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## LETTER FROM THE EXECUTIVE DIRECTOR

Dear Friends,

For five years now, Supplies for Dreams has focused on enriching the lives and expanding the horizons of Chicago Public Schools (CPS) students.

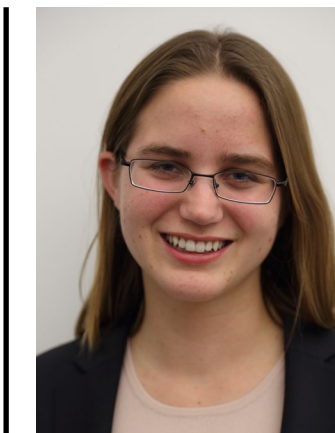
This year, we witnessed one of the most tumultuous years in CPS history. One of the most notable changes has been the institution of a longer school day, adding hours of instruction to every week. Additionally, a 10-day teacher strike in September received national coverage and highlighted issues such as teacher evaluation and hiring procedures. Leadership turnover continued as Jean-Claude Brizard resigned as CEO of CPS and Barbara Byrd-Bennett took over. At the current moment, many parents await word on the large-scale school closings slated for 2013.

In this difficult time, our mission is more important than ever. As always, we will focus on our students and provide them with opportunities that make a positive difference in their lives. Through our Dream Drive program, we ensure that all of our students arrive on the first day of school with the tools they need to succeed. Through Award-A-Field Trip, students take excursions out of the classroom to sites of cultural and intellectual importance, expanding their knowledge of the world. Through Academic Enrichment, we give students the individualized attention and encouragement they need to realize their own potential.

In 2012, we served more than 2,100 students through our three core programs, which all experienced substantial growth. We were proud to continue our strong partnerships with Manuel Perez Jr. Elementary School, Belmont-Cragin Elementary School, and the Chicago Youth Centers and we also added a new partner school—Bernhard Moos in Humboldt Park.

No matter the political climate, interacting with the students at our partner schools always inspires me. They are wonderful kids—creative, engaged, and robustly curious. Because of your unyielding support, we have been able to provide all of them with quality programs. We would never have come this far without you, and I hope you will continue to join us to make the future bright for these students.

Warm Regards,  
Nicole Bronnimann



Nicole Bronnimann, Executive Director

**“No matter the political climate, interacting with the students at our partner schools always inspires me. They are wonderful kids—creative, engaged, and robustly curious.”**

Nicole Bronnimann,  
Executive Director



Our three Chicago partner schools:

Belmont-Cragin



Bernhard Moos



Manuel Perez



## TACKLING OUR CHALLENGE

Between teacher strikes, leadership changes, and longer school days, Chicago Public Schools (CPS) has gone through a turbulent year in 2012. But even as the schools undergo big changes, some key issues remain untouched. As one of the largest school districts in the nation, CPS has a wide variety of students, but 94% of CPS students will not obtain a college degree. It is imperative that we help these young learners achieve what most of us take for granted.

That's where Supplies for Dreams (SFD) comes in. As an organization run by college students, SFD recognizes and values the importance of education at all levels. We believe that all students, regardless of socioeconomic background, are entitled to a quality education. Through our programs, we hope to provide fundamental and innovative resources to help CPS students succeed.

In 2012, we are proud to say that we added another partner school, ran field trips for 450 students, established mentorships for 20 kids, and supplied 1,750 children with backpacks. While we are thrilled with our accomplishments this past year, we can't wait to see what 2013 brings for us, and more importantly, the students we serve.

## 2012 HIGHLIGHTS

### INTRODUCING OUR NEW PARTNER SCHOOL

As part of our desire to reach as many CPS students as possible, we are pleased to have added another partner school in 2012. All three of our core programs benefit the students at Bernhard Moos Elementary School. In addition to extending our programs, SFD became better acquainted with our new partner through site visits and conversations with school leadership.



### NU CHAPTER HOSTS WILDCAT WORKOUT

The Northwestern University Chapter, the newest addition to Supplies for Dreams, hosted Wildcat Workout in the fall of 2012. Sponsored in conjunction with the Big Ten Network, Wildcat Workout taught CPS students about the importance of healthy habits. Almost 100 fifth and sixth graders from SFD's three partner schools came to Northwestern University, participating in learning activities like nutrition jeopardy or mini golf.



