

FUNDING APPLICATION

GENERAL INFORMATION

Organization Information

Legal Name: Elf Louise Inc.		Federal Tax ID#: 74-2180694		501(c)(3) Public Charity 509 (a)(1)	
Address: P. O. Box 39107		City: San Antonio		State: Texas	
				Zip Code: 78218	
Website: http://www.elflouise.org		Fax: (210) 224-1843		United Way Funded: No	

Fiscal Year:
July 01 to June 30

Head Of Organization

Name: Bill Harrison		Title: Executive Director	
E-Mail Address: pabill@stic.net		Phone: (210) 843-9237	

Application Contact

Name: Carol Muller		Title: Development Director		E-Mail Address: Carolh420@sbcglobal.net		Phone: (210) 215-5675	
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Has the organization applied to the Najim Family Foundation in the past and been declined?
No

Grant Amount Requested \$: \$10,000	Total Project Budget \$: \$10,000	Organization's Annual budget \$: \$304,095
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Mission Statement:
We provide hope, joy, & sense of community, which is the true spirit of Christmas. We believe every child deserves a Christmas.

PROJECT INFORMATION

Program / Project Title:
To support the Elf Louise Christmas Project which provides gifts to disadvantaged children.

PROJECT TIMELINE

Start Date 01/01/2020	End Date 12/31/2020
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Harvey E. Najim Family Foundation Priorities:
Mental Health

Program / Project Description:

We have been providing toys to disadvantaged kids (Delivered by Santa & his elves) for 50+ years. What sets us apart is that we are STILL 100% volunteer, and approx. 98 cents of every dollar we raise goes towards this cause. It all started with one letter to Santa in 1969 from a girl named Anna, who wanted a tree, doll, and a bible for her mommy. Santa had never visited her house, but she still believed. All these years later we are now delivering to approx. 20,000 kids each year who would not otherwise experience the joy of Christmas. Santa and his elves spend quality time with each child. This sets us apart. So many of the families we serve end up volunteering themselves. We made such a positive impact on their life, and they wanted to give back. It comes full circle. With COVID19 this year, we know our donations will be down, and the need will be greater. We do not want to have to reduce the number of families we serve. It truly is a community wide effort. From the core volunteers who work year round and most have been with us over 30 years, to the thousands in the community who come out to volunteer to wrap or deliver, (even the Spurs provide two players to be Santa and deliver). Port SA generously donates a huge warehouse for our holiday operations. O'Haver Plumbing donates our year round office building. HEB allows us to use their buying power for the toys. WOAI partners with us for our main fundraiser, a Radiothon/Silent Auction at North Star Mall each year. We are a San Antonio institution, and the joy we bring has a positive impact on so many in a multitude of ways. It's even evident when Santa drives up with his elves to deliver to a family in crisis. Neighbors, various people outside, construction workers, etc. literally stop what they are doing and smile. For that moment, they forget their worries or hardships. They are brought back to a place in their childhood that gives them warm and happy memories. We all need that little reminder now and then, when this world can be so hard at times. Especially this year. With COVID19, the children simply don't have the capacity to fully understand all that has happened, and why their world has been turned upside down. It's so important to us for them to have something to look forward to, and to bring a sense of "normalcy" back to them. We want to assure them that "Christmas isn't cancelled".

Evaluation Plan:

We have not met our goal for fundraising the last two years. We are certainly concerned that with COVID19 we will receive even less in donor funds this year. We are reaching out to more Foundations and Companies for help. We plan to implement a newsletter, to go along with our social media to keep people engaged. All donor grants we receive are for operating expenses, as we have no paid staff and very minimal expenses. At the very least, our plan is to continue to serve 20,000 children this year.

Plans to sustain project beyond the term of this request:

Discussions are in progress to implement a legacy/endowment program, with help from Trinity University (our founder Louise Locker's alma mater). They have offered their expertise and we were planning a workshop right before COVID19 quarantine, so it has been put on hold for now. This will help sustain us for future years, and we are very excited about getting this off the ground. In the meantime, we will continue with our donor requests, annual fundraiser, and other creative fundraising ideas throughout the year.

Children Impacted:

How many unduplicated children will the TOTAL PROJECT INITIATIVE impact?	How many unduplicated children will NFF REQUESTED FUNDS impact?
20,000	20,000

Please provide the percentage of each group below that will be served by the project in which funds are being requested. Do not leave any area blank. If that specific group will not be served, include zero. The percentage should total 100%.

A. Population Served Age		B. Population Served Ethnicity	
Infants (0-5)	25%	African American	10%
Children (6-13)	70%	Asian American	0%
Young Adults (14-18)	5%	Caucasian	10%
TOTAL:	100%	Hispanic/Latino	80%
		Native American	0%

Other and Define	0%
TOTAL:	100%

City Council District for Which Children are Being Served:

District5, District6

Line item Budget:

Line Item Description	Total Project Funds Allocation	Najim Funds Allocation
Operational/Purchase of Toys	\$10,000	\$10,000
TOTAL:	\$10,000	\$10,000

OTHER FUNDING RESOURCES

For Project being Requested: Funding sources and amounts, pending and committed.

PROJECT - PENDING

Funder Name	Amount Requested
Mays Foundation	\$20,000
TOTAL:	\$20,000

PROJECT - COMMITTED

Funder Name	Amount Requested
Steadman Family Foundation	\$1,000
TOTAL:	\$1,000

Other funding sources and amounts, pending and committed not specific to this request.

ALL OTHER ORGANIZATION REQUESTS - PENDING

Funder Name	Amount Requested
Kronkosky Foundation	\$5,000
TOTAL:	\$5,000

ALL OTHER ORGANIZATION REQUESTS - COMMITTED

Funder Name	Amount Requested
	\$0
TOTAL:	\$0

BOARD OF DIRECTORS

What percentage of your board contributes financially to the organization?

100%

If Board giving is not at 100%, please explain why?

N/A

How are board members expected to participate in your organization?

All Board members are expected to attend quarterly Board meetings, as well as an annual all day retreat (extra planning and brainstorming) at Trinity University once a year. In addition, all Board members are also volunteer extensively in different designated roles as the holiday season approaches. All contribute financially as well. It says a lot about our organization that most of our Board has been with us many years, with our top level members putting in more than 30 years of volunteering, all year, not just around the holidays. There is much work behind the scenes that is accomplished by this team of dedicated and passionate people. To have no paid staff/board says a lot about who we are and our commitment to the kids in need, and not only providing them with toys, but making them better humans, willing to give back, themselves.

LIST OF BOARD DIRECTORS

Name & Office Held	Corporate Affiliation
Bill Harrison - Executive Director (Board Member 30 Years)	USAF Retired Colonel
Jerry Ferguson - Board President (Board Member 15 Years)	PHD - Former Business Director Trinity University
LeAnn Crim - Treasurer (Board Member 29 Years)	Insurance
Carol Muller - Development Director (Board Member 1 year, Volunteer 18 years)	Transplants for Children & Special Olympics - volunteer for many years
Paul Colliander - (Board Member many years)	USAF Retired Major, also USAA 19 years
Hal Goldsmith (Board Member 25 years)	Retired USAF - Current American Airlines Pilot
Niles Plummer (Board Member many years)	Owner Bexar Printing
Clarence Johnson - Board Member (Volunteer many years)	None
Diane Johnson - Board Member (Volunteer many years)	None
Tom Neckar - Board Member (Volunteer many years)	Retired Zachary Construction Company
Becky Schulze - (Board Member many years)	Owner Accent Travel Agency
Rose Siller - Board Member (Volunteer many years)	None
Signature	
Carol Muller	