



# 2025 ANNUAL REPORT

Another successful year of birthday memories!



# Unwrapping 2025

## The Year That Taught Us Resilience

Hello Friends,

If I had to sum up 2025 in one word, it would be resilient. Like many nonprofits, we felt the squeeze this year.

Even in a challenging year, joy found its way in. Every smile, every "thank you," every moment a kiddo felt seen on their special day kept us going. Thank you for believing in this mission, for cheering us on, and for helping us deliver hope one birthday at a time.

Funding was tighter, grants were more competitive, and our shelter partners were busier than ever. That meant fewer birthday celebrations than we planned, but it didn't stop us from showing up with love, laughter, and a little sparkle wherever we could.

We also had a few changes behind the scenes. With board transitions and shifting schedules, it wasn't always easy, but challenges have a way of reminding us why we do this work and how strong our community really is when we pull together.

There were plenty of bright spots worth celebrating! We exceeded our **September goal of \$11,000** in honor of our **11th birthday** (because you know we love a good theme) and **raised over \$13,000**. We also formed new partnerships that are already opening doors for a bigger impact in 2026.

On a personal note, I was honored to share It's Your Birthday, Inc.'s story in the book *Successful Entrepreneurs with G.R.I.T.* through my chapter, "The Birthday Lady: How Loving My Birthday Sparked a Mission." Writing it reminded me of those early days that were full of faith, uncertainty, and a fierce belief that every child deserves to feel special on their birthday.

Here's to being more resilient, creating more laughter, and more birthday fun memories in 2026!

Rolanda

**Rolanda Finch**  
Chief Birthday Officer & Founder



**Mission:** To create a fun and memorable birthday experience for children in homeless and domestic violence shelters.

**Values:**

Fun

Flexibility

Innovation

Integrity

**Strategic Priorities (2024-2026):**

Build a Scalable, High Performing Organization

Create a Sustainable and Diversified Funding Engine

Cultivate a Diverse, Engaged, and Consistent Volunteer Community

# Key Achievements

We celebrated our

# 3,000th

birthday memory in Sep. 2025

We delivered

# 395

birthday memories in 2025\*

Volunteers contributed

# 15,000

hours of their time in 2025

151 Birthday Surprises

143 Birthday-in-a-Boxes

36 Birthday Parties\*

11 Happy Born Days

\* Birthday memories shows a higher total than the sum, as Birthday Parties involve multiple children per party.

## MILESTONES & BIRTHDAY MAGIC

- Celebrated our 10½ birthday by decorating 150 birthday hats
- Provided 2 birthday parties for 4 children at Red Cross facilities for families displaced by St. Louis tornadoes

## PARTNERSHIPS THAT POWER FUN

- Launched a new shelter party partnership with Almost Home
- Welcomed For Goodness Cakes as a new partner, providing cupcakes for celebrations
- Butler's Pantry continued its monthly birthday meal partnership and contributed \$6,500 in in-kind donations
- Shopped for birthday supplies using a \$1,000 grant from Arsenal Credit Union
- Continued support from Cardinals Care, including 100 tickets shared with birthday kiddos, supporters, and partners

## VOLUNTEERS & COMMUNITY IN ACTION

- MLK Day of Service: Supporters exceeded their goal by creating 140 no-sew blankets
- Student volunteers supported celebrations and service projects, including Freeburg High School students and Jack and Jill, Inc. of St. Clair County

## GENEROSITY & GIVING

- Collected \$700 in gift cards during the February We Love Birthdays campaign
- Received in-kind donations of meals, cupcakes, toys, and celebration supplies
- Community generosity helped ensure every birthday felt joyful, dignified, and special

## LEADERSHIP & GROWTH

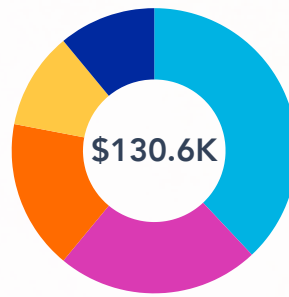
- Welcomed new Leadership Council Members: Harrison Luvai, Jennifer Bardot, and Cale Bouchey
- Continued strengthening leadership, partnerships, and infrastructure to support future growth



# 2025 Financial Overview

Thanks to generous donations from our partners and the community, IYBI was able to make a significant impact in 2025.

