



ANNUAL REPORT 2018

A WORD FROM OUR LEADERSHIP

For those of you I have not had the chance to meet yet, my name is Sherri Ansley and I am the new CEO of Rainbow Days. I am thrilled to have the opportunity to serve this incredible organization and further the important work we are doing to give children hope in our community. I have been in the nonprofit field for over 20 years in Dallas and have worked closely with Rainbow Days on many occasions. I am inspired by the work that was started by Rainbow Days' founder, Cathey Brown, over 36 years ago, and I am looking forward to the exciting opportunities that lie ahead for Rainbow Days in the future.



Sherri Ansley, CEO

I have been privileged these past few months to meet many of our donors and volunteers, visit with our partnering agencies and observe firsthand all of our program staff in the field leading support groups, presentations and special events in both schools and shelters.

What incredible and life-changing work we are doing! Seeing the kids light up and feel reassured and safe when their Rainbow Days staff member comes to them each week to offer caring support and guidance is truly heartwarming. Hearing the stories of impact that are happening in students' lives all across our community is inspiring. And last, but not least, sitting down with supporters and listening to why you are so passionate about giving to Rainbow Days fuels my passion and belief in our mission and the effectiveness of our work.

Thank you for your investment of time, energy, financial resources and support to Rainbow Days this past year. Your partnership is valued and deeply appreciated. As you will see in this year's Annual Report, your gift is making a lasting difference in children's lives.

On behalf of the Board and Staff of Rainbow Days, please accept our deepest gratitude.

Sincerely,

A handwritten signature in black ink that reads "Sherri Ansley".

Sherri Ansley
CEO, Rainbow Days



WORDS FROM THE KIDS

"I like Rainbow Days because they teach you different ways to solve problems with other kids so you can work things out yourself. Most grown-ups just tell you what to do."

-Sean, age 9

"Rainbow Days groups helped me learn that the way you treat people teaches them how you want to be treated and that you won't have good friends unless you first know how to BE a good friend."

-Aracely, age 11

IN 2018, RAINBOW
DAYS SERVED

9,157

UNDUPLICATED
CHILDREN AND
YOUTH AGES 4-17!

2,075

children and youth served
through school and
community-based CBSG®
Support Groups

462

children and youth served
through shelter-based CBSG®
Support Groups

221

children and youth living in
shelters served through faith-
based CBSG® Support Groups

48

children and youth living in
motels served through Project
Hope CBSG® Support Groups

1,501

children and parents
experiencing homelessness
participated in at least one of
our family outings:
Saturday with Santa, Easter
Eggstravaganza and Back-to-
School Celebration



6,172

children and youth participated in alcohol, tobacco and other drug-use prevention presentations

832

children from local shelters and motels attended at least one of our summer camps: Kids' University, Camp Bravo and Outdoor Adventure Camp

800

at-risk and/or homeless children and youth received backpacks, uniforms, after-school clothing and school supplies for the school year

161

children and parents living in motels received food services through Project Hope

200

youth in high schools and alternative schools received individualized mentoring and counseling



The **Trans4m Center**, the training division of Rainbow Days, **expanded its scope and impact** throughout Texas, the U.S. and beyond by **training**

1,652

adults, including: educators, school counselors, volunteers and other **youth service professionals.**

In 2018, The **Trans4m Center** offered:

- Curriculum-Based Support Group (CBSG®) trainings
- Prevention Staff Training (PST) workshops
- Continuing Education for Prevention Professionals (CEPP) workshops
- Leadership, ethics and capacity-building workshops for nonprofit organizations and professionals



2018 Highlights

- Rainbow Days named its **second-ever CEO! Sherri Ansley** was appointed CEO in August. After **36 years of service**, Founder **Cathey Brown** stepped down as CEO and now looks forward to spending more time with family and continuing to serve through The Trans4m Center.
- **Crystal Charity Ball** selected Rainbow Days as a beneficiary to help launch **Project Hope**, Rainbow Days' program for children and families living in extended-stay motels. Crystal Charity Ball raised **\$737,625** to support Project Hope for three years, which helped start a **food-delivery and after-school program**. Additionally, these funds helped purchase a **passenger van** and a **cargo van** for Project Hope!
- **Attorneys Serving the Community** selected Rainbow Days as its 2018 beneficiary, raising **\$467,966** through the Heart & Sole 5K/Fun Run, Silent Auction and Pot of Gold Luncheon.
- Thanks to the generosity of a longtime donor, **Mrs. Nancy Ann Hunt**, Rainbow Days was able to launch a large-scale matching gifts campaign: **Share the Hope**. Mrs. Hunt's generosity helped double the impact of donors' gifts this year!
- In July, **115 participants** attended the inaugural **Trans4m Center Summer Symposium**.



