



TREES OF HOPE

2017 Annual Report

(January 1, 2017 to December 31, 2017)



Board of Trustees

President

Laura Jones

Vice Presidents

Shanna Bass and
Melissa Holton

Secretary

Tany Klaes

Treasurer

Lesha Elsenbrook

Wendy Askew

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Tany Klaes

Katie Leonard

Susan Lewis

Carmen Mach

Elizabeth Poirrier

Melanie Rothwell

Elisabeth Rush

Farrell Saunders

Elise Swann

Vivian Wilson

MISSION: 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

2017 in Numbers

\$200,000

2018 Gift to Star of Hope

96 Guild Members



517

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

Over **100** volunteers for
Trees of Hope events



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

Over **\$10 million**

donated to Star of Hope since 1990



Advisory Board

- Kim Black
- Rachel Boehler
- Carol Buckley
- Jennifer Ducote
- Pepper Edens
- Madeleine Elmer
- Kristin Gauntt
- Robin Klaes
- Kelley Lubanko
- DeeDee Marsh
- Leda Netland
- Paula Paine
- Terry Prather
- Nancy Pustka
- Cari Ross
- Mary Rothwell
- Christy Rowland
- Leigh Smith
- Shannon Smith
- Kelli Weinzierl
- Sara Jane Wilson

Life Trustees

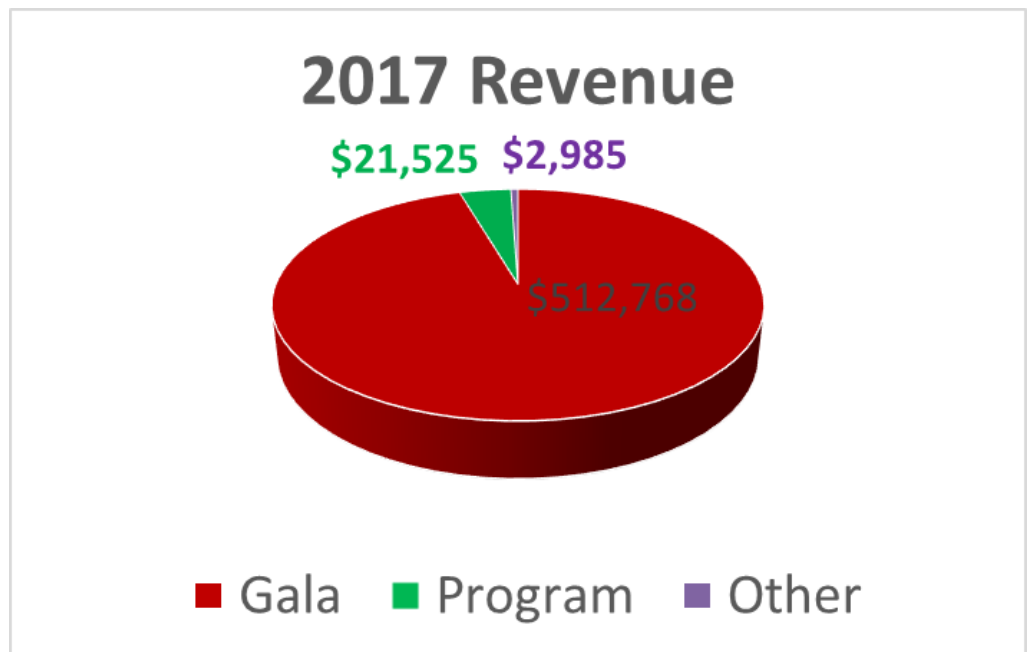
- Mary Ann Belin
- Jo Ann Petersen
- Kathy Tabor
- June Waggoner
- Nancy Walker