### OLIVER WYMAN VOLUNTEERS WITH SFD

SFD was proud to partner with Oliver Wyman Consulting to make substantial improvements to one of our partner schools, Belmont-Cragin Elementary School. In July, over 50 volunteers from Oliver Wyman spent the day painting classrooms, sorting library books, gardening and hanging birdhouses in the pouring rain at Belmont-Cragin.

# DREAM DRIVE

The founding program of Supplies for Dreams, Dream Drive equips thousands of CPS students with the tools they need to learn. With 87% of CPS students coming from low-income families, many young learners cannot even go to class with the most basic school supplies, like pencils and notebooks.

Through the third annual Build-a-Backpack Day held in August, Dream Drive:

**PROVIDED  
1751  
STUDENTS  
WITH  
BACKPACKS**

**BROUGHT  
COMMUNITY  
VOLUNTEERS  
TOGETHER TO  
ASSEMBLE KITS**

**HELPED STUDENTS  
PURSUE  
EDUCATION BY  
PROVIDING  
THE NECESSARY  
TOOLS**

SFD is proud to continue working with our platinum sponsor, Flowers for Dreams, who was just named one of BusinessInsider's "20 Most Inspiring Companies of 2012." SFD Associates Board member Steven Dyme began Flowers for Dreams (F4D) by selling roses at commencement ceremonies to fund backpacks for CPS students. Since then, it has grown into a successful floral catering and delivery service that continues to aid CPS. Working together, SFD and F4D will continue to donate school supplies to CPS students, ensuring that they have the tools to succeed.





# AWARD-A-FIELD TRIP

Nothing sparks curiosity in the minds of young students more than an out-of-classroom experience on a trip to a local museum. The AAFT program delivers a unique opportunity to broaden the horizons of students at our partner schools. Chaperones work with small groups, building a personal connection with students and sharing their love of learning.

In the past year, the program:

**ORGANIZED  
FIELD TRIPS  
FOR 14  
CLASSROOMS**

**EXPOSED 455  
STUDENTS TO  
WORLD-CLASS  
MUSEUMS**

**INSPIRED  
STUDENTS  
ABOUT WHERE  
EDUCATION  
LEADS**

“My first field trip as a chaperone was one of the most fun and meaningful experiences I’ve had. As we went through the exhibits, I saw the students brighten up, and by the end we were joking around and taking pictures together. Seeing their transformation made me so happy!”

Michelle Zhang, Associates Board Member



# ACADEMIC ENRICHMENT

With the energy and determination of bright college students, Academic Enrichment unlocks potential in CPS students through tutoring programs at our three partner schools.



This year, Academic Enrichment has:

**RECRUITED  
43 COLLEGE  
STUDENTS  
AS TUTORS**

**TUTORED  
50 CPS  
STUDENTS**

**REVAMPED  
THE  
PROGRAM'S  
EVALUATION  
SYSTEM**

“I really want to go to college to learn more and really be successful in school.”

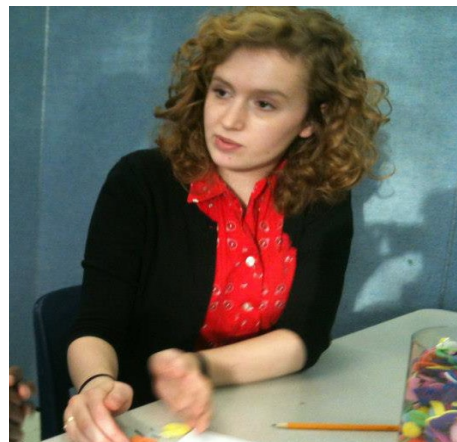
Samantha, 5th grader  
at Manuel Perez Jr.  
Elementary School





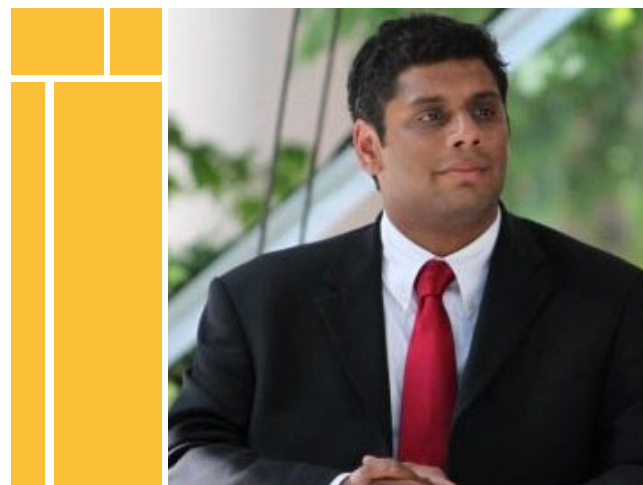
# MEET THE TEAM

SFD has 44 team members ranging from freshman to senior university students. These students help Supplies for Dreams thrive at Northwestern University and in the general Chicagoland area. With majors as diverse as film, social policy, journalism and chemical engineering, each member of Supplies for Dreams offers unique and valuable perspective to the organization and its programs.



