

2020

Help Kids Rise Above

Rainbow Days

Annual Report



***Resilience** — “the ability to withstand or recover quickly from difficult conditions.”*

This past year will go down as one for the history books. **Adapt. Pivot. Flexibility.** These are just a few of the words that we have all had to live out. Despite the challenges of the pandemic, economic uncertainty, social unrest and the ever-changing political climate, I am proud of how **resilient** our organization has been and the impact we have made in 2020.



Tiffany Beaudine

Resilience is a word we teach in our support groups. It is the ability to **bounce back**. Another definition is “being able to recoil or spring back into shape after bending, stretching or being compressed.”

Most of us are quite tired of having to be **resilient**. We are weary of being bent and stretched to our limit during these trying times.

Yet, we continue to press on. Never has Rainbow Days’ mission been more relevant or needed than right now. Children and youth need to know they are not alone in their problems. Rainbow Days equips children and youth with the skills, tools and resources they need to become **resilient**.

Throughout the pandemic, our staff, board and volunteers have remained **resilient**, steady and faithful with carrying out our mission. I am deeply grateful and proud of the work we have done and continue to do to make a positive impact in children’s lives. Some highlights include:

- Watching our food delivery program **DOUBLE** over the course of just a few months
- Seeing the **JOY** on children’s faces when we delivered Easter baskets to homeless families and brought them springtime happiness in the midst of uncertainty
- Witnessing the **SERVANT HEARTS** of many amazing volunteers who “masked up” right away last spring and helped do all the heavy lifting in so many different areas
- Preparing **SUPPORT GROUP ACTIVITY SUPPLY KITS** so children living in shelters could still remember and practice all of the important life, coping and decision-making skills that they learned during support groups when in-person groups had to take a break
- Adapting our school-based support groups to a **VIRTUAL MODEL** to continue making meaningful connections with at-risk students
- Launching “**THE REAL PODCAST OF DALLAS**” designed for middle and high school students
- Pivoting our **TRAININGS** to a virtual platform so we could continue to train and prepare youth-serving professionals with skills and expertise
- Celebrating together at our **POT OF GOLD VIRTUAL EVENT** in the summer
- Translating two manuals of our support group curricula to **SPANISH**
- Scaling our **SUMMER CAMP** program to accommodate small groups and safety measures while still providing an unforgettable camp experience for homeless children.

These efforts are a mark of **resilience**. They are just a few of the silver linings that have come out of the pandemic for Rainbow Days. This year, we will continue to march forward optimistic for the future and remain nimble, flexible, creative and **resilient** as we adapt our programs to meet the needs of those we serve.

We are deeply grateful for your generous support and partnership. Your gifts have continued to make the work that we do possible. Together, we are making a difference.

With warm gratitude,

Tiffany Beaudine

Tiffany Beaudine
Chief Executive Officer | Rainbow Days



IN 2020, RAINBOW
DAYS SERVED

5,331

UNDUPLICATED
CHILDREN AND
YOUTH AGES 4-17

564

at-risk children and youth
served through school and
community-based CBSG®
support groups

288

homeless children served
through shelter-based CBSG®
support groups

59

children living in motels served
through the Project Hope
weekly after-school program

238

children and parents living in
motels received monthly food
deliveries through Project Hope

1,028

children and parents living in
shelters and motels received
seasonal holiday gifts and
tangible essentials through
Saturday with Santa and
Easter Eggstravaganza



2,378

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

952

care packages with critical
tangible items and engaging
SEL activities given to at-risk
and homeless kids at the onset
of COVID-19

1,452

uniforms and backpacks full
of school supplies for the
school year distributed to at-
risk and homeless children and
youth

214

homeless children attending
socially distanced summer
camps and mentored activities

Rainbow Days Training

expanded its scope and
impact throughout Texas, the
U.S. and beyond by **training**

2,411

adults, including: prevention
professionals, educators,
school counselors, volunteers
and other **youth-serving
professionals**.