2018 By The Numbers

Service Sites & Partnerships

What makes Rainbow Days unique? The answer: We go directly to the children by providing site-based services at the schools and shelters where the kids already are.

By working with **124 different partners** in 2018, Rainbow Days' dedicated, caring staff members were able to bring our programs and services to thousands of local kids. This year's partnerships included: elementary, middle and high schools in five school districts; recreation and community centers; alternative schools; homeless and domestic violence shelters; motels; supportive housing sites; and other transitional living centers.

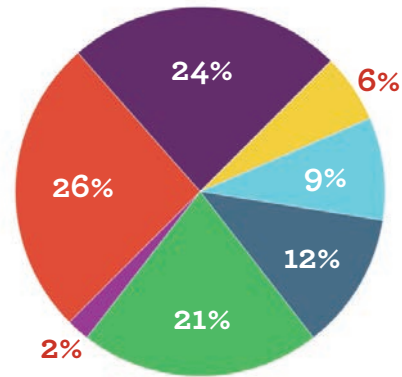
We are also grateful for the dozens of other local organizations -- including nonprofits, churches, schools, companies and universities -- that generously partnered with us by providing space and other crucial resources needed to support our services.



Volunteers

This past year, **1,375 dedicated volunteers** gave **5,543 hours of service** to Rainbow Days. Whether stuffing backpacks with school supplies, serving lunch at camp, unloading equipment or simply being positive mentors, these incredible volunteers made a difference in the lives of thousands of Dallas children and youth facing adversity. This year, we were grateful to count on the support and generosity of volunteers of all ages from over **36 volunteer community groups**, including: companies, schools, churches, universities, mother/son and mother/daughter teams, and more.

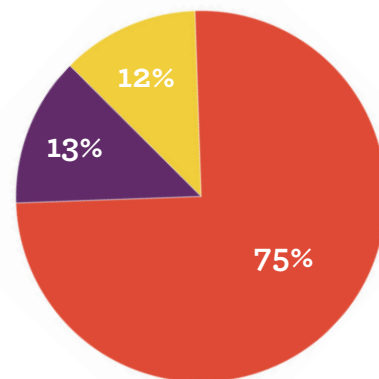
Revenue & Expenses: Fiscal Year 2018



REVENUE

Government Grants (Federal & State)	\$575,000	26%
Corporations/Foundations	\$548,247	24%
United Way	\$139,514	6%
Fees for Service	\$206,915	9%
Individual Contributions	\$257,692	12%
Pot of Gold Luncheon & Other Events	\$467,966	21%
Other Income (Investments & Other)	\$36,828	2%

TOTAL REVENUE	\$2,232,162	100%
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EXPENSES

Programs	\$1,617,317	75%
Administrative	\$280,335	13%
Resource Development	\$253,038	12%

TOTAL EXPENSES	\$2,150,690	100%
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2018 Financial Donors

\$500 AND ABOVE

Rainbow Days is grateful for our generous donors, who contributed **\$1,413,419** in private financial contributions to help fund our mission and services in Fiscal Year 2018! Rainbow Days' impact would not be possible without the hundreds of individuals, corporations, foundations and United Way donors who faithfully support and invest in the kids we serve.



\$100,000 AND ABOVE

Attorneys Serving the Community
The Crystal Charity Ball
Nancy Ann & Ray L. Hunt

\$25,000 - \$99,999

Citi
Heart of Dallas Fund of The Dallas Foundation
Hillcrest Foundation
Hoblitzelle Foundation
Jonesville Foundation
MoneyGram Foundation
ORIX Foundation

\$10,000 - \$24,999

Anonymous
Baron & Budd, P.C.
Elsie & Marvin Dekelbourn Family Foundation
Jill & Dale Hurd Family Fund at The Dallas Foundation
Insurance Industry Foundation
Craig & Dorothy Kennington Donor
Advised Fund of The Dallas Foundation
Thompson & Knight LLP

\$5,000 - \$9,999

Joy & Roger Beless
Karen Currie
In-N-Out Burger Foundation
JMO FIRM, PLLC
Locke Lord
Marketing Connection
James & Mary Jo McKellar
McKool Smith
Julie & Greg Pascuzzi
Pryor & Bruce
Amy Stewart Law
Clark Hill Strasburger
The Rees-Jones Foundation
Tier Reit
Women of Saint Michael