Note: Financial figures (right) represented as of year ending December 31, 2025.



Revenue

- 33% | Fundraising
- 23% | Corporations
- 22% | In-Kind Donations
- 13% | Grants/Foundations
- 8% | Individuals

\$99.7K Expenses

## OUR GENEROUS PARTNERS



## QUOTES FROM OUR PARTNERS

"BOMA has been proud to support It's Your Birthday, Inc. through our Charity Partner program during the past two years. During that time, our members have built a wonderful relationship with the IYBI team and fellow volunteers, united by a shared commitment to brighten children's lives. We've been honored to raise funds, make blankets, donate toys, decorate birthday hats and Birthday-in-a-Box kits, and volunteer in the shelters — all to help ensure every child can experience a special, joy-filled, memorable birthday."

– **Tiara Nash, Associate Director, Cushman & Wakefield, BOMA St. Louis President 2025**

"Every child deserves a happy birthday and a teddy bear hug to top it off. I am proud to provide those hugs to It's Your Birthday, Inc. to distribute in their birthday celebrations."

– **Maxine Clark, Founder Build-A-Bear Workshop**

"At Schnucks, our commitment to nourishing people's lives goes beyond the groceries we sell — it's about the hearts we touch. We are proud to partner with It's Your Birthday, Inc. to help put smiles on the faces of children and families who are so deserving of joy and happiness."

– **Schron Jackson, Director, Community Engagement and Customer Care, Schnuck Markets, Inc.**

# Donor & Partner Recognition

## THANK YOU TO ALL OF OUR DONORS!

We are grateful to our grant partners, top individual fundraisers, and everyone who created a Facebook Birthday Fundraiser or used their company's gift match for our kiddos. Your generosity brings joy, hope, and birthday memories to children in shelters, creating moments of celebration that remind kids they are seen, valued, and loved. With heartfelt appreciation, we recognize your support.

### MAJOR DONOR (\$10K+)



### DONORS (\$1K+)

**Corporations:** Archford Strategies / Archford Angels, Cardinals Care, Centimark Foundation, Commerce Bancshares Foundation, St. Louis Philanthropic, The Saigh Foundation, Wells Fargo

**Individuals:** Deborrah Cole, Crystal Grant, Dave Peacock, Harrison Luvai, Jerry Thomasson, Lisa Trongprakob, Lynn McCallum, Raymond James, Towanna Frasier, William Bradley

## THANKS TO THOSE WHO WENT ABOVE & BEYOND IN 2025!



**TOWANNA FRAISER**  
Board Member of the Year

Although Towanna lives in Georgia, her presence within our mission is felt every day. For three years she has volunteered, supported, and shown unwavering dedication to our birthday kiddos and their families. Her commitment reaches far beyond distance, making her an outstanding Board Member of the Year.



**NATALIE JABLONSKI**

**Leadership Council Member of the Year**  
Natalie is our Leadership Council Member of the Year for actively sharing volunteer opportunities with her networks and offering invaluable guidance drawn from her experience as a former nonprofit Executive Director. Her willingness to open doors for IYBI has been instrumental in expanding our reach and strengthening our impact.



**LUANNE SZOPA & ANGELA SCHNIEDERS**  
Volunteers of the Year

LuAnne and Angela bring energy and heart to every celebration they lead. From decorating birthday boxes to hosting parties, their dedication extends far beyond their volunteer hours. As the Birthday Heroes for Lydia's House, they host monthly celebrations, bringing joy, hope, and light to families during challenging times.



**DINA RIGHT**

**Special Shoutout**  
Thank you to Dina Right of Draw Creative for designing the custom T-shirt for our September fundraiser, helping raise \$630 in support of birthday celebrations for kiddos in shelters.



