

ANNUAL REPORT 2010



ONE 
BRICK
Volunteering Made Easy

Message from the Executive Director



In 2010, your support of One Brick helped us to host 1,200 events in nine different communities across the country. Working together, we contributed 50,000 hours to hundreds of non-profits. While we are happy to help large/established non-profits, I am always pleased to see the various event teams reach out to smaller organizations. Many of these organizations would really struggle without the support we are able to give them. It can be hard for them to create the critical mass of energy to get their programs off the ground. We provide vital support for these charities by providing an engaged and flexible labor force.

Our work also strengthens the community at large. We help individuals find rewarding opportunities to serve their fellow citizens. As I talk to many of our volunteers (especially our event management team) it is very rewarding to hear them talk about how important One Brick has been to them. Often we help them find a "home" in a new town or a new set of friends; for many One Brick becomes family and I couldn't be more thrilled.

The One Brick family added two new cities during 2010. First, we launched a new chapter in Indianapolis. Dana, the founding Chapter Director, has built a large team, and has already held a couple of large marquee events - a model we hope other chapters will adopt. Towards the end of the year we launched our ninth chapter in Silicon Valley. We'd held a number of events in the Valley as a satellite operation from San Francisco. Launching a separate chapter will give the local managers the space to innovate. They have already set some audacious goals for 2011!

This was the third year we took part in the Presidential Service Award program. This program recognizes the individuals who make a significant contribution to their community. This year we honored 122 amazing volunteers. We also launched a new program of Chapter Service Awards and recognized a further 98 volunteers with Chapter Awards.

On behalf of our thousands of volunteers, the non-profits with which we partner, and those in the community whose lives are most fundamentally affected, One Brick would like to thank you for your generous support and invite you to partner with us again in 2011.

Clive Charlwood
Executive Director
Clive@onebrick.org

Community Partnerships



One Brick San Francisco is proud to partner with Children's Fairyland!

Children's Fairyland is America's first storybook theme park. Fairyland is dedicated to stimulating a child's imagination, creativity and desire to learn through fairytales, sets, play-acting, animals and related programs. Over 166,000 guests visit the park each year. One Brick San Francisco helps support Children's Fairyland's largest event, the Jack O' Lantern Jamboree. In this safe alternative to traditional trick or treating, One Brick volunteers dress up in costume to help entertain the kids that come, as well as give out treats. One Brick also strings thousands of lights for the park's holiday event, and volunteers also make things brighten and sparkle when they visit on a monthly basis to help with restoration projects. Since August 2008, One Brick has been a part of 13 events, bringing over 200 volunteers to Children's Fairyland.

"We simply can't imagine doing all the great things we do without the help of One Brick volunteers," states C. J. Hirschfield, Fairyland's Executive Director. "Not only do they come with a great set of talents, but with an attitude of enthusiasm and cooperation."

In 2009, One Brick Chicago began its partnership with Norwood Life Care Foundation. Norwood Life Care Foundation enhances the independence and well-being of older adults, providing a continuum of services and programs that are responsive to the physical, emotional, and spiritual needs of the individual. They sponsor therapeutic, recreational and pastoral programs, including the Brain Fitness program, strength training program and highly effective Art, Music, and Dance Therapy programs. One Brick Chicago supports Norwood Life Care Foundation at events such as Holiday Cheer and the Norwood Senior Picnic. One Brick volunteers make the picnic a success by setting up the picnic, assisting residents in moving to and from the building, and socializing with the residents!



One Brick Builds Leaders

One Brick's greatest strength is embodied in our team of dedicated volunteer event managers. In addition to supplying nonprofits with volunteers, One Brick provides leadership and support by ensuring that two members from the event management team attend every event. They act as liaisons between our volunteers and the nonprofit we are working with, helping to organize and deploy the volunteers. Event coordinators and managers are the backbone of our organization.

How To Become A Leader With One Brick

After attending several events, a dedicated volunteer might inquire about or be recruited for event manager training. At this point, the volunteer is invited to an orientation meeting, where the volunteer is given information about One Brick's organizational structure. This includes information about the event coordinator and event management positions, as well as the shadowing process. The volunteer would also learn about the committees they can become involved with including fundraising, recruitment and training, team development, marketing, and communications.

The volunteer will then partner with experienced event managers to learn the ropes. S/he will "shadow" at 3 volunteer events. Following the events, the experienced managers report to the One Brick training coordinator about the prospective manager's performance. After coaching and guidance, the volunteer becomes an official event coordinator and eventually can become an event manager. The members of the event management team stay engaged and continue cultivating their leadership skills through regular All Hands Meetings and Annual Retreats. One Brick could not provide so many hours of coordinated volunteer service without their hard work!



**Orlando Chapter
Event Management Team**



**Minneapolis/St. Paul Chapter
Event Management Team**

Profile of a Chapter Director

Kevin Foster



Kevin is the Chapter Director for One Brick Washington DC. He started as a volunteer with One Brick in January 2009, became Chapter Director in December 2009, and has done an exemplary job coaching his management team! He has a varied background, including experience in market research, nonprofit management, and management consulting. We asked Kevin to share a little about his experiences with One Brick.

