

**GIVING TREE 2016 PROJECT REPORT**

CHAIR : EMILY SCHAFFNER  
CO-CHAIR : SARAH STEWART

NOVEMBER- DECEMBER  
2016 VALLEY RIVER CENTER



## THE PROJECT

### **OVERVIEW:**

The project went really well this year. We were able to fulfill 2,409 gifts out of the 2,651 requests (see attachment). In an effort to be able to fulfill every tag we attempted to limit the total requests to 2,600 however a few agencies gave us a few more than we had allotted them after asking our permission. We were very proud that every single tag was claimed off of the trees, however not all tags were returned by Christmas leaving approximately 242 requests unfulfilled.

### **HISTORY:**

The Giving Tree used to be called the Tree of Joy and was sponsored by The Salvation Army. In 2001, The Salvation Army was unable to continue on with this project. In 2002, Valley River Center and The Eugene Active 20-30 Club partnered to continue this for the community and together we started the Giving Tree.

### **DETAILS:**

For the second year in a row VRC improved their tree display with a second and third tree added to allow for more ornaments to be on display at once. VRC also created table toppers directing shoppers to the Giving Tree in the food court. The cost for these were approximately \$150, however VRC covered this printing with no cost to the Club.

Similar to last year, we added verbiage on the back of the ornament recommending that people take pictures of the ornament and save it on their phone in case they lose it. We did have less calls this year of people losing their ornaments and additionally we had a few gifts come in with a printed picture of an ornament so it did have positive effects. It is important that the 2<sup>nd</sup> VP (or whoever is in charge of checking the Club voicemail box) monitor the messages at least twice a week as we get many calls from community members regarding how to get on the tree, what to do if they lost their ornament, etc. during the two months of the project.

In an effort to assist the chair and co-chair, we enlisted the help of Club members to check the bins periodically and move gifts to the back storage room. This was an incredible help! For the first few weeks of the project the bins only needed to be monitored at most once a day and then after Black Friday they were checked a minimum of twice a day. There was a core group of volunteers that helped with this (I called them my rockstars!) with the addition of a few people who were called on when needed. The volunteers got the back storage key from Customer Service and then moved whatever gifts were in the bins to the back room. The gifts were sorted periodically throughout the timeline of the project at additional times.

We have two traveling trees which allow Club members to bring ornaments to their place of business for their fellow employees and clients to fulfill. Honestly, I don't think many tags get fulfilled this way, however it is a way to potentially get more tags out to the community and it gives our members a way to feel connected to the project so I would recommend continuing this. In 2016 we had two members (Haley Schuman and Janie Anderson) take the tree.

## **TIME FRAME:**

In 2016, talks with Diana Bray of Valley River Center started in early September with our first meeting coming in mid-September. Additionally, I made contact with all the organizations, confirming their contact information and checking in the first week of September. My co-chair Sarah then predominately took over communication with the agencies as she works for one and knew many of the individuals personally. After meeting with Diana you'll have a start date for the project and you can pass on that start date to the organizations. The project typically kicks off the first Friday of November with the Tree Decorating and lasts approximately six weeks. You want to ensure that you end with enough time to distribute the gifts to the agencies and still allow them time to get the presents sorted and to the appropriate families all before Christmas. You will have MANY late gifts, however just get them to the agency if you can and they will put the gifts to good use, even if they do not make it to a child in time for this year's Christmas.

## **PROJECT DETAILS**

### **THE ORNAMENTS:**

It is the responsibility of each organization to provide the ornaments and print off their corresponding labels. As typically happens, many yellow balls (Lookingglass) were not returned again this year because of the gift requests. Fact of the matter is, rarely will laptops, Xbox, GoPro, cameras, etc. be selected. I don't want to discourage a teen from asking-- after all that's what teens want -- however I also don't want them to go without a gift. In 2016 we reinforced asking each agency to give a "want" request as well as a "need" and that seemed to help with gift return. Obviously, the "need" tends to be a little more practical and I would communicate this to each organization.

Several organizations have used the same ornament for years. I would send a reminder to the organizations that if they've been used for several years and are starting to look worn that they should be updated.