\$2,500 - \$4,999

Advanced Resources
Akin Gump Strauss Hauer & Feld LLP
Katie Anand
Heather & Eric Appel
Baker Botts LLP
Baron and Blue Foundation
Cinemark Theatres
Counsel On Call
Janese & Richard Deitch
Jenny & Mike Ecklund
Estes Thorne & Carr
Culhane Meadows PLLC
Angia Heier
Hunsch Blackwell
iControl ESI
The Martha and Chandler Hugh
Jackson Youth Fund of the Communities Foundation of Texas
Jones Day
Kastl Law, P.C.
Lindsay & Kevin Lammers
Legal People LLC
Lewis Brisbois Bisgaard & Smith LLP
Dr. Angela Moemeka
Aileen & Jack Pratt
Prince of Peace Catholic Community
PwC
Republic Title of Texas
Nicole Williams

Law Office of Carol A. Wilson, PLLC
Winstead PC
Winston & Strawn LLP

\$1,000 - \$2,499

Allied World Assurance Company
Jon Allmon
Christine & Matthew Anderson
Andrews Barth, PC
Anonymous
Jennifer & Thomas Ayers
Bank of Texas
Beth Bedell
Bell Nunnally
Cathey & Wade Brown
Lisa & Jay Bys
Lumis Campbell
Carrington, Coleman, Sloman & Blumenthal, L.L.P.
Carrie Carter
Ron Chapman
Citi Private Bank
Catherine Clemons Rowsey
Sarah Clifford
Matthew Colvin
Cooper & Scully
Sharon & Stuart Cornwall
Drew Cullum
Francis and Barbara Dickson Memorial Fund of the Dallas Foundation
Sarah Donch
Alyson & David Elliott
Dawn Estes
Marianne & Robert Fazen
Janice L. Graves
Great American Hero
Mona Gupta
Stacey Haggard
Hartline Dacus Barger Dreyer LLP
Haynes and Boone, LLP
Craig A. Haynes
HG Litigation
Seung Hong
Phyllis & John Horan
IBM Employee Giving
J. P. Morgan Private Bank
Jackson Walker LLP
K & L Gates
Kendra Scott
Khirallah PLLC
Sara Ann & Frank Korman
Lennox International
Littler Mendelson PC
Markel Corporation
Meagan Martin
Mary Kay, Inc.
Matejek Family Foundation
Angela Maverick
Mary Michelle McAdam
Mary & Brian McNulty
Janet & Robert Mitchell
Patrick Munnely
Munsch Hardt Kopf & Harr, PC
Okon Hannagan, PLLC
Kurt Opella
Palter Stokley Sims PLLC
Perkins Coie LLP
Cynthia Pladzievicz
Amber Reece
Jennifer Saenz
Elizabeth Scott
Bill & Peggy Shaw
Bruce & Bonnie Shaw
Sidley Austin LLP

Jacob Simon
Sharon & Wayne Smith
Jessica & Adam Thorne
UNT Dallas College of Law
Vinson & Elkins LLP
Vistra Corporate Services Company
Walmart
Kathy & Todd Whitthorne
Michelle Williams & Dennis Sternitzky
J. McDonald Williams
Kathleen Williams
Neena R. Wiora
Scott Woods

\$500 - \$999

Alexander Dubose Jefferson & Townsend LLP
Alexandra Geczi PLLC
Ken Allen
Kara Altenbaumerprice
Sherri Ansley
Tiffany & Terry Beaudine
Jennifer & Jody Bishop
Ryan Booth
Stewart Title
Charles Crouch
Lucky Cullum
Greg Curry
Lynette Duval
Sue & Tim Dyson
Sara Evans
ExxonMobil Employee Giving
Angelica Farinacci
Carriea Flowers
Sherrill & Allen Fosha
Karen Fox
Donna German
Cheryl & Dirk Goris
Carol Griffin
John Haley
Gail Hartstein
Carolyn Hess & Jim McKinney
HSSK, LLC
Amy Hunt
IMS ExpertServices
Steve Jaremski
Wendy Johnston
Cathy Lowrance
Rebecca Manuel
Rebecca Massiatte
Susan McEvoy
Wendy McKnight
Laurie Morgan
Poornima Kanakapura Naganna
Charlotte Nelson
Quiling, Selander, Lownds, Winslett & Moser, P.C.
Clare Ni'Shuilleabhain
Jessica O'Neill
Telisa Schelin
Shackelford, Bowen, McKinley & Norton LLP
Devon Sharp
Lolita & J.E. Sims
Craig Sunderman
Texas Instruments
Ronald Ward
Whole Foods
Mark Williams
Wilson, Elser, Moskowitz, Edelman & Dicker LLP
Gregory Wood
Donald Wright
Patsy Yung Micala