Why did you choose to become a leader with One Brick?

It was two-part. I fell in love with the organization at my first event and knew that I wanted to take a deeper role in it, help it grow and flourish in the DC area. The second part of the equation is that it gave me the opportunity to develop professionally. I didn't have a lot of direct management opportunities in my job, so One Brick was my chance to be a leader and help manage an organization.

What have you gained from being involved as a leader with One Brick?

To fully answer this question, I could write for days and still not say everything. But ultimately, I have learned my limits, I've learned how to balance my time, I've learned how to prioritize, and I've really learned how to delegate and let others take control of projects. I've also had the chance to meet and work with a lot of really great people.

What is your favorite organization/event to support through One Brick, and why?

When I have the opportunity to directly manage an event, I love to work the Alive! food distribution for families in need. We supply volunteers for them once a month and it's a remarkable event. We do a lot of work and have a profound impact on 1500 people in 4-5 hours. We get to interact directly with the people that we are there to help and you can see the appreciation on their faces. It's awe-inspiring to see 20 strangers come together on a Saturday morning and feed those most in need.

What do you think is special or unique about One Brick?

Another one of those "I could write for days" questions, but ultimately, it's that we build a community and provide fellowship for people who are looking to give back to the community but need some flexibility. We serve as a gateway to volunteering for thousands of people each year and in the end, that's a pretty cool thing. We change lives in a stress-free, relaxed way.

Leadership Spotlight

In 2010, One Brick recruited and trained 200+ managers and coordinators, and organized and managed over 1,200 successful volunteer events!

Alysia helped launch our Seattle chapter. She has also assisted One Brick on the national level with her work on the 2010 Annual Campaign and worked to strengthen our Facebook community. Here is what Alysia has to say about her experience with One Brick:

"One Brick tends to attract really solid, special people and as a result it is an organization that can have a lot of fun, but most of all has a great heart. We talked about launching the Seattle Chapter in late 2008, and it took about 6 months to get the ball rolling. Two years later, we're going strong! I've met so many really incredible people through One Brick, and it has been very rewarding to be a part of so many projects that reach out to people and projects in need in the community. It is incredible what a difference just a few people can make."



Jo-Elle is an incredibly active member of the management team in Chicago. She started volunteering with One Brick five years ago and is closing in on completing her 200th event! She recently led trips to Northern Indiana where her volunteers worked on flood repair projects. Jo-Elle shares what she enjoys about being a leader with One Brick:



"I believe whole-heartedly in One Brick's mission and the good we bring to the community. I had and continue to have to be very judicious on how I spend my free time and my energy, and the decision to get more involved as an Event Manager was not taken lightly. But, after getting more involved with One Brick, I realized that there was a great sense of community and purpose amongst the Event leaders. I totally wanted in. Also, the leadership team is my "home" whose members value connection with each other and with the community."

Financial Report

Revenue

Partnerships	\$45,605 (32%)
Individual Donations	\$58,411 (41%)
Fundraisers	\$25,371 (18%)
Grants	\$5,000 (4%)
Volunteer Events	\$6,012 (4%)
Other Revenue	\$599 (1%)

Expenses

Staff	\$83,996 (54%)
Fundraiser Expenses	\$19,979 (13%)
Volunteer Events	\$9,976 (6%)
Meetings & Training	\$9,764 (6%)
Travel	\$9,622 (6%)
Admin & Gov't Fees	\$9,174 (6%)
Volunteer Appreciation	\$7,039 (5%)
Technology	\$6,305 (4%)

In 2009, we ran a sizable budget deficit which seriously depleted our cash reserves. To close this gap, we launched a new foundation grant writing program and significantly increased the size of our annual campaign. Our modest grant writing program yielded a generous \$5,000 grant from The Leo Buscaglia Foundation. We expect this grant to be matched with a \$10,000 grant from the Charitable Venture Foundation in 2011. We intend to continue these efforts in 2011. The response from our volunteers during our Annual Campaign was simply amazing. During the closing weeks of the year, they contributed \$46,000 to support their organization. Their generosity shows once again how important we are in so many of their lives.

As a volunteer-run organization we are able to keep our expenses very low - we are proud that we spend less than \$3 for each hour of service we contribute to our community. Just over half our expenses are for staff. We have one full-time employee and one part-time consultant, who primarily helps with fundraising. We outsource our accounting. The rest of our expenses go towards items such as training for our 400 volunteer event managers, funding for volunteer events (including trips to New Orleans) and fundraising expenses.

In 2010 our total expenses were \$155,856 while revenue was \$140,998.
This left a budget deficit of \$14,858.

2010 Total Volunteer Hours

Chapters

<u>San Francisco</u>	<u>24,300</u>	<u>New York</u>	<u>2,700</u>
<u>Chicago</u>	<u>8,400</u>	<u>Washington, DC</u>	<u>6,700</u>
<u>Minneapolis</u>	<u>2,000</u>	<u>Seattle</u>	<u>4,800</u>
<u>Orlando</u>	<u>800</u>	<u>Indianapolis</u>	<u>700</u>
		Total:	50,400



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