### **MEDIA:**

KDUK and KPNW gave us radio time and they really helped us push the project. They've been a long time partner. Val Steele is our contact with Bicoastal Media and she will get you in touch with the appropriate people at Bicoastal. Additionally, there was a big push by KEZI the last week urging community members to return their gifts. We didn't have print advertising this year in the Register Guard, however we have done that in the past and we may want to look into this in the future. We did sponsor an ad on Facebook the last week at the small cost of \$25. I think it was helpful, but I would recommend increasing it to \$50 to increase our reach next year. I frequently posted pictures and updates on Facebook and Instagram and the Club shared many of these posts.

**TIMING:**

VRC again wanted us to have the gift pick-ups before or after mall hours, which basically means before 9am on weekdays. We combined the sorts and pick-ups into one which worked well. The gift sorts would start between 8 and 8:15am and I'd schedule the organizations to pick up at 8:30am. This seemed to work perfectly and I'd recommend keeping these times for next year as well. Many of the agency contacts have done this for years and they understand the time it takes for the gifts to be counted and taken out to the cars, so they naturally stagger themselves out with arrival times which is very helpful.

**COMMUNITY CONTACTS:**

**Valley River Center-** Diana Bray was our contact at VRC for years, however she left there in January 2017. Per conversations with her, we should reach out to the property manager Rob McOmie (541-683-5511) and he will be able to assist us.

**University of Oregon Athletics-** For the past few years Desi Hohensee ([hohensee@uoregon.edu](mailto:hohensee@uoregon.edu)) has requested approximately 100 tags for UO athletes to fill through their O Heros program. They specifically request Adult Duck/athletic gear because that is easy for them to fulfill. This year I sorted through and found approximately 50 duck-related tags and then gave them an assortment of others to make it a total of 100.

**Ridgemont Homeowner's Association-** Mike and Linda Hood request tags for their homeowner's association to fulfil. This year I delivered 25 tags to their house and then picked the gifts up the last week of the project. [mdllhood@comcast.net](mailto:mdllhood@comcast.net) cell: [541-554-1082](tel:541-554-1082)

**Bicoastal Media-** Val Steele has been our contact at Bicoastal Media for years. She is available at: [valsteele@bicoastalmedia.com](mailto:valsteele@bicoastalmedia.com). This year it took a few emails to her for her to get back to me. They do a big Stuff-the-Bus event around the time we kick off this project every year so it's best to wait until after she's done with that to contact her. She was able to put me on air with their Morning Show as well as with the talk radio hosts on KPNW. I kept her updated on how the gift return was going and she was able to continue to plug it throughout the entirety of the project on all of their stations.

Please refer to the following documents as well as the Club Giving Tree Drive folder for more information regarding the agencies, volunteers, and total numbers.

## Agency Contact Information 2016

Agency	Ornament	Contact	Work Phone	Cell Phone	Email	Address
Looking Glass	Yellow Balls	Avalon Mason	(541) 686-2688	(931)-801-2741	avalon.mason@lookingglass.us	1790 W. 11th Ave. Suite 200 Eugene, OR 97402
Catholic Community Services	White Snowmen	Sarah McNutt	(541) 345-3628 ext. 330	(541) 579-0536	smcnuitt@ccsic.org	1025 G Street Springfield, OR 97477
DHS	Red Stockings	Terra Ralph	(541) 684-2580	(541) 232-1482	terra.l.ralph@state.or.us	2885 Chad Drive Eugene, OR 97408
Head Start	Silver Balls	Karla Snell	(541) 579-7852		ksnell@hsolic.org	221 B Street Springfield, OR 97477
		Zoe Werthamer			zwerthamer@hsolic.org	
		Sami Allen			sbower@hsolic.org	
Pearl Buck	Green Trees	Emily Collins	(541) 484-4666 ext. 5150	(541) 225-7385	emily.collins@pearlbuckcenter.com	3690 W 1st Ave Eugene, OR 97402
Relief Nursery	Red Hearts	Amy Beauchamp	(541) 343-9076 ext. 104	(541) 543-4624	Amybe@reliefnursery.org	1720 W 25th Ave Eugene, OR 97405
The Child Center	Green Mittens	Lyndsie Leech	(541) 670-8955		lleech@thechildcenter.org	3995 Marcola Rd Springfield, OR 97477
Willamette Family Treatment	Purple Mittens	Kendall Hickson	(541) 221-9634		kendallh@wfts.org	149 W 12th Ave Eugene, OR 97401
Kids' First	Yellow Stars	Sarah Stewart	(541) 682-3938	(541) 729-8074	sarah@kidsfirstcenter.net	2675 Martin Luther King Jr Blvd Eugene, OR 9740
		Dan Bedker		(541) 513-3925		
Foster And Adoptive Parent Associati	Blue Hearts	Kara Bedker	NA	(541) 513-3625	klyvne528@gmail.com	PO Box 71531 Eugene, OR 97401

