



2024 ANNUAL REPORT

Celebrating 10 years of fun birthday memories!



Our CBO's Unwrapped Thoughts

Hello Friends,

Wow — what a year! In 2024, It's Your Birthday, Inc. celebrated our 10th birthday. Thanks to your support, we hit our September Birthday goal of raising \$10,000 to give 50 children unforgettable fun birthday memories.



These moments matter. They're more than parties—they're sparks of joy and hope when kids need it most. This year, we partnered with 26 shelters and schools to celebrate over 400 children.

It wasn't always easy. Rising costs and early board turnover challenged us, but we stayed focused, simplified our work, and kept the fun going.

Now, with new board members and big goals ahead, we're aiming to celebrate 500 kids in 2025. That's 500 moments of joy during tough times—and we can't wait!

Thank you for making it all possible. Your support, heart, and generosity mean everything to It's Your Birthday, Inc. and, more importantly, to the children and families we serve.

Here's to more birthdays, more smiles, and more memories in 2025! 🎂

With gratitude and excitement,

Rolanda

Rolanda Finch
Chief Birthday Officer & Founder
It's Your Birthday, Inc. (IYBI)



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



Our Values:

Fun

Innovation

Flexibility

Integrity



Our Strategic Priorities (2024-2026)

Set the Stage to Support Local /
Regional Growth & National
Expansion

Build a Future Proofed & Effective
Fundraising Capability

Cultivate a Diverse, Effective &
Consistent Volunteer Base

Establish a High Performing Board
& Leadership Structure

Develop a Robust Technological &
Operational Infrastructure

Strengthen IYBI's Brand
Recognition & Community
Engagement

Key Achievements

**Community Women
Against Hardship
Outstanding Executive
Non-Profit Leadership
Award
(Rolanda Finch)**



**St. Louis Cardinals Pitching in
the Community Award (IYBI)**

**Small Business Monthly
Wonder Woman Award
(Rolanda Finch)**



62

\$15 Gift Cards donated
during the We ❤️ Gift Cards
Drive, donating a total of
nearly \$1,000

85

no-sew blankets created by
volunteers during
Martin Luther King (MLK)
Day of Service

250

pillowcases decorated by
the community for children
at Belleville Main Street
Kid's Day

2024 Highl

Q1 | EXPANDED OUR REACH & IMPACT

- Hosted our 1st Annual Board Retreat at Room at the Inn.
- Launched a two-year partnership with BOMA (Building Owners & Managers Association) of Metro St. Louis for fundraising and volunteer support.
- Sponsored our first birthday party outside the St. Louis Metro area for a 4-year-old in a homeless shelter.



Q2 | GROWING THROUGH PARTNERSHIPS

- Expanded reach with three new shelters—The Core Collective of St. Vincent (MO), YWCA (IL), and Lydia's House (DV shelter, 2nd location).
- Connected with the pickleball community at Chicken N Pickle's Juneteenth event, leading to a new partnership.
- Butler's Pantry continued to provide delicious birthday party meals.



Q3 | MILESTONES & MOMENTS

- Celebrated our 10th birthday with 179 children, donors, and volunteers at a Cardinals game (thanks, Cardinals Care!).
- Raised funds for 300+ toys at the BOMA Golf Tournament.
- Welcomed our new board treasurer, Willie Logan.



Q4 | COMMUNITY SPOTLIGHT

- The Novel Neighbor's customers donated 62 birthday books in celebration of their 10th birthday.
- Volunteer Jack Perry ran a half marathon to raise funds for birthdays.
- BOMA shopped for toys—bringing even more joy to our children.