## THANK YOU TO OUR SHELTER PARTNERS!

We're grateful to our shelter partners for allowing IYBI to be part of creating birthday memories for kiddos. It's an honor to provide our Birthday options and see the children's big smiles, while also supporting moms by giving them a moment to simply enjoy celebrating their child. Thank you for trusting us to come alongside you and the families you serve.

Legend:

Domestic Violence (14)

Homeless (14)

School District (1)



Missouri



Illinois



Indiana



Pennsylvania

Includes 3 we began in 2025 – Keyway Center for Diversion and Reentry (MO), Coburn Place (IN) and Friends Association (PA)

# Leadership & Governance

Our Board of Directors is made up of dedicated community leaders and thought partners who guide IYBI toward a sustainable future. They ensure ethical governance, strong financial management, and the resources needed to advance our mission of bringing fun birthday memories to children in shelters. As we move into 2026, we're focused on recruiting committee leaders to strengthen our leadership and impact.



IYBI's Virtual Holiday Party (above): Check out the fun from our virtual holiday party with a few of our 2025–2026 Board and Leadership Council members! We don't just create fun for our birthday kiddos — we make time to celebrate together, too. The only requirement? Wear a fun hat!

## BOARD OF DIRECTORS \* new board member in 2026

### KIRK ROSS

Board President  
Partner  
Taligent, LLC

### GEORGE LADD\*

Board Treasurer  
Sr Manager, Corporate Finance  
EyeCare Partners

### TOWANNA FRASIER

Board Secretary  
Founder & Principal Solutionist  
IvyLink Consulting

### CHANTY CLAY\*

Board Member  
Founder & Managing Partner  
Symmetry Alliance Partners, LLC

### SHERI CROSHAW\*

Board Member  
Director US Clinical Studies  
Sanofi

### TIM STEINS\*

Board Member  
Marketing Operations Leader  
Edward Jones

## LEADERSHIP COUNCIL MEMBERS

### BERNIE FRAZIER

President  
Career Compass LLC

### CALE BOUCHEY

Associate Attorney  
Carmody MacDonald P.C.

### DAVE PEACOCK

Chief Operating Officer  
Advantage Solutions

### HARRISON LUVAI

Managing Director  
Citi

### JENNIFER BARDOT

Founder, G.R.I.T. – Growth, Resilience,  
Intention, Tenacity

We're grateful for our 2025 Board Members — Willie Logan, Vickie Henson, Amanda Bolton, Attallah Sinclair, Casandra Blassingame, Crystal Grant, Lisa Sims, Montrice Williams, Ricardo Martinez, Russell Corn — and 2025 Leadership Council Members — Natalie Jablonski and Garon Holman. Thanks for your support!

# Looking Ahead to 2026

## STRENGTHENING PARTNERSHIPS – REGIONAL OUTREACH

We plan to visit our shelter partners outside the metro St. Louis area, strengthening relationships in Missouri, Illinois, Indiana, and Pennsylvania while exploring new opportunities for growth. These in-person connections help us better understand community needs, celebrate our partnerships, and bring birthday fun to even more children.

## NEW INITIATIVES OR CAMPAIGNS – CORPORATE PARTNERSHIPS

IYBI is expanding corporate partnerships to offer companies clear, measurable ways to support birthday experiences for kiddos in shelters. Partnership opportunities include sponsoring birthday party meals (average \$300 per meal), underwriting Birthday-in-a-Box experiences, supporting employee volunteer events, and participating in toy or hygiene drives that directly meet shelter needs. Each partnership is designed to provide meaningful community impact, employee engagement, and transparent reporting on outcomes.

## OPPORTUNITIES FOR ENGAGEMENT – FUNDRAISERS

We will continue to offer diverse fundraising opportunities that allow individuals, groups, and companies to engage in ways that feel authentic and fun. These include restaurant nights, peer-to-peer birthday fundraisers, corporate-hosted events, third-party fundraisers, and creative campaigns that directly support the cost of providing fun and memorable birthday experiences for kiddos.

