



August 19, 2016

Dear Friends of Bright Holidays,

I'm writing to thank you for your generous support of Bright Holidays during the 2015 holiday season – our 10th campaign in support of area children and families – and to share the results of last year's drive to provide gifts of food, clothing, books and other essential items to less fortunate students and families in our Jacksonville community.

Despite a troubled economy and increasing competition for charitable donations, Bright Holidays raised \$95,490 and touched the lives of more than 822 children from 48 area schools. We were heartened to see that 63% of our 2014 donors joined us again in 2015 and, of those who repeated, 83% matched or exceeded their prior-year contribution.

Bright Holidays would like to extend special thanks to: Computer Technology Services; Flagler Development; The Griggs Group; Gist Create; Eavenson, Fraser & Lunsford; WalMart Store #1172; Winn-Dixie Supermarkets; and the Women Business Owners of North Florida. These local organizations helped advance our cause by conducting toy and book drives, and by providing valuable gifts-in-kind, services and support.

As in past years, Bright Holidays received substantial donations from these Sustaining Sponsors: Baptist Health; the Warren & Augusta Hume Foundation; the Thomas M. & Irene Kirbo Foundation; the Neviasser Foundation; Publix Supermarket Charities; and Sawgrass Asset Management.

In 2015, two house concerts – the first featuring Kelly Triplett, a singer-songwriter from Denver, CO, and the second, Carolyn Snyder Menke, a versatile music professional from Northeast Florida – introduced new donors to Bright Holidays and generated nearly \$2,500 in donations. We are especially grateful to Kelly and Carolyn for their gifts of time, their support and two enjoyable and memorable evenings of music.

Once again, the students of Providence School provided a treasure trove of new toys for the children served by Bright Holidays. We're thankful for their long-term support.

As in prior years, we had outstanding volunteer participation for our *Sorting Day* and again wrapped up early. We again owe a special thanks to the volunteer teams from

Allstate Benefits and PlanetHS. In all, 232 volunteers gave their time in support of Bright Holidays' efforts.



We are again thankful for the media coverage provided by the *Florida Times Union* and Melissa Ross, who featured Bright Holidays on her morning radio program, *First Coast Connect*. Their continued support has helped Bright Holidays build awareness and garner support for its mission. Please visit www.brightholidays.org for links to local media and additional information about Bright Holidays.

In addition to gifts in kind, e.g., toys, Bright Holidays invested \$89,785 in the local community last year, of which 96% went for essential items such as food, clothing, books and sleeping bags. Miscellaneous out-of-pocket expenses for the year, including general liability insurance, warehouse expenses, postage, domain renewal, etc., totaled \$3,029. The table below summarizes our 2014 expenditures.

Category	Allocation
Food Items	38%
Clothing Items & Shoes	55%
Books	2%
Simple, Developmental Games/Toys	1%
Miscellaneous Expenses	4%
Total	100%

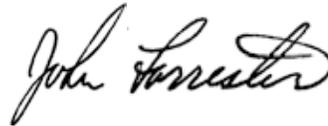
In 2015, we expanded our board of directors and installed Mike Shreve, one of Bright Holidays first board members, as president. This additional structure – *please note that we remain an all-volunteer organization* – will enable us to expand our outreach in the years ahead. Hence, we will launch our coming 2016 campaign with more resources and great confidence.

Again, we thank you for helping the children of less fortunate families, often the unintended victims of lost jobs and rising costs. On behalf of Bright Holidays, an all-volunteer organization operating without fixed overhead, we're grateful for so many generous gifts of time and treasure.

It is my hope that this letter gives you confidence that your 2015 donation was well spent. Moreover, I hope it encourages you to support our 2016 campaign when it launches in the coming weeks. We would be most grateful for your continued support as we strive to increase the number of area schools served and ensure more children have the food, clothing and other essential items they so desperately need.

Until then, please feel free to contact me if you have any questions, comments or suggestions about Bright Holidays.

With thanks and all best wishes,

A handwritten signature in black ink that reads "John Forrester". The signature is written in a cursive, flowing style.

John Forrester

P.S. As in prior years, I've attached copies of a few thank-you letters received in January.