## THE BOARDS

The Associates Board and the Board of Directors are active advisory groups that look at how to improve and expand SFD's programming, in addition to fundraising and mentoring current leadership and members.



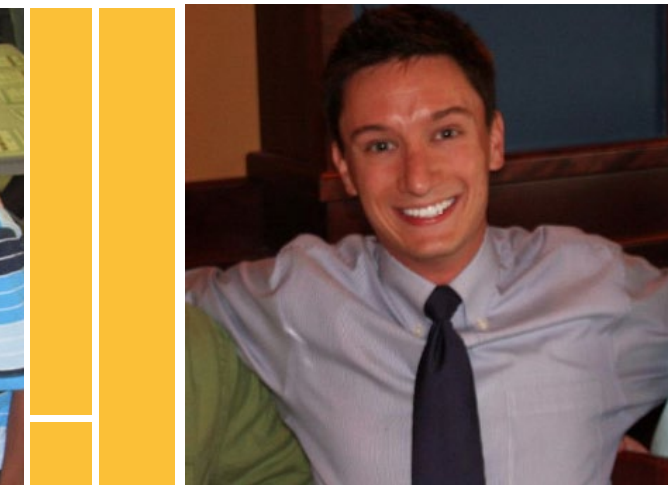
**Name:** George Thampy  
**Occupation:** Private equity investor  
**Role on SFD:** Associates Board

**What are your interests in SFD and education?** My interest is broadly in education, as a recipient of a great education myself in my hometown of St. Louis. I want every child to have access to a high-quality, community-centered education. I think SFD has been a great partner with its schools at doing that.



**Name:** Bettina Chang  
**Occupation:** Magazine editor  
**Role on SFD:** Secretary on Board of Directors

**What made you interested in education?** I read "Savage Inequalities" by Jonathan Kozol when I was in 8th grade, and ever since then, I haven't been able to shake that feeling that I owe something humongous to a society that gave me a top-notch public education. As the years passed, I learned more about urban issues and became more invested in rehabbing our inner cities, and I firmly believe that improving public schools is a keystone in



**Name:** Brian J. Bohl  
**Occupation:** Third-year law student  
**Role on SFD:** Treasurer on the Board of Directors

**What program in SFD are you focusing on improving?** I am on the Dream Drive task force. We are focused on ensuring that our backpacks meet CPS students' needs; we are also looking at how we can improve the Build-a-Backpack Day experience.





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# WHAT'S COMING UP?

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## **Give Back(Packs)**

Give Back(Packs) offers a unique opportunity to give back to the community. The program introduces a new and exciting way to donate supplies to CPS students by using a “one-for-one” system. A parent in a suburban school can purchase a customized school supply pack for their child, and SFD will donate a similar supply package to a student in one of our CPS partner schools. With the generosity of fortunate families, a student in CPS can be properly equipped to succeed in the classroom.

## **Dream Mentors**

Utilizing the advanced technology in our modern day world, Supplies for Dreams plans to implement an innovative program in 2013- mentoring students over an online audio-visual platform. Dream Mentors will improve the impact and frequency of mentoring by combining online interaction and in-person tutoring. College students and young professionals will mentor CPS students in person once every 4-5 weeks and online at least once a week. The program hopes to:

- Enhance the relationship between mentor and student
- Focus on subjects such as study skills, leadership and self-esteem
- Increase contact between students and mentors

## **New AAFT Curricula**

Along with hosting field trips at the Field Museum and the Museum of Science and Industry, AAFT plans to expand its curriculum to include the Chicago History Museum. An increase in field trip locations will provide new and exciting opportunities for students. By introducing them to new cultural experiences outside of the classroom and also implementing hands-on activities, field trips show students the depth of learning.