## VOLUNTEER ROLES

- **Birthday Hero:** Leads the birthday magic at a shelter, making sure every kiddo gets a celebration that feels legendary.
- **Birthday Sidekick:** Creates party fun by grabbing treats, decorating, prepping gifts, and adding extra sparkle to celebrations.
- **Toy Runner:** Scoops up donated toys across town and delivers them to the IYBI office like Santa on wheels!
- **Birthday Ambassador:** Spreads birthday cheer by sharing IYBI's mission, inviting others to join the fun, and bringing big energy.
- **Birthday Fundraising Champion:** Helps design creative fundraisers — from restaurant nights to peer-to-peer campaigns.






## MAKE A DONATION

Scan the QR code to donate in less than 60 seconds and help make a child's next birthday extra special today!

SCAN ME



## ADDITIONAL WAYS TO GIVE

-  Venmo: @itsyourbirthdayinc-Rolanda
-  CashApp: \$itsyourbirthdayinc
-  Check: Make checks payable to "It's Your Birthday, Inc." and send to:  
PO Box 2222, Florissant, MO 63032
-  Amazon Wish List: Purchase gifts directly for children in need
-  Schnucks Rewards: Donate your rewards to support our mission






## CONNECT WITH US

### STAY INFORMED. TAKE ACTION. MAKE AN IMPACT.

Join our online community to stay up to date on our mission, see the impact of your support, and find ways to advocate for children in need. By following us, you'll get access to inspiring stories, behind-the-scenes looks at our work, volunteer opportunities, and ways to help brighten birthdays for kids facing hardship. Every like, share, and comment helps raise awareness and bring joy to children who deserve to be celebrated.






## FOLLOW US ON SOCIAL MEDIA

-  facebook.com/birthdaymemory/
-  @memorablebirthday
-  linkedin.com/company/it-s-your-birthday-inc/

