



Precious  
Dreams  
Foundation

.....  
**PROVIDING COMFORT ITEMS FOR BEDTIME AND INSPIRATION**  
*to DREAM BIG for YOUTH in TRANSITION*  
.....

**ANNUAL REPORT 2016**



## *Mission*



Precious Dreams Foundation is organized exclusively to provide gift bags of bedtime comfort items and present programs and activities to children in foster homes, foster care and poor communities to teach self-comfort and inspire self-confidence.



# LETTER *from the* PRESIDENT

Dear Supporters & Friends,

It is with great pleasure that we present to you, our 2016 Annual Report. Over the years our volunteers have worked tirelessly to provide comfort to youth in New York and this year the organization and our outreach have both grown tremendously because of your support. We've revised our mission, expanded our programs and pushed our efforts all the way as far as California.

After assessing the feedback and response to our Comfort Drops we decided to change our mission to enable us to provide our youth with additional tools for comfort. With the expansion of our mission we took the organization beyond the personalized comfort items for bedtime and tapped into providing more experiences that assist with mental health. In addition to changing our mission, we strengthened our partnerships in New York by working with Administrative Children Services (ACS) and we created a new Chapter in Los Angeles, CA.

It is because of the dedication and support of our loyal donors that Precious Dreams Foundation is able to touch the lives of underserved foster care and homeless children and reach new goals. Your commitment to improving the lives of our most vulnerable youth has made a real difference. At the close of 2016 we reached a total of 3,000 children in transition. However, there is still more work to be done.

In this report, you will learn more about our new programs and the impact it has made on our entire community. You will see the rapid growth of our organization and you will have a clear picture of how we fulfill our obligations as the organization in which you trust and choose to support.

We are very fortunate to have a strong base of active and generous donors, dedicated volunteers and a committed and passionate Board of Directors. We know you are deeply committed to the causes you support and we remain committed to delivering innovative programs that will help you make more of a difference through your charitable giving.

Yours in service,

Nicole Russell, Co-Founder/President



# *our* PROGRAMS

## IT ALL BEGAN WITH A COMFORT DROP

**Guest Speaker:** Connecting our youth with successful and inspirational speakers who tell relatable stories of overcoming adversity and sharing how they learned to self-comfort

**Pillowcase Decorating:** Designing a pillowcase full of positive reminders to help children focus on their dreams and explore happy thoughts.

**Bag Delivery:** A simple drop off of our customized Comfort Bags full of 4-5 brand new bedtime comfort items (i.e. pajamas, books, plush toys, journals, blankets and more)

### NEW AND GROWING PROGRAMS:

**Peace of Comfort** (Yoga and Meditation): Youth learn to manage stress through healthy movement, meditation and relaxation. Breathing techniques are shared for children to use who may struggle with impulsive behavior and/or distracting living environments.

**Rest in Writing** (Therapeutic Writing Activities): Fun and creative writing prompts help our youth find comfort in the release of their thoughts and feelings. This program was inspired from the feedback of teens who received our journals from previous Comfort Drops.





## BEST *of* COMFORT DROPS 2016

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### FACEBOOK GLOBAL CAUSES DAY

(April 2016): Facebook selected Precious Dreams Foundation for their annual Global Causes Day which allowed their NY office employees to participate in 4 simultaneous Comfort Drops for homeless youth. Facebook employees volunteered to stuff bags and helped children of DHS decorate customized pillowcases in various locations throughout the city.

**ERIC DICKERSON** (June 2016)- Former foster youth and NFL legend Eric Dickerson hosted a Comfort Drop for our Los Angeles Chapter. Dickerson shared stories of overcoming adversity and tirelessly pursuing his dreams with teens currently living in Skid Row.

**BRANDON JENNINGS** (December 2016): New York Knicks player and friend of the organization Brandon Jennings joined PDF as a guest speaker for 40 teens living in the municipal shelter system. Brandon shared stories of learning from mistakes, coping with the loss of his father as a child and finding comfort in basketball. Teens asked questions and took photos with the NBA star.

## SUPPORTING MEMBERS *and* FRIENDS

### PDF BOARD OF DIRECTORS

Adam Berman – Adam Berman & Associates  
Joseph Belluck – Board Treasurer, Belluck and Fox  
Julie Evans – Wilson Elser  
Kenneth Halperin - Wingate, Russotti, Shapiro & Halperin  
Nicole Russell – Board President, Pitch House Productions  
Ryan Grant – Former NFL Player, AP Café  
Yuliana Bravo – Board Secretary, Madison Square Garden

### JUNIOR BOARD MEMBERS

Adrian Sinclair  
Que Harrison  
Martine Harris  
Chris Classic  
Gigi Blanchard  
Zoila Darton



### DONORS OF 1,000+

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Bill Miller  
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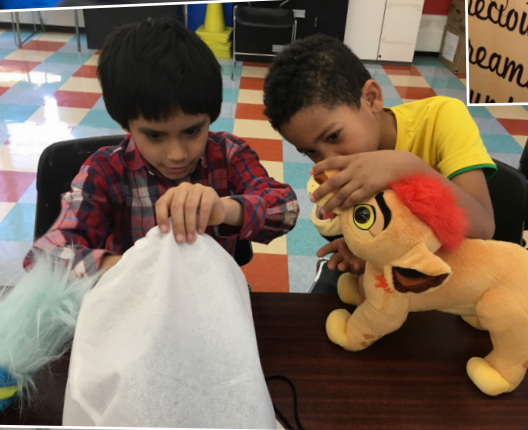
### DONORS OF \$5,000+

Joe Belluck  
Eric Coleman

### COMPANY SUPPORT

Aetna  
Aura Cycle  
Facebook  
Hard2Guard  
Multiplan  
NYU Community Fund  
Quontic Bank  
TTPM  
Warlander Asset  
Management





## VOLUNTEERS



Precious Dreams Foundation is run solely by passionate and committed volunteers. Our daily operations, programs, bag distributions and event planning is handled by a team of people who donate their time to the organization. We thank everyone who provides their services to help us further our mission.

## Our FINANCIALS

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### REVENUE

Corporate Donations 6,000.00

Fundraiser Donations 49,259.27

Grants 1,000.00

Individual Donations 8,668.19

Total Revenue

\$64,927.46

### EXPENDITURES

Accounting Expenses 605.75

Advertising 819.50

Comfort Items 24,243.10

Fundraiser Expenses 7,037.08

Insurance 608.00

Marketing 500.00

Meetings 552.60

Office Supplies 592.88

PayPal Fees 272.42

Shipping and delivery expense 149.95

Storage 1,449.00

Taxes & Licenses 50.00

Travel 7,511.17

Volunteer Appreciation 200.00

Website Hosting 240.90

Total Expenditures

\$44,832.35

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### NET OPERATING REVENUE

\$20,095.11