431 Birthday Memories Delivered in 2024!

2,709 BIRTHDAY MEMORIES DELIVERED SINCE 2014

189

Birthdays-in-a-Box¹

131

Birthday Surprises²

37

Birthday Parties³

4

Happy Born Days⁴

Birthday Memory Options: (1) **Birthday-in-a-Box:** A box of toys and a Build-A-Bear for the younger birthday children, plus a Schnucks Market gift card (sponsor) for mom to buy a cake and treats. Older children receive gift cards and hygiene/beauty products. (2) **Birthday Surprise:** The birthday child or mom 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 give to their child. (3) **Birthday Party:** A fun-filled celebration at the shelter with decorations, games, entertainment, and treats! Multiple children are celebrated. Each birthday child gets a toy, and moms receive hygiene/beauty products, making the day special for everyone! (4) **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. (5) **Birthday-in-a-Class:** This is also offered on behalf of the mom to celebrate the child with their classmates. Unfortunately, we have not done any since 2020.

DONOR SHOUTOUT — BIG THANKS FOR BIG IMPACT!



Schnucks donated \$6,000 in \$25 gift cards to include in our **Birthday-in-a-Box**, giving moms the chance to buy their child's favorite birthday meal, ice cream, or cake—no need to stress over making a "unicorn" cake from scratch!



Thanks to Maxine Clark, 91 children in shelters received **Build-A-Bear cuddly companions**, filling their birthdays with love, joy, and hope. Your gift made them feel seen, celebrated, and truly special — thank you for making magic happen, Maxine!



We're beyond grateful to Butler's Pantry and BOMA St. Louis! **Butler's Pantry** fueled our celebrations with \$5,700 in meals, and **BOMA** gave \$20,000 in toys, cash, and unforgettable birthday memories—bringing joy, hope, and connection to the families we serve.

THANK YOU TO OUR SHELTER PARTNERS!

Thanks to our incredible partners across Missouri, Illinois, Indiana, and Pennsylvania, we're making birthdays special for those who need them most. We couldn't do it without you!

Legend:

Domestic Violence (14)

Homeless (14)

School District (1)

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



Missouri



Illinois



Indiana



Pennsylvania

Why Shelters Love IYBI

OVERALL SATISFACTION RATING: A PERFECT 5/5! ★★★★★

(based on 18 shelter survey responses)

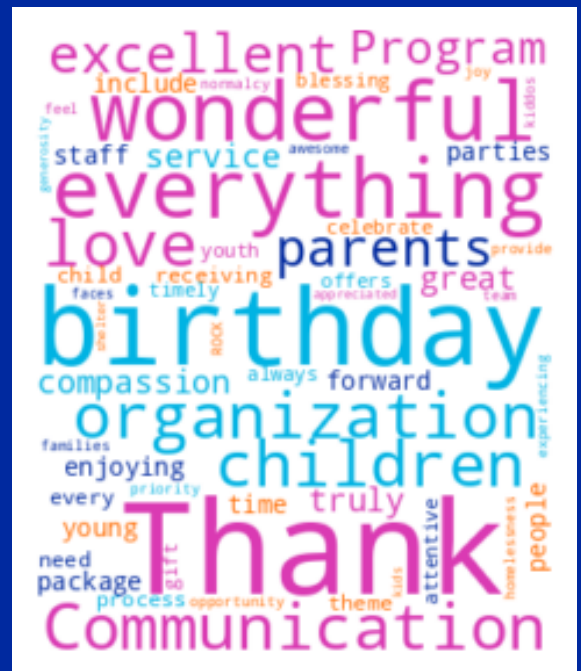
Survey Summary: Shelters appreciate It's Your Birthday, Inc. for its compassion, organization, and dedication to making birthdays special for children. The birthday options and gifts bring joy, creating a sense of normalcy and inclusion. Many expressed gratitude for the impact, especially on children experiencing hardship.

IN THEIR OWN WORDS: IYBI'S IMPACT

“The service that you provide is awesome and I can't thank you and your team enough for what you do. **It is a joy to see the faces of recipients light up when they get their birthday bags.**”

“Everything! **You truly make the children feel a piece of normalcy** in their upside-down world.”