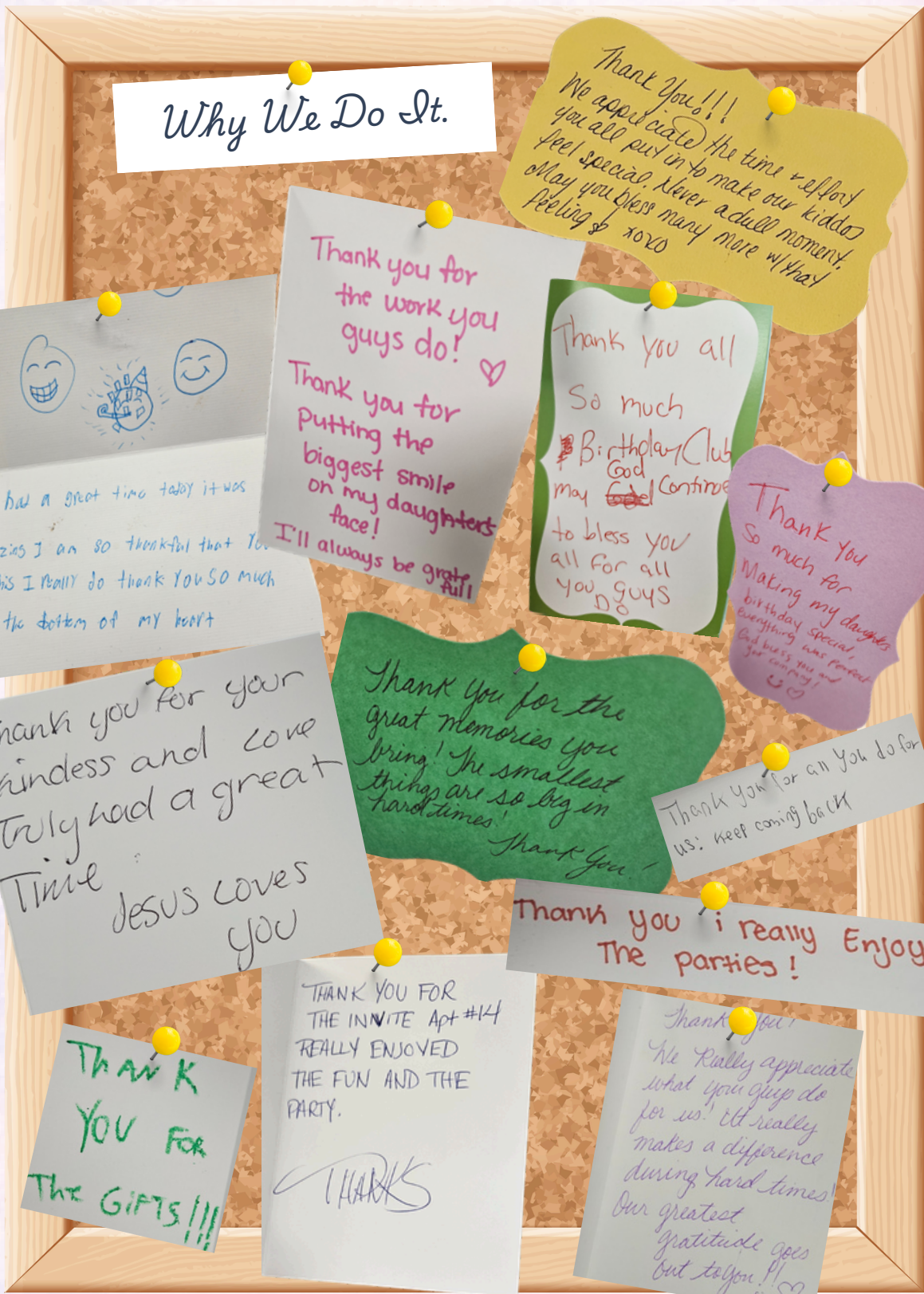
## JOIN OUR EMAIL COMMUNITY

[itsyourbirthdayinc.org/contact](https://itsyourbirthdayinc.org/contact)

## CONTACT US

-  [itsyourbirthdayinc.org](https://itsyourbirthdayinc.org)
-  [info@itsyourbirthdayinc.org](mailto:info@itsyourbirthdayinc.org)
-  (314) 623-8301
-  PO Box 2222, Florissant, MO 63032
-  2900 Frank Scott Pkwy W, Suite 968A  
Belleville, IL 62223





Why We Do It.

Thank You!!!  
 We appreciate the time & effort  
 you all put in to make our kiddos  
 feel special. Never a dull moment.  
 May you bless many more w/ that  
 feeling & love

I had a great time today it was  
 amazing I am so thankful that you  
 did this I really do thank you so much  
 for the bottom of my heart

Thank you for  
 the work you  
 guys do! ♥  
 Thank you for  
 putting the  
 biggest smile  
 on my daughters  
 face!  
 I'll always be grate  
 full

Thank you all  
 So much  
 Birthdays Club  
 God Continue  
 may God  
 to bless you  
 all for all  
 you guys  
 DO

Thank you  
 So much for  
 Making my daughters  
 birthday special!  
 Everything was perfect  
 God bless you and  
 your company!  
 ♥♥

Thank you for your  
 kindness and love  
 truly had a great  
 Time  
 Jesus loves  
 you

Thank you for the  
 great memories you  
 bring! The smallest  
 things are so big in  
 hard times!  
 Thank you!

Thank you for all you do for  
 us: keep coming back

Thank you I really Enjoy  
 The parties!

Thank  
 You For  
 The Gifts!!!

THANK YOU FOR  
 THE INVITE Apt #14  
 REALLY ENJOVED  
 THE FUN AND THE  
 PARTY.  
 THANKS

Thank you!  
 We Really appreciate  
 what you guys do  
 for us! It really  
 makes a difference  
 during hard times  
 Our greatest  
 gratitude goes  
 out to you! ♥



It's Your Birthday, Inc. is dedicated to bringing joy to children in shelters by ensuring they feel celebrated on their special day. Through birthday parties, gifts, and meaningful experiences, we create moments of happiness and normalcy for kids facing hardship. Every child deserves to be seen, valued, and celebrated. Join us in making birthdays brighter at [itsyourbirthdayinc.org](http://itsyourbirthdayinc.org).

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