



**2017**  
**ANNUAL REPORT**



## MISSION

A Precious Child provides children in need with opportunities and resources to empower them to achieve their full potential.

## VISION

A Precious Child envisions a future where every child grows up to be a secure, self-reliant, contributing member of their community.

## VALUES

Dignity  
Inspiration  
Empowerment

Innovation  
Collaboration  
Impact

## HOW A PRECIOUS CHILD SERVES

We serve children and families in eight counties: Adams, Arapahoe, Boulder, Broomfield, Denver, Douglas, Jefferson and Weld.

Basic essentials are provided through A Precious Child's Resource Center in Broomfield and our 30 Boutiques located throughout the Denver Metro area.

Personalized case management is provided through our Child Outcomes Resource (COR) Center.

A Precious Child supports 376 agency partners throughout the Denver Metro area, filling in gaps in service to ensure children in need have the opportunities and resources they need to thrive.

Our Agency Partners include: Schools, health and human services, churches, hospitals, safe houses, fire and police departments, mental health and foster care organizations, at-risk youth centers and homeless shelters.

**ABOUT  
A PRECIOUS CHILD**



# LETTER FROM THE CEO



Dear Friends,

A Precious Child is a 9-year old human services organization headquartered in Broomfield, Colorado. In 2017, 44,205 disadvantaged and displaced Colorado children were provided with opportunities and the basic essentials they need to thrive. The children and families we serve are facing difficult life challenges, such as homelessness, abuse, poverty and crisis situations. In 2017, 250,000 children\* lived in poverty and below the Colorado Self-Sufficiency standard in our service area, which includes Adams, Arapahoe, Broomfield, Boulder, Denver, Douglas, Jefferson and Weld counties.

*As of 2015, thousands of Colorado families earned wages that put their annual incomes below the poverty line, defined as \$24,250 annually for a family of four. Experiencing poverty sends ripple effects across every area of a child's life: poverty affects children's access to nutritious foods, the quality of their housing, and their likelihood of developing health problems, among other things. The challenges that often accompany poverty also contribute to toxic levels of stress that can affect children's mental and physical health throughout their lifetimes.\**

With your support in 2017, \$10.4 million of in-kind essentials were provided to the children and families we serve, providing increased stability in the lives of these individuals and setting children in our community up for success. Working with more than 5,000 volunteers and supporting 376 Agency Partners including schools, human services and mental health organizations, safe houses, fire and police departments, churches, youth centers and homeless shelters, A Precious Child provided basic essentials, academic support, extracurricular opportunities and celebratory gifts at important times in these children's lives. Through our Fill A Backpack program, 13,465 backpacks filled with grade-appropriate school supplies were distributed to school-age children.

We couldn't do what we do without the amazing support of the 5,051 volunteers who gave 29,984 hours of their time this year in service. In 2017, A Precious Child became Service Enterprise Certified through Points of Light, showing how purposefully A Precious Child leverages our volunteers and their skills across all levels of our organization to successfully deliver on our social mission.

Thank you for the support of our many donors, volunteers, board members, foundational partners and community ambassadors. You truly are the bedrock of our organization and we thank you for your commitment to ensuring children in need have the basic essentials they so desperately need and deserve. In 2018, we will celebrate a huge milestone of serving the community for 10 years. It will be a year to reflect on the work we have accomplished since A Precious Child was founded in my garage and also a time for us to look forward as our organization continues to grow. We look forward to your sustaining support of A Precious Child and thank you for your commitment to ensuring Colorado children in need have the basic essentials they need to thrive.

With warm regards,

A handwritten signature in cursive script that reads "Carina Martin". The ink is dark and the signature is fluid and personal.

Carina Martin  
Chief Executive Officer & Founder

\*Source: Kids Count in Colorado 2017

# THE NEED



*Data from Kids Count in Colorado 2017*

In Colorado, 14.7% of children under 18 still live in families with incomes below the federal poverty line. That line is defined as \$24,250 annually for a household of four. This is **more than 180,000 Colorado kids living in poverty.**



**Many working families still struggle to make ends meet due to low wages** in industries that are common in Colorado, such as tourism or agriculture.



