



2023 ANNUAL REPORT



A Note from Rolanda:

As we say farewell to a challenging 2023, I want to extend my deepest gratitude for your steadfast support of It's Your Birthday, Inc.

Together, we made a difference in the lives of birthday kiddos in shelters, proving that even in tough times, positive change is possible. This past year tested our resilience. We were consistently denied grants, our active volunteer numbers decreased, and individuals and corporations gave less.

In spite of this, thanks to YOU, we navigated through difficulties and to achieve remarkable milestones. **We were able to add 3 new shelters and gained 2 new partners!**

Looking ahead at 2024, we are filled with hope and anticipation. Our **10th Birthday is in September 🎂!** With your continued support, we aspire to expand the number of active volunteers and shelters we serve. Your involvement, whether through volunteering or donations, remains instrumental in shaping a brighter future for our birthday kiddos during such a difficult time in their young lives.

Thank you for being a vital part of It's Your Birthday, Inc. Your dedication inspires us, and we embark on the new year with renewed optimism, knowing that together, we can overcome challenges and create meaningful change.

Remember to enjoy your special day! My birthday is September 14th 🎂

-ROLANDA, FOUNDER & CHIEF BIRTHDAY OFFICER



Who we are

Founded in 2014



Mission:

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



Vision:

Creating happy birthday memories for the enjoyment of all children.



Values:

- Fun
- Innovation
- Flexibility
- Integrity

Birthday Memories Options

BIRTHDAY-IN-A-BOX



A box of toys for the birthday kiddo and a grocery store gift card for the mom to purchase a cake and other treats. Older kiddos receive assorted gift cards and hygiene/beauty products.

BIRTHDAY PARTY



A party at the shelter, complete with decorations, games, entertainment, and yummy treats! All kiddos with a birthday during the same month will be celebrated.

HAPPY BORN DAY



We provide mothers who give birth while in the shelter their choice of items from Amazon—with things for baby and for mom. We want mom to know she is special.

BIRTHDAY SURPRISE



The birthday kiddo is able to select a gift from Amazon, allowing them to get exactly what they want. The gifts are delivered to the shelter for the mom to wrap and gift to her child.

BIRTHDAY-IN-A-CLASS



Store-bought cupcakes are supplied for the birthday kiddo and their classmates. If requested, they will also receive a Build-a-Bear. They are told the cupcakes are from mom, making her the birthday hero!

Snapshot of Our Collective 2023 Impact

2023 Birthday
Memories Created

385

Birthday Memories
Created Since 2014

2,278

2023 Birthday Options:

194 Birthdays-in-a-Box

7 Happy Born Days

142 Birthday Surprises

0 Birthdays-in-a-Class

10 Birthday Parties*

*Multiple birthday kiddos celebrated at parties



The Shelters Speak

14 DOMESTIC VIOLENCE SHELTERS | 12 HOMELESS SHELTERS | 1 SCHOOL DISTRICT

Visit our website for a list of shelter partners.

Satisfaction with IYBI ★★★★★

- “ Bringing joy to children during a time of turmoil. Fast delivery times for gifts. Great partnership!
- “ Follow-up each month to see if there are children with birthdays, coming to the shelter was such an amazing event for the families
- “ You all fill a necessary gap in services - you bring joy to children in our shelter by celebrating their birthdays! You alleviate stress/worry for moms.
- “ This is an amazing project! The smiles from the child and their parents once they receive their gifts have been contagious! I immediately smile.
- “ Getting gifts very quickly, communicating.



Reflections from a Mom...

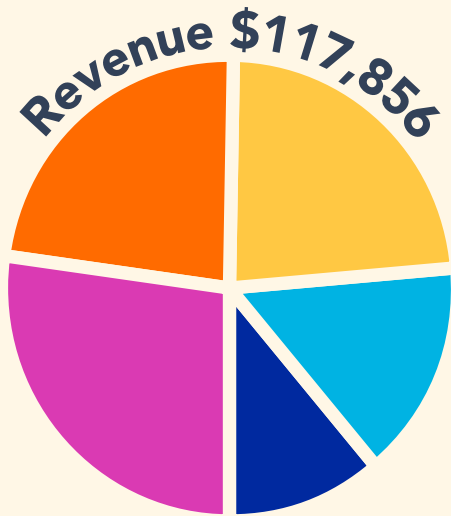
We got evicted from our apartment after I lost my job and could not pay the rent. I had no family or friends that could take my son, 'Matthew', and me in so we had to move into a homeless shelter. Around the same time 'Matthew's' birthday was coming up and I was disappointed that I could not give him presents or a party. That was a tough pill for me to swallow as a mom because he is such a good kid. One day the shelter director told me that a local nonprofit organization had learned of 'Matthew's' plight and wanted to give him a birthday party! On the day of his birthday, the volunteers from It's Your Birthday, Inc. transformed the common area into an amazing party space, complete with colorful decorations, balloons, and a cake with 'Matthew's' name on it. Not only did they have a big box of gifts for my son, they also had toys for all the other kids at the shelter, fun games, and even a magician! 'Mathew' beamed with joy as he unwrapped gifts, blew out candles, and played games with his newfound friends.

