



20 Years of Grassroots Philanthropy

Small Kindnesses, Big Impact

Since 1988, Bread for the Journey's model of grassroots micro-granting has helped make communities across North America more just, vital, and whole. BFJ's 20 volunteer chapters are sustaining cultural diversity, promoting ecological conservation, improving the lives of women and children, developing the leadership of youth through the arts and civic engagement, and creating simple systems to meet basic needs of the most vulnerable in their communities.

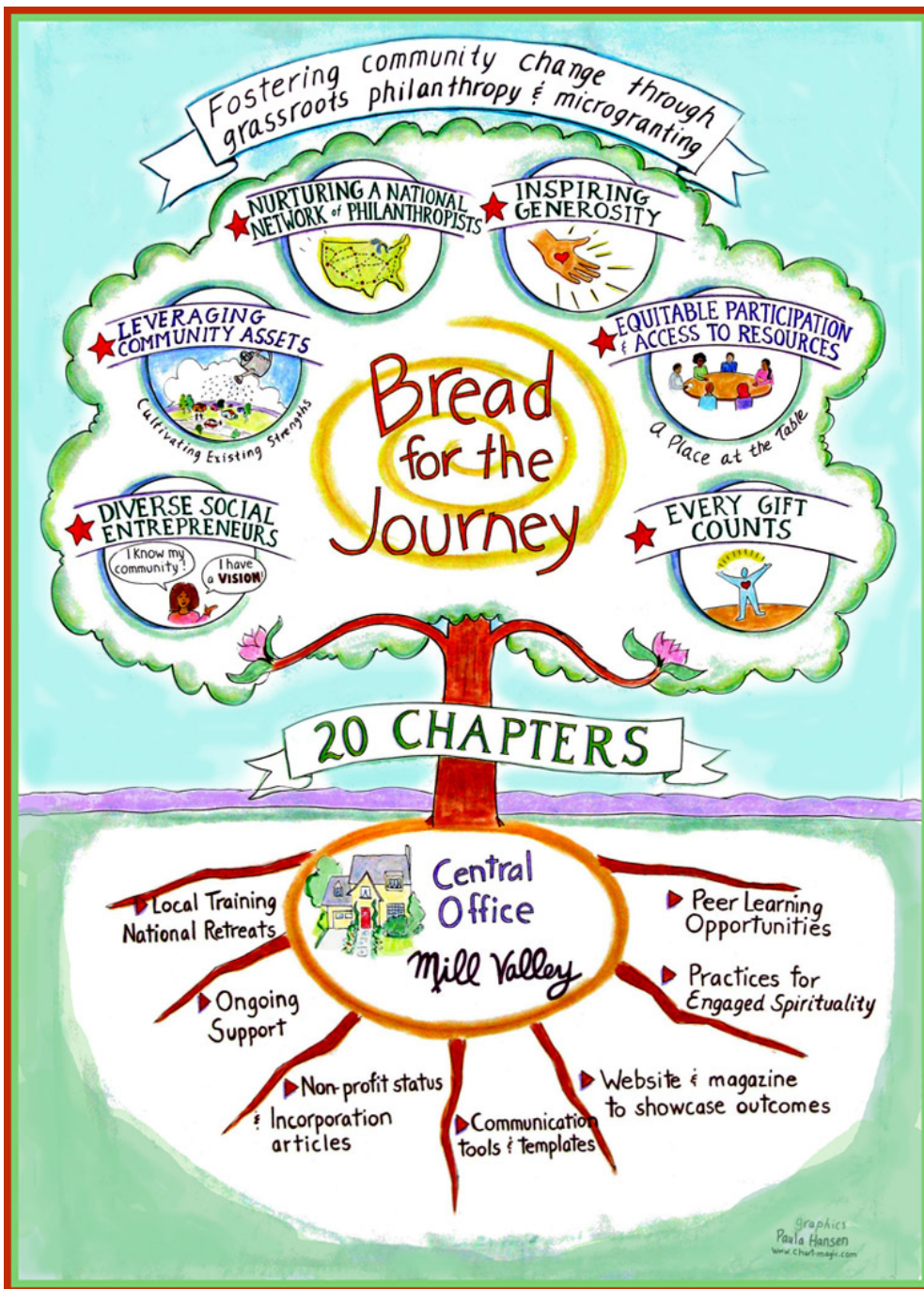
Bread for the Journey chapters have micro-granted over three million dollars, every cent going to community-based projects built on the vision and assets of diverse communities to meet their own needs.