Honorary Life Trustee

- Lynn Wyatt

Financial Report

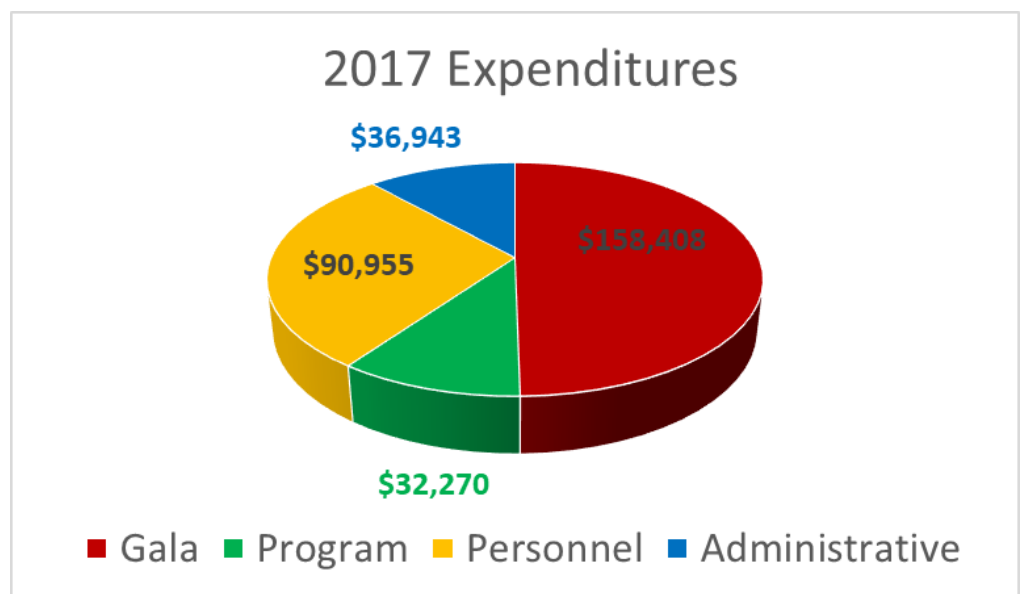
2017 Total Revenue: \$537,278



Program Revenue Major Gifts

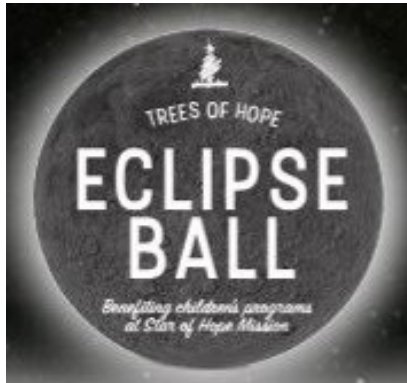
McNair Foundation - \$10,000 for January New Year New Shoes
 Kappa Kappa Gamma - \$10,000 Grant award for Programs

