline Hamilton
Burdette & Monica Huffman	Hoyt Brown	Mandy Plaisance	Sami & Jud Morrison	Village Dermatology
Carmen Mach	Independence Ranch	Mary & Moss	Santa's Wonderland	Vineyard Vine
Carrabba's	Itsy Bitsy Boutique	Mary Lee Wilkens	Sarah Watts	Vivian Winslow
Cheeky Vintage	Jacob Brechan	McGonigle's Mucky Duck	Savarese Fight Fit	Will and Elaine Fielder
Chick-fil-a	Jana Cogburn	Meg & Guy Oliphint	Shanna Bass	William Attra & Nancy Saadattrra
Chita Craft - KHOU	Janet Postell	Meghan Zubot	Shelley Jackson	William McCartney
David Little	Jason Silva	Melanie Rothwell	Sherry & Nick Verburgt	Woflies Swim School
DeeDee & Wallis Marsh	Jennifer and William Swallen	Melissa Holton	Shipley Donuts	Yellow Rose Distilling
Dogman Training	Jennifer Beato-Miller	Meredith & Marshall Iler	Silverstone Events	

## Top Donors

Aimee & Wynne Snoots  
Carrizo Oil and Gas Co.  
Castex Foundation

Donna and Chuck Grehn  
Jo Ann Petersen  
Lesha & Tom Elsenbrook

Lisa and John Walker  
Looper Foundation  
Shanna & Eric Bass

**THANK YOU** for helping us bring **HOPE** to the children of Star of Hope!

## HOW CAN **YOU** HELP?

Your generous contribution can accomplish the following for homeless children through The Children's Critical Care Fund:

- **Counseling and mental health care for teens and families by licensed professionals**
  - **On-site health care immunizations, wellness checks and medications**
  - **Basic needs such as food, lodging, clothing, school uniforms and supplies**
- **Education and special programs including: computer learning centers, libraries, summer camps and local field trips**

The expectation of the Children's Critical Care Fund is to end the cycle of homelessness, poverty, addiction and abuse.

The ultimate goal is to prevent their return to Star of Hope as adults.

With the support of generous donors, Trees of Hope has been able to donate over \$10.2 million to Star of Hope since 1990.

## Looking Ahead



We hope that you continue to support Trees of Hope as we embark on 2019, a year of transformation and growth. We will focus on three key points:

### **Increasing Revenue** **Brand Transformation** **Expanding Partnerships**

#### **Increase Revenue**

In 2019 Trees of Hope will strive to increase its annual financial gift to Star of Hope by continuing to seek out additional revenue sources, particularly those from foundations and corporations, as well as cultivating current donors.

#### **Brand Transformation**

In order to attract new supporters it is vital that we increase our exposure in the city of Houston. To do this, Trees of Hope must maintain a consistent and captivating branding. In 2019-2020, Trees of Hope will transform its brand to appeal to the changing times.

#### **Expanding Partnerships**

An organization like Trees of Hope is nothing without its supporters and partners! In 2019 we will increase outreach and communication not only to our members, but also to our community partners, and exclusive beneficiary, Star of Hope.



*For more information, please visit [www.treesofhopehouston.org](http://www.treesofhopehouston.org).*



# THANK YOU!



PROUD PARTNERS OF



*For Houston's Homeless Since 1907*

Nonprofit Partner

**DonorHouston**

a service of Greater Houston Community Foundation

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Houston, TX 77098

713.942.8733

May 2019



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