Relationship Centered Micro-grants: Bread for the Journey chapters raise money in their own communities. Then, they give micro-grants to ordinary people – with extraordinary spirits – who have an idea to make their community a better place. These small grants, given to the right person at the right time, make a big impact in local communities.

Democratizing Philanthropy: At Bread for the Journey, every gift counts. BFJ makes it easy, fun, and nourishing for everyone to participate in philanthropy and to make change in their community.

Innovative, Efficient, Easy: Bread for the Journey's central office in Mill Valley, CA provides chapters with the training, tools, and templates they need to efficiently form and operate a small non-profit in their community. By providing its expertise, BFJ makes it easy for chapters to focus on what's most important – grassroots micro-granting to help people start valuable new projects quickly and easily.

By keeping things simple, we accomplish more with less.



The BFJ Tree, from roots to tree-top, illustrates how Bread for the Journey inspires and empowers "ordinary people" to make positive change in communities across North America.



BREAD FOR THE JOURNEY: 2008 ACCOMPLISHMENTS

TO STRENGTHEN BFJ'S 20 CHAPTERS TO BETTER SERVE THEIR COMMUNITIES THROUGH GRASSROOTS MICRO-GRANTING, WE ACCOMPLISHED THE FOLLOWING:

- ❖ **2008 Gathering of the Chapters** – Our 20th Anniversary Gathering, held in BFJ's birthplace of Santa Fe, New Mexico, was our best to date. The 4-day event provided BFJ chapters with skill-building workshops, reflection and visioning, and peer-to-peer storytelling.
- ❖ **Engaging Diverse Populations** – Our 2008 Gathering theme, *Celebrating Who We're Becoming*, focused on deepening our practice of engaging diverse community partners – including children and youth – to participate local philanthropy and decision-making.
- ❖ **Peer-to-Peer Mentoring** – To honor all of the gifts at BFJ's table, we encourage leadership among our chapter volunteers. At our 2008 Gathering, 12 chapter members led their peers in workshops, dialogue sessions, and inspirational reflections to strengthen everyone's community work.

TO BUILD THE CAPACITY OF BREAD FOR THE JOURNEY'S HEADQUARTERS, WE ACCOMPLISHED THE FOLLOWING:

- ❖ **Endowment Fund** – Donor Jim Gallagher gave a \$10,000 challenge grant to help BFJ launch the BFJ Endowment Fund. With matching gifts from donors like you, the endowment will earn funds to support BJJ's work well into the future.
- ❖ **Visionary Donor Circle** – BFJ's Visionary Donors gave \$63,500, plus \$31,500 in matching funds, to strengthen BFJ's work in communities.
- ❖ **Five New Board Members** – BFJ welcomed 5 new board members including nationally recognized experts in economic development and organizational development, Gordon Goodwin and Stephanie Clohesy, non-profit law specialist Ina Leonard, and 2 BFJ chapter leaders skilled in grassroots philanthropy, Linda Campbell, founder of BFJ Denver, CO and Sharon Bard, board member of BFJ Sebastopol, CA.
- ❖ **Donation Gift Cards** – With a \$50.00 donation, donors can now order a packet of 4 beautiful, full-color gift cards, and share the story of BFJ with their loved ones by making a gift in their honor.

TO INSPIRE GENEROSITY IN ORDINARY PEOPLE AND TO EDUCATE MORE PEOPLE ABOUT BFJ'S WORK, WE ACCOMPLISHED THE FOLLOWING:

- ❖ **Annual Publication** – *Stories of Kindness & Generosity* showcases the diverse community partners that make our work in communities a success and offers creative new ways to contribute toward BFJ's grassroots philanthropy. Nearly 4,000 people received our "storybook."
- ❖ **20th Anniversary Celebration** – In July, BFJ celebrated 20 Years of Grassroots Philanthropy. The event honored our founders and showcased the positive difference they and diverse community partners have made throughout northern New Mexico.
- ❖ **Inspirations e-newsletter** – We redesigned BFJ's monthly e-newsletter to showcase the positive and lasting change that BFJ chapters are making in cities and towns across the country. 1,600 people receive *Inspirations* each month.

HOW YOU CAN HELP

- ❖ Give **BFJ Gift Cards** to honor your loved ones – 4 cards for \$50.
- ❖ Help us launch the **BFJ Endowment Fund** with your matching gift.
- ❖ Join our **Monthly Giving Program** – small, monthly gifts add up!
- ❖ Become a **Visionary Donor** and join us for our 2009 retreat April 23-25 in Santa Fe, NM.