In 2020, Rainbow Days
Training offered in-person
and virtual:

- Curriculum-Based Support Group (CBSG®) Program Facilitator Trainings
- Prevention Staff Training (PST) workshops
- Continuing Education for Prevention Professionals (CEPP) workshops
- Workshops related to topics in foundations of prevention, SEL, trauma-informed care, communication and ethics



Family Connection

COVID-19 left homeless children in need of creative forms of hope and support. To address these challenges, the Family Connection team developed and distributed care packages featuring support group session reminders to enrich and support children's social-emotional health. Further, in summer 2020, the team hosted two socially distanced outdoor camps, which gave kids the physical space to decompress away from the shelter and experience traditional camp activities as well as STEM and art classes.



Project Hope

In response to COVID-19 and the resulting economic crisis, the Project Hope food delivery program serving vulnerable families living in extended-stay motels more than doubled in size due to a rise in food insecurity. Between February and September 2020, the number of individuals benefiting from monthly deliveries grew from 65 to 150+ children and parents. This year, Project Hope also expanded in scope as Rainbow Days began providing cleaning and household supplies, toiletries and PPE to families through deliveries.

COVID-19 Response Services

Community Connection

Across the community, at-risk students began feeling the effects of isolation, stress and uncertainty this year. In order to meet kids' evolving needs, Community Connection's staff mentors provided a variety of adapted services benefiting children and youth in 2020. Modified services included virtual support groups, prevention presentations and a new podcast for teens as well as the distribution of educational care packages and critical tangible items, such as school supplies, toiletries and snacks.

Rainbow Days Training

To meet the training needs of youth-serving professionals in the prevention, nonprofit and education sectors, Rainbow Days Training shifted all of its trainings to a virtual format at the onset of the health crisis. Adapted trainings offered virtually in 2020 included Rainbow Days' **CBSG® Program** Facilitator Trainings in addition to numerous workshops covering critical, timely topics in SEL and prevention. These virtual training services benefited 1,000+ professionals working in communities across Texas and the U.S.



2020 By The Numbers

Service Sites & Partnerships

Rainbow Days is often described as “the charity behind the charity.” By providing site-based services at schools and shelters in the community, we overcome the barrier of transportation and meet kids where they already are.

Through partnerships with **80+ different service sites**, Rainbow Days’ dedicated, caring staff members were able to bring our programs to thousands of kids as well as serve them virtually in 2020. This past year’s partners included: schools in three local districts, recreation and community centers, homeless and domestic violence shelters, motels, permanent supportive housing sites and other transitional living centers.

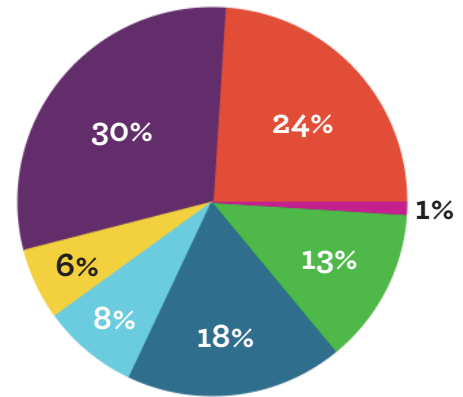
We are also grateful for the many other local groups and organizations — including nonprofits, churches, schools and companies — that generously partnered with us by providing space and other valuable resources needed to implement our services this year.



Volunteers

This past year, **867 dedicated volunteers** gave **3,607 service hours** to Rainbow Days. Whether they were stuffing backpacks with school supplies, delivering food to families in need, 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 more than **36 volunteer community groups**, including: companies, schools, churches, universities, mother/son and mother/daughter teams, and more.