“We love the fact you all take the time to make sure not only are the children enjoying themselves, **you include the parents and staff and for that Thank You.**”



OUR BIRTHDAY HEROES: THE HEART OF EVERY CELEBRATION

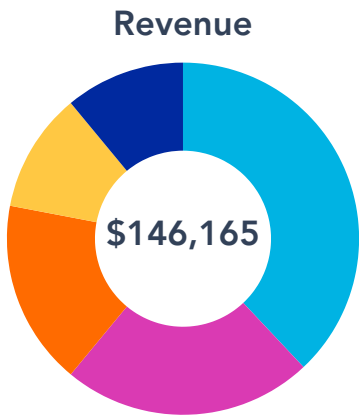
In 2024, seven dedicated volunteers—IYBI Birthday Heroes—brought the joy of birthdays to life across our partner shelters, ensuring each child felt seen, celebrated, and loved. Whether hosting parties or delivering birthday boxes, they showed up with consistency, care, and compassion. **Together, they donated over 500 hours of their time, contributing an estimated \$16,745 in volunteer value.**

Their efforts created unforgettable moments and a sense of belonging for children facing difficult circumstances. We are deeply grateful for their commitment to making every birthday special.



2024 Financial Overview

Thanks to generous donations from our partners and the community, IYBI was able to make a significant impact in 2024. Note: Financial figures (right) represented as of year ending December 31, 2024.



- 38% | Corporates
- 23% | In-Kind Donations
- 17% | Fundraisers
- 11% | Grants/Foundations
- 11% | Individuals

\$92,035
Expenses

OUR GENEROUS PARTNERS



* new partners in 2024

MAJOR DONORS^ AND GRANTS

We are grateful to our grant partners, whose generosity brings joy, hope, and birthday memories to children in shelters. Their contribution helps us create moments of celebration that remind kids they are seen, valued, and loved. With heartfelt appreciation, we recognize their support.

A special thanks to our top individual fundraisers—Dave Peacock, Gloria Robinson, and John Vance—for turning their birthdays into celebrations of generosity!

^ major donors are organizations or individuals who donated \$10k or more in 2024

- AMERICAN MILLING, LP
- ARCHFORD CAPITAL STRATEGIES - ARCHFORD ANGELS
- ARSENAL CREDIT UNION
- BOMA ST. LOUIS
- CARDINALS CARE
- CLEMENTINES CREAMERY
- MIDWEST PETROLEUM COMPANY
- NORDSTROM CARES
- QUIK TRIP
- STARBUCKS NEIGHBORHOOD GRANT
- THE SAIGH FOUNDATION

Board of Directors

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 2025, we're focused on recruiting committee leaders to strengthen our leadership and impact.

ROLANDA FINCH

CBO & Interim Board President
Director, Learning & Development
RMI

VICKIE HENSON*

Secretary
Retired – Former Chief Collaboration Officer
Second Thought Communications

CASANDRA BLASSINGAME

Board Member
Chief Development Officer
Epworth Children & Family Services

MONTRICE WILLIAMS

Board Member
Realtor
Caldwell Banker Gundaker

TOWANNA FRASIER*

Board Member
Principal Solutionist
IvyLink Consultant

KIRK ROSS

Vice President
Partner
Taligent, LLC

AMANDA BOLTON

Board Member
Contract Manufacturing Manager
Nestle Purina

CRYSTAL GRANT

Board Member
Regional Health & Safety Director
American Water

RICARDO MARTINEZ

Board Member
Consultant
Adelante Consulting LLC

WILLIE LOGAN

Board Treasurer
Intercompany Manager
The Boeing Company

ATTALLAH SINCLAIR*

Board Member
Senior Architect
Slalom Build London

LISA SIMS

Board Member
Director, Product Delivery
Mastercard

RUSSELL CORN

Board Member
Board Member
Builders Owners & Managers Association

We're grateful for our 2024 Board Members—John Vance, Gloria Robinson, Jittaun Allen, Arnita Jones, and Taylor Gadus—who dedicated their time, energy, and support to our mission. Thank you for being part of this journey!

* returning board member

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

<https://www.itsyourbirthdayinc.org/contact>

CONTACT US

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





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.

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