## Ornament Tally 2016

Agency	Ornament	Allotment	11/29 Pick U	12/12 Pick U	12/16 Gifts	12/19 Gifts	12/23 Outstanding Tags	Untagged	Total Gifts	Notes
Looking Glass	Yellow Balls	400	59	142	49	118	5	27	373	
Catholic Community Serv	White Snowmen	250	59	102	54	12		23	2	229
DHS	Red Stockings	180	15	28	38	38		99	16	97
Head Start	Silver Balls	750	136	293		182	4	135	51	666
								0		0
								0		0
Pearl Buck	Green Trees	58	19	44	13	0	1	-19	5	82
Relief Nursery	Red Hearts	250	64	114	14	51	4	3		247 12/19 & 12/23 gifts mainly given to DHS
The Child Center	Green Mittens	88	17	22	36	4	3	6		82
Willamette Family Treatm	Purple Mittens	125	21	23	23	4		54	8	79
Kids' First	Yellow Stars	150	25	58	57	4		6	5	149
Foster And Adoptive Pare	Blue Hearts	400	24	151	205	20	5	-5		405
		2651	439	977	451	433	22	329	87	2409

2016 Budget- proposed & actual

<b>Giving Tree 2016 Budget</b>		
<b>Budget Item</b>	<b>Cost</b>	<b>ACTUAL COST</b>
Facebook Ad	\$25.00	\$25
Table Toppers	\$100.00	\$0
Thank you - Diana Bray and Val Steele	\$75.00	\$58
<b>Total</b>	<b>\$200.00</b>	<b>\$83</b>

# November Volunteer Sign Up

NOVEMBER  
2016

CALENDAR MONTH: NOVEMBER  
CALENDAR YEAR: 2016  
1ST DAY OF WEEK: SUNDAY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	30	31	1	2	3	4
					Tree Decorating 5pm	5
6	7	8	9	10	11	12
Daily Emily Schaffner			Daily Mike Kingsley		All That Dancers	
13	14	15	16	17	18	19
	Daily Emily Hough		Daily Jodi Jackson		All That Dancers	Sarah Stewart
20	21	22	23	24	25	26
Sarah Stewart	Emily Schaffner		Daily Mike Kingsley	Emily Schaffner	Tyson Woodard, Sarah Stewart, All That Dancers	Jodi Jackson
27	28	29	30	31	2	3
Daily Tyson Woodard	Daily Emily Hough	Daily Tyson Woodard	Daily Jodi Jackson			

# December Volunteer Sign Up

DECEMBER  
2016

CALENDAR MONTH DECEMBER  
CALENDAR YEAR 2016  
1ST DAY OF WEEK SUNDAY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	1	2	3
4	5	6	7	8	9	10
Morning: Loni Waltast Evening: Emily Hough	Morning: Meghan McMahon Evening: Emily Gray	Morning: Emily Evening: Emily	Morning: Mike Evening: Mike	Morning: Shannan Evening: All That Dancers	Morning: Shannan Evening: All That Dancers	Morning: _____ Evening: _____
11	12	13	14	15	16	17
Morning: Sarah delp Evening: Emily Hough	Morning: Loni Waltast Evening: Emily Hough	Morning: Emily Gray Evening: Loni Waltast	Morning: _____ Evening: Mike Kingstley			
18	19	20	21	22	23	24
25	26	27	28	29	30	31