I could not believe complete strangers took the time to ensure my son had the birthday he deserved. 'Matthew' talked non-stop about his birthday party until he fell asleep that night. I smiled as I tucked him under the soft Spiderman blanket that was inside his birthday box. Even if it was just for a day, my son did not feel like a little boy living in a homeless shelter. He was just a kid that turned nine and had an amazing birthday party filled with toys, games, cake, and laughter. That's all any kid wants on their birthday and It's Your Birthday, Inc. gave that to 'Matthew' during a time when I could not. I will never forget the kindness of strangers and the warmth of this community at a time when I needed it the most. As a single mom living in a homeless shelter, I take it one day at a time. Today was most certainly a beautiful day for both of us.



2023 Financials

Thanks to the generous donations from our partners and the community, IYBI was able to have a significant impact in 2023.



- Fundraisers 23%
- In-Kind Donations 27%
- Grants/Foundations 23%
- Corporations 15%
- Individuals 11%

Expenses
\$85,494

Generous Partners



*new partners in 2023

Amazing Supporters and Volunteers

1,526 Total Volunteer Hours in 2023



Swank Motion Pictures
Volunteers creating birthday party hats



Volunteers packing birthday boxes



Volunteer Appreciation Day – Thanks, Cardinal Care!



**BOARD MEMBER
ROCKSTAR**

Vickie Henson

Since 2021, Vickie has been an integral part of IYBI, serving as a dedicated volunteer and committed board member, greatly contributing to our mission, with her reliability and dependability making her the go-to person whenever support is needed, highlighting her invaluable role within our team.



**LEADERSHIP COUNCIL
MEMBER EXTRAORDINAIRE**

Dave Peacock

Dave's unwavering support for IYBI, exemplified by hosting an annual birthday fundraiser and connecting with like-minded individuals, underscores his invaluable role as a champion for the organization's mission, emphasizing his commitment to making a difference at an individual level.



**SUPER BIRTHDAY
HERO**

Jittaun Allen

Jittaun's multifaceted roles within IYBI, including Birthday Hero, Board Member, and the recent addition of Keeper of the Birthday Office Key, highlight her indispensable contributions. Her dedication and attention to detail, make her an integral part of IYBI.



**VOLUNTEER
CHAMPION**

Kristina Anderson

Kristina and her family, since 2020, have dedicatedly delivered birthday treats, decorated birthday boxes, and managed the IYBI Birthday Squad, significantly contributing to our mission's impact.



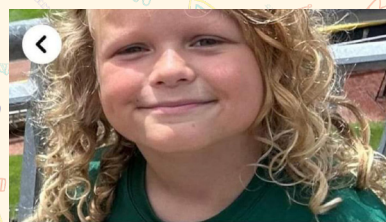
**PASSIONATE
PARTNER**

Maxine Clark

Maxine's support since 2015, offering Birthday Build-a-Bears to our kiddos, brings comfort and happiness, fostering cherished memories that profoundly enrich their lives with love and comfort, for which we deeply appreciate her kindness and generosity.

Inspiring Youth Birthday Volunteer!

For his birthday, Jackson wanted to give to kiddos in shelters on their special day. He hosted a Facebook fundraiser and shopped with his sister for fun toys.



**Jackson's fundraiser for
Its Your Birthday Inc**

\$1,068 raised of \$1,000
Fundraiser ended



2024 Board of Directors:

Our Board of Directors are community leaders and thought partners charged with steering the organization toward a sustainable future by adopting sound, ethical, and legal governance and financial management policies; as well as ensuring IYBI has resources to advance its mission. We began 2023 by expanding the Board of Directors to include additional members with a shared passion for the work we do. In the fourth quarter of 2023, John Vance, a member of our Leadership Council, accepted the position of Interim Board President. We will recruit a new Board President and additional Board Members in 2024.

JOHN VANCE
Interim President
Retired Partner
West Monroe Partners

ATTALLAH SINCLAIR
Vice President
Principal Consultant
Slalom

GLORIA ROBINSON
Treasurer
Owner
Your Cleaning Service, LLC

JITTAUN ALLEN
Secretary
Executive Office Administrator
The Boeing Company

ARNITA JONES
Member
District Manager
Lidl

TAYLOR GADUS
Member
HR Assistant
Thompson Coburn LLP

TOWANNA FRASIER
Member
Founder & Principal Solutionist
IvyLink Consulting

VICKIE HENSON
Member
Chief Collaboration Officer
2nd Thought Communications



Contact Us

🌐 itsyourbirthdayinc.org
✉ info@itsyourbirthdayinc.org
☎ 314-623-8301

📘 📷 🌐 📱 PayPal 💰 Cash App

