



July 9, 2010

Dear Friends of Bright Holidays,

I'm writing to thank you for your support of Bright Holidays during the 2009 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.

Anticipating increased demand, our Board of Directors set aggressive goals for the 2009 campaign, well beyond 2008's achievements. I'm pleased to report that despite a troubled economy and increasing competition for charitable donations, Bright Holidays' 2009 campaign exceeded every expectation. Contributions totaled \$65,961, a 14% increase over 2008, and Bright Holidays touched the lives of nearly 600 children and their families, roughly a 50% increase over the prior year.

In 2009, Bright Holidays received 145 gifts ranging in value from \$10 to \$20,000. The average gift was \$441 with the \$20,000 gift and \$309 without it. The median gift was \$100. Of those who contributed in 2008, 59% joined us again in 2009 and, of those who repeated, 65% either contributed at the same level or increased their donation. In addition to gifts from individuals, local businesses and foundations, Bright Holidays received substantial donations from Baptist Medical Center, Frances King Insurance Agency, NelNet, Predator Products, Publix Charities, and Winn-Dixie. On behalf of Bright Holidays, we appreciate the strong financial support of these organizations.

We owe much of this success to the strong support of many in our community. David Garrard, our most prominent Jacksonville Jaguar, joined Bright Holidays again as honorary Board chair. First Coast News provided prime-time television coverage and, as in 2007 & 2008, allowed Bright Holidays to staff its volunteer phone bank in December. Local and national organizations, e.g., The United Way, allowed donors to direct their donations our way. In short, people, businesses and local institutions got involved and helped Bright Holidays advance its mission.

We are especially grateful to the middle school students of Providence School in Jacksonville. Collectively, these students provided four carloads of gifts (not included in the above total) including several bicycles. These young students demonstrated the true spirit of the season as they reached out to others in our community. It was heartwarming.

2009 witnessed tremendous growth in volunteer support. We had more than 50 shoppers and over 100 volunteers for our wrapping days and deliveries. The number of

our volunteers, coupled with their willingness to work long hours, is what made it possible for Bright Holidays to increase the number of students/families served so dramatically. Let me also note that three area firms provided pro bono legal, tax and technology services, respectively: Reznicek, Fraser, Hastings, White & Shaffer; Dixon Hughes PLLC; and Gist Create. We're grateful for the support.

Bright Holidays again worked with school principals and their staffs to identify those in need. In 2009, Bright Holidays expanded its outreach as planned, helping students and families from 27 schools, the names of which follow:

- Early Steps for infants/toddlers with developmental delays
- Greenwood School
- North Florida School for mildly to moderately disabled children
- Arlington Heights Elementary
- Biltmore Elementary
- Cedar Hills Elementary
- Chet's Creek Elementary
- Englewood Elementary
- Highlands Elementary
- Love Grove Elementary
- Mattie V. Rutherford Alternative
- North Shore Elementary
- Ortega Elementary
- Pine Estates Elementary
- Pinedale Elementary
- Rufus E. Payne Elementary
- Rutledge Pearson Elementary
- San Jose Elementary
- Southside Estates Elementary
- Spring Park Elementary
- Stonewall Jackson Elementary
- West Jacksonville Elementary
- Mandarin Middle
- Eugene Butler Middle
- J. E. B. Stuart Middle
- Clay County High
- Douglas Anderson High

In 2009, Bright Holidays invested \$73,819 in our local community, of which 95% went for essential items such as food, clothing, school supplies and sleeping bags. Other, miscellaneous expenses for the year, including postage, filing/bank fees, stationary, domain renewal, etc., totaled \$824. The table below summarizes our 2009 gift purchases.

<u>Category</u>	<u>Percentage</u>
Food items	42%
Clothing items	41%
School supplies	7%
Sleeping bags	5%
Simple, developmental games and toys	4%
Miscellaneous expenses	<u>1%</u>
Total 2009 expenditures	100%

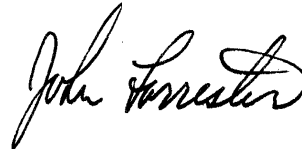
As in previous campaigns, a surprising number of gifts arrived after the close of the school year and Bright Holidays again began the current year with surplus funds which we will spend in a manner fully consistent with our mission. By way of example, the end-of-year surplus in 2008 allowed us to spend nearly \$8,000 more than we received in 2009 and fund accounts for students who might otherwise go hungry, through www.mylunchmoney.com.

We anticipate new challenges in 2010. Raising funds in our current economic climate will continue to prove difficult while the need for charitable giving will doubtless remain at a high level. This difficulty notwithstanding, our Board of Directors stands committed to helping the children of less fortunate families, often the unintended victims of lost jobs and rising costs. To ensure our continued ability to serve our community, we will work with area schools to reevaluate our business processes, recruit additional volunteers, seek discounts from local retailers (a benefit of our increased buying power), 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 raised to our community.

It is my hope that this letter gives you confidence that your 2009 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 2010 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, flowing style.

John Forrester

Ps. I've attached sample of some of the letters we have received from the schools and students we serve.