2018 In-Kind Donors

\$400 VALUE AND ABOVE

7-Eleven
Abi Ferrin Flagship Boutique
Adams Communications Public Relations
Aimbridge Hospitality
All Stars Project of Dallas
American Airlines Center
Anonymous
Arch Fellow
Artist Outreach
At The Heart Of It
Bank of America
Barnes & Roberts
Jennifer & Rob Barry
Laura J. Baughman
Billy Buttons
Bradford Renaissance Portraits
Jane Brandt
Brennan's Heart
Brinker Elementary
Callaway Golf
Carrie Carter
Central Market
Chamberlain's Fish Market Grill /
Steakhouse
Chief Oil & Gas
Chuy's McKinney
Citi
City of Dallas Office of Cultural Affairs -
Community Arst Program (CAP)
Clive & Co.
Creagh Cross Photography
Karen Currie
Dallas Chamber Symphony
Dallas ISD Homeless Education
Department
Dallas Market Center
Dallas Mavericks
Dallas Police Department
Dallas Women's Foundatoin
Delivering Good
Disney World
Adrienne Dominguez
Lynette Duval
Elizabeth Arden Red Door Spa - Plano
Escape Expert LLC
Estes, Thorne & Carr
Dr. George Fair
Fighting 4 Fitness
Funtime Karaoke
George W. Bush Presidential Center
Girl Scout Troops 6575, 5547 and 7937
Global Experience Specialist
Home Depot
Hope Supply Co.
Image ReNu at Walnut Hill
Isabelle Guillen Portraiture
In-N-Out Burger
ITC Cutting Edge Graphics
Junior Players
KIDBOX
KIND Bars
La Madeleine
Lakewood Brewing Company
Lancome at Macy's
Landmark Theatres
LARC Salon
Laser Quest
Legal Draft
Lovers Lane United Methodist Church
Magnolia Hotel Downtown Dallas
Mainstay Legal
Margaret Palmer Jewelry
Markel Corporation
John Martin

Mary Kay, Inc.
Max & Lou Home Interior Design
Metropak
Mi Cocina - Richardson
MoneyGram Foundation
PJ Mullen
National Charity League (NCL) - Golden
Corridor, Preston Bluebonnet, Plano
and Silver Star chapters
Nobu Dallas
Orangetheory Fitness
ORIX Employees
Jennifer Pearce
Phoenician in Scottsdale
Cynthia Pladzewicz
Platinum IDS
Power Play Fitness
Prince of Peace Catholic Church
PwC
Rainbow Days Board of Directors
Raising Cane's
Rico Photo
Robin Jackson Photography
Roxiana Foods
RT Specialty, LLC
Ruibal's Plants of Texas
Scout & Cellar
Sevy's
Sheahan Communications and Mustang
Mom's Running Group
Smallcakes Cupcakery - North Dallas
SMU in Plano
Spark!
Stein Erikson Lodge
Taco Cabana
Texas Instruments
Texas Motor Speedway
The Addison Dentist
The Bar Method Dallas - Park Cities
The Catdaddies
The Four Seasons
The Mayton Inn
The Tutoring Center
Thompson & Knight LLP
Jessica Thorne
William Toles
Total Wine & More
Trident Response Group
University of Texas at Dallas
WestJet
Nicole Williams
Carol Wilson
Rob Wythe
Kristen Worthington
Young Men's Service League (YMSL) -
Plano chapter



Rainbow Days is also thankful for our generous **in-kind supporters** who donated **goods and services valued at \$718,662** in Fiscal Year 2018. These donations include **school supplies, clothing, holiday gifts, food, printing services, auction items** and more! We are truly grateful for the donors who supported Rainbow Days and the children we serve through tangible items and professional services. Recognized here are those who made in-kind contributions valued at \$400 and above.





ABOUT US

When children experience adversity, there are lifelong effects for them, their families and communities. Rainbow Days breaks these cycles by creating supportive communities through support groups, positive mentored experiences and training for other providers. Through our programs, at-risk children and youth learn and practice healthy self-management, relationship and decision-making skills alongside positive adult role models. By being equipped with coping abilities and resilience, they can rise above life's challenges to create promising futures. Since 1982, Rainbow Days has positively impacted the lives of over 220,000 children and youth in Dallas and millions more through The Trans4m Center's training services.

MAJOR MESSAGES

The kids learn, practice and live out these messages each and every day!

I AM likable, capable, unique and valued.

I CAN treat other like I want to be treated.

I HAVE strengths, capabilities and people who care about me.

I WILL make healthy choices and be alcohol, tobacco and drug-free.

I BELIEVE I have a purpose.