The challenges that often accompany poverty also contribute to **toxic levels of stress** that can affect the mental and physical health of children throughout their lifetimes.



As of the 2016-2017 school year, there were more than 350 schools across Colorado in which at least 75 percent of students qualified for free or reduced-price lunch (FRL), a threshold commonly used to identify high-poverty schools. That equates to **379,458 students across Colorado are eligible for FRL.**

I've been a client of A Precious Child for seven years. In 2010, I was hit by a car and my back was broken. As a result of the accident, I am permanently disabled and haven't been able to work since.

I was referred to A Precious Child following my accident and became a client. What an incredible help they are and have been! Over the years, we have received all of the basic essentials my children need – clothing, coats, shoes, toiletries, home goods and more. My kids have received backpacks year after year with brand new supplies for school, something I would otherwise not be able to afford.

Through A Precious Child, I learned about giveSPORTS. A Precious Child even helped my 15-year-old son Kidane get football equipment and a scholarship so he could play. Kidane was also able to attend the Emmanuel Sanders ProCamp over the summer. What a huge gift! My daughter, Candy, who is 13, also received a scholarship through giveSPORTS. A Precious Child's giveSPORTS program motivates my kids in their academics. Academics are first ahead of sports. My kids know the rules of A Precious Child: they have to have good grades to play. I'm proud to say that both Candy and Kidane have both come home with straight A's and earned their place on the Honor Roll. Kidane says A Precious Child has changed his life and that he is more confident and does better in school because of being able to play football as well as from the other services we have received. He also shared with me that A Precious Child has for sure affected our family positively because they make us want to do better – to give back to others for what they've done for us.

The staff at A Precious Child make us feel like family. That is a bigger gift than everything else. Our family values generosity – we help others as best we can because we have been helped by A Precious Child when we've needed it the most.

Thank you A Precious Child!

**MICHELLE  
MONTOYA  
CLIENT**



## **COLLABORATION**

Our organization supported 376 Agency Partners in 2017, coming alongside these organizations to fill in gaps in service. Agency Partners identify and verify a client's need using established program qualification criteria and then refer clients to A Precious Child for assistance. These same Agency Partners will often take an active role in the distribution of program goods provided by A Precious Child directly to their clients. Agency Partners include: schools, health and human services, churches, hospitals, safe houses, fire and police departments, at-risk youth centers, homeless shelters, mental health and foster care organizations.

This service delivery model is unique because A Precious Child builds capacity through Agency Partners, without duplicating services and allows the Agency Partner to also grow in impact and numbers served. This innovative model has enabled our organization to grow steadily over the last nine years and eliminates the need for duplicate program qualification processes that can often be a burden for the client and the corresponding Agency Partner.

## **VOLUNTEERS**

In June of 2017, A Precious Child received the Service Enterprise Certification through Points of Light, which verifies the organization fundamentally leverages volunteers and their skills across all levels of the organization to successfully deliver on our social mission. We are proud to be a part of the first cohort of nonprofits in Colorado to receive this prestigious certification. We had 5,051 volunteers donate 29,984 hours of their time to our organization in 2017.

A Precious Child is an organization that deeply integrates volunteers to successfully deliver on our mission. Our volunteers drive our success and the best way to increase the number of children served is to increase the number of volunteers who support A Precious Child.

## **COMMUNITY SUPPORT**

In-kind donations (diapers, clothing, shoes, coats, toys, toiletries, etc.) are essential to keep the racks of A Precious Child's Resource Center stocked with the basic essentials that clients need. In 2017, \$10.4 million of essential in-kind, donated good and services were distributed to A Precious Child's clients.

A Precious Child relies heavily on community support for these donations, collaborating with individuals, companies, churches and community groups to host drives throughout the year and make A Precious Child their charity of choice for contributions.