2016 Total Expenses: \$318,576*



*Does not include annual gift to Star of Hope

Annual Holiday Gala - December 1, 2017



Chairs

Shanna Bass
Ashley W. Beecher

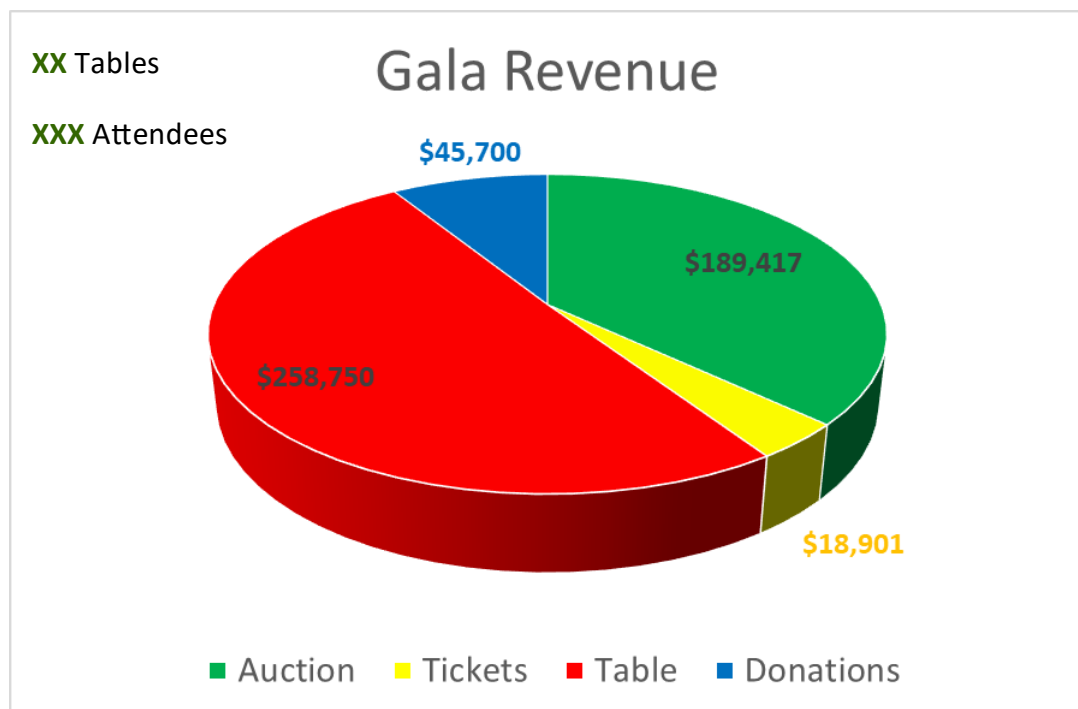
Honoring

Mary Rothwell, Melanie Rothwell, & Charlotte Rothwell Wands

Honorary Chair

Lynn Wyatt

Total Gala Revenue: \$512,768



Auction Revenue by Category

Committee	Revenue
Live Auction	\$79,995 / 12 items
Paddles Up	\$15,250
Silent Auction/Big Board	\$79,090 / 118 items
All Trees	\$8,685 / 16 trees
Wine Pull	\$8,232 / 80 bottles
Trees/Wreaths	\$6,850 / 19 items

Over **\$79,000** raised in "Live Auction" alone!

