



2023 Annual Impact Report



72

individuals received assistance

178k

dollars distributed to families in the form of necessities, toys, electronics and direct cash gifts

40k

in reserves earmarked for Oakland families to be distributed in 2024

1149

public donations received with an average donation size of \$131

"The power of our first-ever Holiday Gala lies in its remarkable ability to bring about real change. We're not just hosting a holiday event, we're creating a lifeline for over a dozen families experiencing poverty. It's about transforming the holiday season from a time of struggle to a time of hope and joy."

- Heather Whinna, founder

Events

Details

Outcome

Letters To Santa: The Holiday Gala hosted by Convene

Featuring John Mulaney, Martha Plimpton, Chris Kattan and many more

- Inaugural event held at the iconic Willis Tower
- 227 attendees
- \$138k raised for families
- All expenses were covered by our host, Convene, and event sponsors
- Publicity included WGN Spotlight Chicago, NBC, and Forbes.

Letters To Santa: The 24 Hour Comedy and Music Marathon

Featuring our 24 Hour Core Cast, Bob Odenkirk, Nico Santos, Matt Walsh and many more

- Held in Los Angeles for the first time
- 106 attendees in person
- 1,512 views during the live stream
- \$20k raised for families
- Event expenses totaled \$14k, 73% of which was covered by our generous benefactors Kirk Crenshaw and Shawna Wolverton.

Changing Lives

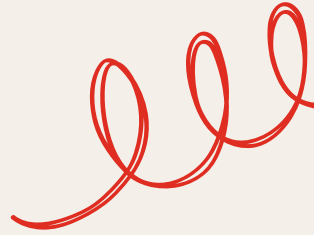
One letter at a time



In 2023 we once again delivered on our mission: to translate compassion into action by leveraging the power of art and community engagement, inspiring a sense of dignity and hope among the families we serve.



The year in review



As we look back on the past year, we are filled with gratitude for the milestones achieved and the generosity of our supporters. In 2023, our charity experienced significant growth and success, marked by new endeavors and the strengthening of long-standing partnerships.

We proudly introduced "Letters To Santa: The Holiday Gala," a new fundraising event that has quickly become a cornerstone of our annual efforts. Hosted by the gracious team at Convene at Willis Tower, the event was a spectacular success. Thanks to Convene's generous donation of the venue, catering, decor, and staffing, in addition to the support of our committed event sponsors, we were able to produce this formal, four-hour celebration without incurring event costs. The evening was illuminated by laughter and music. The gala not only celebrated our work but also raised an impressive \$138,000 for the families we serve.


In a strategic move to optimize our resources, we transitioned our beloved 24 Hour Comedy and Music Marathon to The Elysian Theater in Los Angeles. The marathon continued to capture hearts and support as it was live streamed, raising an additional \$20,000 earmarked specifically for families in Oakland.

Our enduring partnership with Onward Neighborhood House reached its 12th year, a testament to our shared commitment to community support. Through this collaboration, we identified 14 families facing severe financial hardship and extended an invitation for them to share their Christmas wishes through writing a letter to Santa. True to our mission, we responded to each letter, not only fulfilling the listed requests but also providing an abundance of thoughtful gifts. The surprise deliveries on Christmas Day included toys, warm clothing, electronics, and essential household items, ensuring each family member felt the warmth and joy of the holiday season. Furthermore, we presented each letter writer with a financial gift of \$10,000, unconditionally offered to ease their burdens and bring hope.

Our charity's achievements this past year are a reflection of the unwavering support and commitment from our donors, partners, and volunteers. Together, we have made a tangible difference in the lives of many, and we move forward with renewed energy to continue our mission of service and support in the years to come.

Holly Lewis, Director of Finance & Operations

2023 Giving Highlights



- 14 Families, 72 individuals
- \$187k distributed in goods and money
- 24 Chromebooks
- 43 Amazon Fire Tablets
- 80 articles of winter clothing
- 43 blankets/bedding sets
- 105 new toys
- 4 beds

Finances

CURRENT ASSETS

Cash **\$113,680**

LIABILITIES

Accounts Payable \$8,200

REVENUES

Gross Contributions \$548,292

Less Cost Direct Donor Benefits (\$174,536)

Total Net Income \$373,756

EXPENSES & DEDUCTIONS

Administrative \$65,608

Fundraising \$68,682

Program \$49,633

Direct Family Support \$177,510



Funding summary

\$267,251

Public Donations

\$91,385

Benefactors & Sponsors

\$189,656

In-Kind Donations

We'd like to thank all our donors for their *generous support*



Acknowledgements

PAC Board of Directors
Drew and Amanda Hester
Kirk Crenshaw and Shawna Wolverton
Fred Armisen
Steve Albini
Gina Albini
The Hibel Family Foundation
Acorn Investment Partners
Julia Rickert
Convence
The Holiday Gala committee and volunteers
24 Hour Marathon committee and volunteers
All of the performers who donated their
valuable time and remarkable talent to bring
life-changing relief to those we had the
privilege of serving in 2023.