## GIFT SHOWCASE

### \$5,000 OR MORE

Flowers for Dreams  
Ink Factory  
Paul and Pearl Caslow Foundation

### \$1,000 TO \$4,999

David Bohl  
Circle of Service Foundation  
Kohei Kawashima  
New Trier Township High School -  
Kinesis Dance Group  
P. Brown & M. Hamburg Charitable Trust  
William Blair Foundation

### \$500 TO \$999

Blum-Kovler Foundation  
Northwestern University

### \$100 TO \$499

John Alongi  
Stephanie Anderson  
Boston Consulting Group  
Bettina Chang  
Mark J Chang  
John Conroy  
Course Hero  
Joyce Culkin  
Douglas A. Doetsch and Susan A. Manning  
Cathie Dunal  
Megan Dunne  
Maria Fatum  
Randi Fiat  
Nathan Frideres  
Emily Gai  
Linda Gerber  
Nathan Glazer  
Betsy Gomberg  
Sondra Greer  
Ardath A. Hamann and Nicholas P. Drozdoff  
Shelley R. Harris  
Mike and Arunya Hori

Kelly Huang  
Cheryl Judice  
Ronald Kaine  
Yuko Kawashima  
Lynn Kelley  
Richard and Yuriko Lauter  
Rod & Pam Levy  
Steve Liska  
Marakon Associates  
Robert and Betty McPhilimy  
Wallace M. Montgomery, Jr.  
Anne Mueller  
Daniel A. and Lynn H. Murray  
Cynthia Ondra  
Owen Priest  
Jim Reardon and Carol Bobrow  
David S. and Linda B. Richter  
Laurie Rosin and Robert Rosin  
Christopher Rutt  
Edward K. and Evelyn K. Shukur  
Verinder Syal  
Richard B. Turner  
Eric Wang  
Michelle Zhang

## FINANCIALS

### Supplies for Dreams, Inc Consolidated Statement of Activities Fiscal Years Ended Dec 31 Public Support And Revenue

|   | 2012                | 2011          |
|---|---------------------|---------------|
| <b>Public Support And Revenue</b>                 |                     |               |
| Public Support                                    |                     |               |
| Individuals                                       | \$ 21,683           | \$ 14,731     |
| Corporations, Foundations and Other Organizations | 23,947              | 20,124        |
| Special Event Revenue                             | 10,540              | 7,000         |
| Gifts In-Kind                                     | 33,729              | 10,844        |
| Interest and Other Income                         | 24                  | 705           |
| <b>Total Public Support and Revenue</b>           | <b>89,923</b>       | <b>53,473</b> |
| <b>Expenditures and Expenses</b>                  |                     |               |
| Charitable Expenditures and Development           |                     |               |
| Programming                                       | 28,464              | 26,312        |
| Fundraising                                       | 8,232               | 7,681         |
| Promotions  | 30,000 <sup>1</sup> | -             |
| General & Administrative Expenses                 | 7,810               | 5,534         |
| <b>Total Expenditures and Expenses</b>            | <b>74,506</b>       | <b>39,528</b> |
| Change in Net Assets                              | 14,444              | 13,945        |
| Net Assets At Beginning of Year                   | 15,417              | 499           |
| <b>Net Assets at End of Year</b>                  | <b>29,861</b>       | <b>14,444</b> |

<sup>1</sup> Donation of promotional video valued at \$30,000

### Management Discussion and Analysis

SFD served approximately 2,270 students in 2012, a 42 percent increase from the year prior. Total public support and revenue rose by approximately 68 percent in 2012 due to strong growth across all channels of giving. Gifts-in-kind revenue led the way with a 211 percent increase from 2011, largely due to a one-time donation of a promotional video from a single studio. From 2011 to 2012, cash revenue from public support and special events saw growths of 31 and 51 percent respectively; these two are expected to continue driving revenue growth,

with the inherent volatility in gifts in-kind revenue making it prone to fluctuations each year.

Programming expenditures increased in 2012 by 8 percent, reflecting increased spending on the students from the additional school partnership established. Fundraising expenditures also increased by 7 percent, though fundraising cost per dollar raised fell by 57 percent. SFD was able to grow its total revenue at a faster pace –indicating more

efficient fundraising spending.

General and administrative (G&A) expenses increased by 41 percent from 2011 to 2012, primarily due to one-time expenses on web upgrades and short-term storage rental. As a percentage of total revenue, G&A expenses fell by 16 percent because of improvements made in efficiency. The management team expects to continue streamlining operations to provide more programming while decreasing expenses as a percentage of revenue.