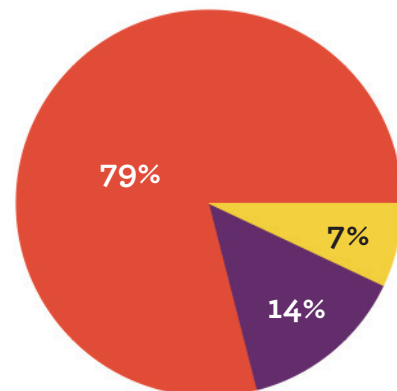
Revenue & Expenses: Fiscal Year 2020



REVENUE

Government Grants (Federal & State)	\$386,904	24%
Corporations/Foundations	\$486,796	30%
United Way	\$96,531	6%
Fees for Service	\$132,920	8%
Individual Contributions	\$303,985	18%
Pot of Gold Luncheon & Other Events	\$215,395	13%
Other Income (Investments & Other)	\$11,289	1%

TOTAL REVENUE **\$1,633,820** **100%**



EXPENSES

Programs	\$1,337,981	79%
Administrative	\$237,749	14%
Resource Development	\$128,685	7%

TOTAL EXPENSES **\$1,704,415** **100%**

2020 Financial Donors

\$500 AND ABOVE

Rainbow Days is grateful for our generous donors, who contributed **\$1,102,707** in **private financial contributions** to help fund our mission and services in Fiscal Year 2020! Rainbow Days' work would not be possible without the hundreds of **individuals, corporations, foundations** and **United Way donors** who faithfully invest in our mission.



\$100,000 AND ABOVE

Nancy Ann & Ray L. Hunt

\$40,000 - \$99,999

Center for Disaster

Philanthropy

Chi Omega Christmas Market

Citi

Liberty Mutual Foundation

ORIX Foundation

\$10,000 - \$39,999

Baron & Blue Foundation

Capital for Kids

Darla Whitaker

Elsie & Marvin Dekelbourn

Family Foundation

Enterprise Holdings Foundation

Graham & Carolyn Holloway

Family Foundation

Insurance Industry Charitable
Foundation

Katherine C. Carmody Trust

Lesley Family Foundation

MoneyGram Foundation

Simmons Sisters Fund

Southwest Airlines

The CarMax Foundation

The Lowe Foundation

The Rees-Jones Foundation

\$5,000 - \$9,999

Cheryl Goris

Christine Popolo

Dale & Jill Hurd

Greg & Julie Pascuzzi

Heather & Eric Appel

In-N-Out Burger Foundation

Jamie Smith

John & Phyllis Horan

Joy & Roger Beless

Kurt & Alyssa Opella

Kyle Coots

Michelle Williams & Dennis

Sternitzky

Nicole Williams

Prince of Peace Catholic

Community

Tara & Tom Walsh

TEGNA Foundation

The Dallas Foundation

Thompson & Knight LLP

Winston & Strawn LLP

\$2,500 - \$4,999

Beth Bedell

David & Alyson Elliott

Episcopal Foundation of Dallas

Janet & Robert Mitchell

Jody & Jennifer Bishop

LandMark Financial

Mary Jo & James McKellar

National Life Group

Robert & Marianne Fazen

Sarah Clifford

Sharon & Stuart Cornwall

Telisa Schelin

The Oxley Family

Thompson Coburn LLP

Todd & Kathy Whitthorne

\$1,000 - \$2,499

Allen & Sherrill Fosha

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IBM Employee Giving

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Kristi Raney

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Lynette Duval

M&M Foundation

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Martha Jackson

Minerva Consulting

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Ronald & Laura Ward

Sandi & Glenn McFarland

Seung & Jenny Hong

Smiles for Life Foundation

Stephanie Bowers

Steve & Pam Shrum

Steve Birch

Steven Stodghill

Susan McEvoy

Texas Instruments

Texas Mutual Insurance Co.