# **OUR IMPACT**



**44,205  
Children**

served through  
A Precious Child's  
programs

**4,931  
Adults**

additionally  
supported through  
services

**376  
Agency  
Partners**

supported to fill in  
gaps in service

**\$10.4  
Million**

in essentials  
provided to  
children and  
families in need

**11,471  
Wishes**

fulfilled for  
the holidays  
and birthdays

**13,495  
Backpacks**

filled with  
grade-appropriate  
school supplies  
distributed

**29,984  
Hours**

donated by 5,051  
volunteers to support  
our programs



# STEVE REYNOLDS BOARD MEMBER



Since Paula and I first met, our community service and charitable giving has been focused around children in need. Providing opportunities for a child can change entire life outcomes and multi-generational patterns. Adults who have survived and risen from arduous childhoods often work to make an impact in their community.

We were first introduced to A Precious Child through our daughters, Taylor and Stephanie, who were Youth Advisory Board members involved as volunteers and active in the high school giveSPORTS, Fill A Backpack and Precious Gift drives. Paula saw that Carina's mission was unique and exceptional. Supplying the basic essentials for a child, and having children be able to go to school dressed like everyone else, builds confidence to thrive alongside the rest of their peers without stigma, ridicule or conflict. Carina also recognized the opportunities of camaraderie and life lessons learned by those kids active in organized sports and other extracurricular activities.

In under ten years Carina has taken this local impact and spread it throughout the metro area, teaming with more than 350 other nonprofits and community organizations to have an impact on tens of thousands of kids across A Precious Child's eight-county Denver Metro service area. No other organization allows a donation to affect Colorado families in such an impactful way.

Paula and I are proud to be a part of A Precious Child and know that our gifts have a real impact for positive change in Colorado families.

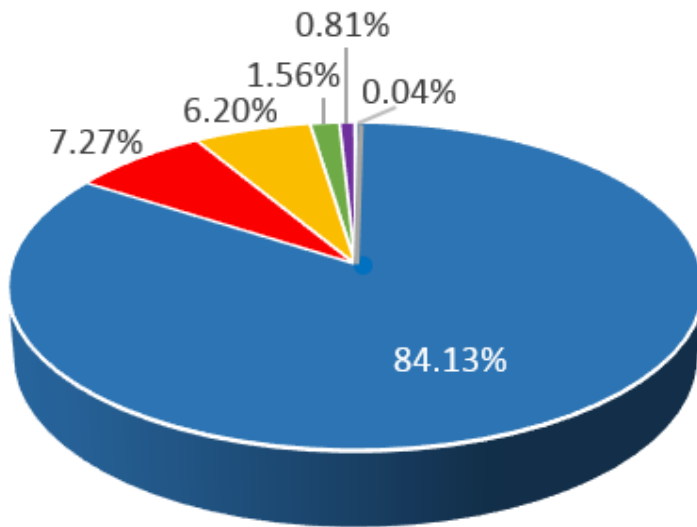


# 2017 FINANCIAL SNAPSHOT

JANUARY 1, 2017 – DECEMBER 31, 2017

## FINANCIAL ACTIVITY

**Total Revenue \$12,389,218**  
**Total Expenses \$12,189,868**

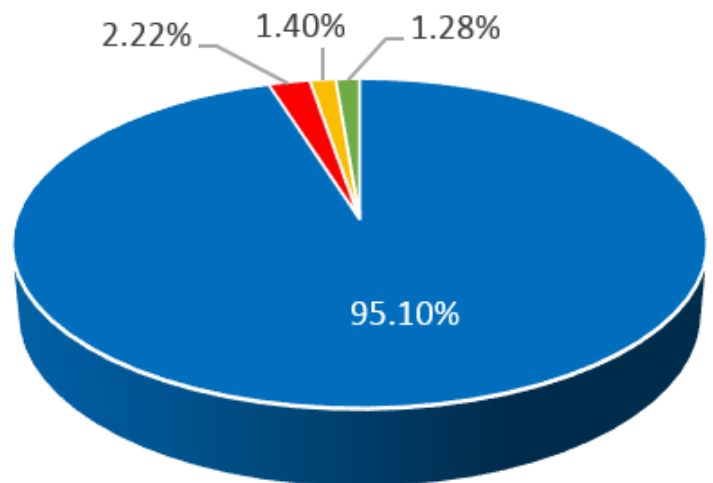


## REVENUE BY SOURCE

Value of Donated Essentials	\$10,422,456
Financial Contributions	\$901,307
Signature Events	\$767,957
Grants	\$192,803
In-Kind Goods & Services	\$100,063
Interest & Miscellaneous	\$4,632
<b>Total</b>	<b>\$12,389,218</b>

