



July 26, 2011

Dear Friends of Bright Holidays,

I'm writing to thank you for your support of Bright Holidays during the 2010 holiday season and to let you know the results of last year's campaign. Here's a summary of our efforts to help students and families in our Jacksonville community.

I'm pleased to report that despite a troubled economy and increasing competition for charitable donations, Bright Holidays' 2010 campaign exceeded every expectation. Thanks to the generosity of our donors, we raised \$80,413, a 24% increase over 2009, and touched the lives of nearly 800 children and their families. This represents a 33% increase over the number of children served the prior year, a feat made possible by the high level of volunteer engagement and the support of the 27 participating schools. Visit www.brightholidays.org for a list of the 2010 Bright Holidays school partners.

As a measure of our donors' continued commitment to the children we serve, we were heartened to see that 50% of our 2009 donors joined us again in 2010 and, of those who repeated, 69% either contributed at the same level or increased their donation. Many also donated their time, and involved their families in our sorting and wrapping efforts. We're grateful for these generous gifts of time and treasure.

In addition to gifts from individuals, local businesses and foundations, Bright Holidays received substantial donations from these Sustaining Sponsor organizations: Baptist Medical Center, David Garrard Foundation, Frances King Insurance Agency, National Association of Industrial Office Parks, NelNet, On Ideas, Predator Group, Publix Charities, Sawgrass Asset Management, and South Council of the Jacksonville Chamber of Commerce.

We had 123 volunteers participate in our 'sorting' day and more than 150 joined us for wrapping days. Our most famous volunteer was David Garrard of the Jacksonville Jaguars, who joined Bright Holidays again as honorary Board chair. As in prior years, David and his wife Mary personally made deliveries to a number of area families.

We are especially grateful to the employees of Fidelity Investments and the middle school students of Providence School in Jacksonville who demonstrated the true meaning of the season. Collectively, they provided carloads of gifts including several bicycles in a heartwarming outreach to others in our community. Also deserving special

mention is Spectrum Installations, which not only provided warehouse space, but also the trucks and volunteers for our gift deliveries to each school

In addition, Bright Holidays would also like to extend special thanks to: Burdette Ketchum; Computer Technology Services; Dixon Hughes PLLC; Gist Create; the Jacksonville Chapter of the American Marketing Association; Reznicek, Fraser, Hastings, White & Shaffer for their generous support, donating gifts-in-kind, valuable services and time/insight. Since we operate without fixed costs and rely solely on volunteers, these organizations proved invaluable in advancing our mission.

We are very thankful for Deanna Fene of First Coast News, who provided prime-time television coverage 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 our mission of providing those less fortunate with essential items, such as food and clothing, during the holiday season.

As with prior campaigns, gifts arrived after the close of the 2010 school year and Bright Holidays will use these surplus funds to fulfill our mission and meet the growing needs of local students in the coming year. As an example, our end-of-year surplus in 2009 allowed us to spend \$14,304 more than we received in 2010 donations.

In 2010, Bright Holidays therefore invested \$94,717 (\$80,413 + \$14,304) in our local community of which 99% went for essential items such as food, clothing, school supplies and sleeping bags. Miscellaneous expenses for the year, including postage, filing/bank fees, domain renewal, etc., totaled \$800. The table below summarizes our 2010 expenditures.

<u>Category</u>	<u>Allocation</u>
Food Items	42%
Clothing Items	54%
School Supplies	1%
Simple, developmental games/toys	2%
Miscellaneous Expenses	<u>1%</u>
Total	100%

As we look forward to the 2011 holiday season, we plan to work with area schools to reevaluate our business processes, recruit additional volunteers, seek discounts from local retailers, and continually strive to broaden our base of support. We will, of course, remain vigilant in our use of time and resources as we strive to return virtually 100% of every dollar back to our community.

Thank you for helping the children of less fortunate families, often the unintended victims of lost jobs and rising costs. It is my hope that this letter gives you confidence that your 2010 donation was well spent. Moreover, I hope it encourages you to remain a part of Bright Holidays and to continue supporting our efforts. Together, we can make a difference.

In the coming weeks, we will launch our 2011 campaign and I hope we can once again count on your support. In the interim, 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 style with a large initial "J" and a long, sweeping underline.

John Forrester

P.S. I've attached samples of some of the letters received from partner schools and excerpts from several thank-you notes received from families assisted during last year's campaign.