New Year, New Shoes Event



2017 Trees of Hope Programs

Spring Guild Luncheon

Mother's Day Party



Back to School Shoe Event



Over **60** women and children treated to Mother's Day Party



Over **415** pairs of shoes and socks donated to Star of Hope children

2017 Donors

A Fare Extraordinaire	Duchman Family Winery	Kendra Scott Designs	Oh Sew Peachy	Thannisch Designs
Abejas Boutique	Elaine Turner	Kevin Robbins	Olabisi Wines	The Boardroom Salon For Men-
Adair Kitchen	Elise Swann	Chaz & Tany Klaes	Oui Desserts	Rice Village
Al Torres Photography	Elizabeth Poirrier	KRC Interests, LLC	Panera Bread	The Mad Potter
Alley Theater	Ellen Schuster Art	Kristy Bradshaw	Pappas Restaurants, Inc.	The Mailman Foundation
Allison Crosby	Emily Adams	Lady Luck Catering	Paula R. Paine	The Melting Pot of Houston
Allison Johnston	Emily Sedgwick	Laura Jones	Piggy's Kitchen & Bar	The Porches of Steamboat
Amy's Ice Creams	Facade	Lauren Pegram	Pinto Ranch	The Robert & Janice McNair
Anita Major	Faust Distributing Co.	Laurenzo's El Tiempo Cantina	Platinum Party Coach	Foundation
Armandos	Feliz Interiors	Lesha Elsenbrook	Potbelly Sandwich Shop	The Upper Hand Salon
Artmix Creative Learning Center	Found	Linda Elmer	Premier Aesthetics	The Vintage Contessa
Arturo Boada Cuisine	Friends of Trees of Hope	Little Matt's	Rachel E. Gower	The Waggoners Foundation
Ashley Whitworth Beecher	Frost Bank	Lori Johnson	Ragin' Cajun	The Antiquarium
Azur West	Golf Club of Houston	Lori Wolff	Raising Cane's	The Chocolate Bar
Beckrew Wine House	Gringo's Mexican Kitchen	Luna Pizzeria	Randa Weiner	The Nice Winery
Brad Brandt Designs	Hard Rock Energy, Inc.	Lynn S. Wyatt	Rise Souffle	Thomas C. Davis
John & Rory Bratcher	Head Dazzler	Maida's Belts & Buckles	Robin Klaes	Ting Bresnahan
Brinker International	Heather Holmes	Main Street Theater	Aimee & Jonathan Rodriguez	Tiny Boxwood Cafe
Cabot Oil & Gas Corporation	Helen S. Perry	Many Monkeys Later	Ruth Davis	Tracy & Valerie Dieterich
Camp Lonehollow	HollyAnne Jenkins	Mariquita Masterson	Sara Jane Wilson	Tres Familias Ranch
Carmen Mach	Houston Astros	Mary Adkins	Seasons 52	Trisha Bradley
Carol Bernard	Houston Ballet Foundation	Mary K. Rothwell	Shanna Bass	Uchi
Carol Buckley	Houston Polo Club	Mary Rebecca Dick	Shannon Smith	Underbelly
Cody & Stefanie Carper	Houston Rockets	McHugh Tea Room	Sharon Schwartz	University of Houston Athletics
Carrie Gillette	Houston Zoo	McKenna Zacek	Sherry Verburt	Dept.
Castex Foundation	Indulge	Meena Haque	Shipley Do-Nuts	Urban Chef
Charlotte A. Rothwell	Itsy Bitsy Boutique	Melanie Rothwell	SoulCycle River Oaks	Village Antiques
Children's Museum of Houston	Jennifer Miller	Melissa Holton	Sprinkles Cupcakes	Vineyard Vines
Claire School of Dance	Joanne G. Wilson	Menchie's Frozen Yogurt	St. Regis Hotel	Vinglace, LLC
John & Katie Clark	John P. McGovern Foundation	Meredith Chastang	Stephanie Badeaux	Vivian Camacho Winslow
Debbie Chenevert	Julie Goytia	Michael Sonsino	Stephanie Hamilton	Viviana Denechaud
deBouille Diamond & Jewelry	Julio Garcia	Michael's Cookie Jar	STYLE BOUTIQUE - Houston	Warehouse Frames N' Gallery
Debra Alexander Photography	Kappa Kappa Gamma Founda-	Monica Haff Designs	Sugarland Skeeters	Wendy Askew
DeeDee Marsh	tion	Monogram Market	Susan Criner	Westwood Golf Club
DEFINE body & mind	Kara Hilliard	Nancy Funderburk	Susan Lewis	World Class VIP
Discover Gymnastics	Karbach Brewing Company	Nancy H. Bihlmaier	Susan Swann	Yippy Magic
Donna Grehn	Kathleen Connelly	Nancy Pustka	Ryan Natalie Synnott	Za Za Designs
Doris Looper	Katie Leonard	Nancy Walker	Tami Wall	Zadok Jewelers
Dos Carolinas	Kelley Southwell	Nine Zero Nine Creative	Taste of Texas	
Dr. & Mrs. JoVan Currie	Kellie Morley Art	Nothing Bundt Cakes	Rob & Teri Howell	

*March 1, 2017 to December 31, 2017

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 at Star of Hope:

- \$45 provides meals for 20 people
- \$50 provides a day of care for 1 child
- \$50 provides Christmas gifts for 2 children
- \$115 Provides shoes, socks, short, pants and educational supplies for 1 child

With the support of generous donors, Trees of Hope has been able to donate over \$9.8 million to Star of Hope since 1990.

With YOUR support, Trees of Hope can continue to provide vital support to children's services at Star of Hope.

Looking Ahead



We hope that you continue to support Trees of Hope as we embark on 2018, a year of transformation and growth. We will focus on three key points:

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

Increase Revenue

In 2018 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 consistent and captivating branding. In 2018, 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 2018 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.

THANK YOU!



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PROUD PARTNER OF



For Houston's Homeless Since 1907

Nonprofit Partner

DonorHouston

a service of Greater Houston Community Foundation

June 2018