## EXPENSES BY TYPE

Programs	\$11,592,866
Fundraising	\$270,749
Administration	\$170,314
Direct Benefits to Donors	\$155,939
<b>Total</b>	<b>\$12,189,868</b>



**95% Programs**  
**5% Operations & Fundraising**

# OUR LEADERSHIP

## BOARD OF TRUSTEES

**Kirsten Delaney**, *Chair* – Director of Operations, Medtronic

**Peter Grady** – Commodity Trader, Lansing Trading Group

**Bruce Johnson** – President & CEO, Global Healthcare Exchange (GHX)

**Mike Karty** – President & CEO, Technical Marketing Manufacturing, Inc (TMMI)

**Sam Martin** – Executive Chairman, Mother's Market

**Adam Martinez** – CEO and Founder, Nationwide Fabrication, Inc.

**Laurinda Pang** – Regional President, North America & Asia Pacific, Level 3  
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**Allan Peters** – Senior Vice President, Worldwide Sales, Conga

**Shelly Storey** – Owner, Pure Barre Boulder

**Ray Torres** – President & CEO, Checkers Safety Group

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Data Cloud

**Nate Carey** – Vice President and Controller, Ball Corporation

**Nancy Clark** – Financial Advisor, Edward Jones

**Valerie Finberg** – Vice President of Corporate Communications & Investor Relations, Level 3  
Communications, LLC

**Jimmy Hoffner** – Regional Vice President of Northern Colorado/Southern Wyoming,  
Enterprise Holdings

**Mark Hughes** – Executive Consultant, Advanced Concepts & Technology International

**Steve Katsirubas** – Chief Information Officer, Hunter Douglas, Inc.

**Carina Martin** – CEO & Founder, A Precious Child

## CELEBRITY AMBASSADORS

**TaRhonda Thomas** – 9NEWS

**Jenny D** – 92.5 The Wolf

**Todd Helton** – Colorado Rockies

**Emmanuel Sanders** – Denver Broncos

## BOARD OF ADVISORS

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Kamal Shah

Neil Shelton

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Tim Sisneros

Sondra Smith

Mason Smith

Erica Sprekel

Bobbie Tiede

Debbie Trujillo

Cecil Velazquez

Jeffrey Walker

Kami Welch

Kimberly Werner

Faith Winter

Brandon Yergey

Cindy Zhivotovsky



# GET INVOLVED

**Take a Tour:** See firsthand the work A Precious Child is doing in the community. Inquire about time and date availability by emailing [Tour@APreciousChild.org](mailto:Tour@APreciousChild.org).

**Donate In-Kind Goods:** Clothing, coats, shoes, toiletries, home goods, sports equipment, backpacks, school supplies, diapers, wipes, baby gear and more.

**Host a Drive:** Collect goods at your place of business, church, home, organization, club or as a team.

**Donate Monetary Support:** Join our monthly giving society, provide a one-time contribution, support us through workplace giving and more.

**Volunteer:** Join our volunteer community of individuals, corporations, churches, youth groups and more.

**Become an Event or Program Sponsor:** Sponsor one of our signature events or provide direct program support.

**Donate Professional Services:** Provide financial services, legal services, graphic design, video production and advertising.



**A Precious Child**

7051 W. 118<sup>th</sup> Ave., Broomfield, CO 80020 | 303.466.4272 | [APreciousChild.org](http://APreciousChild.org)

**Like us on Facebook! [Facebook.com/APreciousChildInc](https://www.facebook.com/APreciousChildInc)**