Tiffany & Terry Beaudine

Whole Foods

\$500 - \$999

Alissa Lindsey

Amber Reece

Angela Easterwood

Bertha Z. Ellis Foundation

Cathey & Wade Brown

Chris & Julie Halverson

Christopher George

Crossroads Community
Services

Dynamic Support Solutions

Eva Nordstrom

Frost Bank

Gene Zhu

Gregory Wood

Half Shells

Janice L. Graves

Jennifer Hill

Joyce Tynes

Julia & Walter Hunt

Junior League of Dallas

Kate Hinz

Kathleen Williams

Kellie Johnson-Bullard

Kurt Leedy

Lauren Herrington

Lisa & Jay Bys

Matt & Melissa Orwig

Michelle & Bradley Becker

Mitchell Belitz

Mona Baker

Peggy Wehmeyer Woods

Rudolph Ramos

Sherri Ansley

Simmons Bank

Stecklar Gresham Cochran,
PLLC

Todd Sherry

Valentina Vielma

Veritas Advisory Group, Inc.

Verizon Foundation

WOGA Parent Club

2020 In-Kind Donors

\$400 VALUE AND ABOVE

Adams Communications
Public Relations
Adrienne Dominguez
Aimbridge Hospitality
American Airlines Black
Professional Network
American Airlines Center
Anonymous Amazon Wish List
Donors
Association Works
At the Heart of it
Athens Laser Hair Removal
Avon Cleaners
Brandy Rojas
Callaway Golf
Carrie Im
Citi
Color Me Mine
D1 Training - Dallas
Dave & Buster's
Delivering Good
Diane Oxley
Domino's - Webb Chapel Road
Eileen Sherman
Exhale Spa Dallas
FortyFive Photos
Freedom Boat Club
Hope Supply Co.
Idea Fountain
J. Ridout, Portrait Artist
Jamie & Jason Brown
Jeannine Speiden
Jen & Rob Barry
Jennifer Hill
Jessica Refakis
Junior Players
Karen Rambo
Kathleen Williams
Lisa Bys
Lovers Lane United Methodist
Church
Lynda Pingel
Mary Kay Inc.
National Charity League (NCL)
- Plano, Preston Bluebonnet
and Turtle Creek chapters
New Hope Compassion
Nicole Williams
Old American Golf Club
Omni Hotels
Painting with a Twist -
Grapevine
PepsiCo / Frito-Lay

Pete Delkus
Prince of Peace Catholic
Community
Pure Barre - Preston Hollow
Roxiana Foods
Southern Methodist University
Southwest Airlines
Southwest Airlines Flight
Operations Training
Stonebriar Country Club
Telisa Schelin
Texas Mutual Insurance
The Phoenician Scottsdale
The Toy Foundation
The Vineyard at Florence
Total Wine & More
TPC Craig Ranch
WOGA Parents Club
Young Men's Service League
(YMSL) - Castle Hills,
Legacy and Plano
chapters



Rainbow Days is also thankful for our **in-kind supporters**, who donated **goods and services valued at \$325,032** in Fiscal Year 2020. These generous donations included **school supplies, clothing, toys, food, printing services, auction items** and more! We are truly grateful for the many donors who supported Rainbow Days and the children we serve through tangible items and discounted professional services. Recognized here are those who made in-kind contributions valued at \$400 and above.





When children experience adversity, there are lifelong effects for them, their families and communities. Rainbow Days breaks these cycles by creating meaningful connections through support groups, camps, life enrichment activities and training for other providers. Through our programs, at-risk and homeless 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 more than 234,000 children and youth in Dallas and millions more through Rainbow Days Training.

VISION

A healthy and promising future for every child

MISSION

To help children and youth in adversity build coping skills and resilience to create positive futures



RAINBOW DAYS' MAJOR MESSAGES

I AM likable, capable, unique and valued.

I CAN treat others like I want to be treated.

I HAVE meaningful relationships and people who care about me.

I WILL make healthy, responsible decisions.

I BELIEVE in my purpose and future.