



**WE WON'T REST UNTIL
EVERY CHILD HAS A
BED OF THEIR OWN**

Annual Report 2019
January 1-December 31, 2019

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*Assistant to the
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*In memory of
Jim Gordon,
Founding Board
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A NOTE FROM SUZY

Dear friends,

As 2019 came to a close, more than 4,500 children and their families in Palm Beach County were sleeping in a bed of their own thanks to the work that our friends and family helped us start three short years ago. Since we began serving the community as a nonprofit organization in 2017, requests for beds by local social service agencies have increased 119%. This past year has been our busiest, with an average of nearly 170 beds requested and provided each month – **that's 5.5 beds delivered every single day.** By year's end, we were delivering almost 250 beds per month.

Through the simple gift of a clean, appropriate, comfortable bed, our supporters have made so much possible for the most vulnerable members of our community.

- Families are able to sleep through the night, with less pain and discomfort.
- Adults are better able to arrive at work on time, prepared to do their jobs.
- Children are reading more and performing better in school.
- There are fewer social and behavioral problems among children.

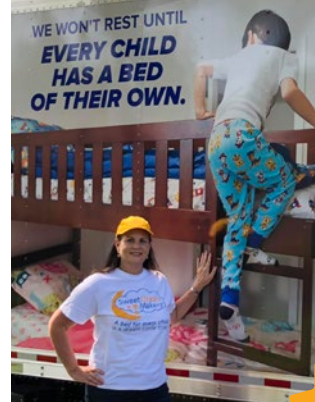
Proper sleep delivers so much more than sweet dreams – rest is crucial for long-term health and wellness. We are proud of our strides, but we know that there is still much work ahead. According to a recent study funded by the United Way of Florida, 46% of households in Palm Beach County are employed but cannot meet their basic needs; of those, 21% live in outright poverty.

We are so grateful to our supporters for helping us ensure that every child has a bed of their own - in the words of one of our teenage recipients, **"Thank you for making me feel normal."** We are especially indebted to the guidance of Jim Gordon, a founding board member who was among the first to urge us to embark on this journey. Though Jim passed away late last year, his light and legacy live on in the work we do every day.

Warmly,



Suzanne Broad
Founder and Executive Director





OUR MISSION

Sweet Dream Makers improves the health and well-being of children and families by providing beds, bedding, and essential furniture.



Since receiving beds my boys now sleep through the night, which allows mommy and daddy to have a good night's sleep as well. [The SDM warehouse] also blessed us with a dining table, which I believe made our family a little bit closer by eating together and discussing our days. You have helped our family be rested and happier and closer together. Thank you from the bottom of our hearts.

-Samata N., mother of two

OUR VISION

We won't rest until every child who is sleeping on the floor, sharing beds, or sleeping in unsafe, unsanitary conditions has a bed of their own so they can dream of a better future.

In 2019, Sweet Dream Makers provided

2,011 beds

to children and their families.



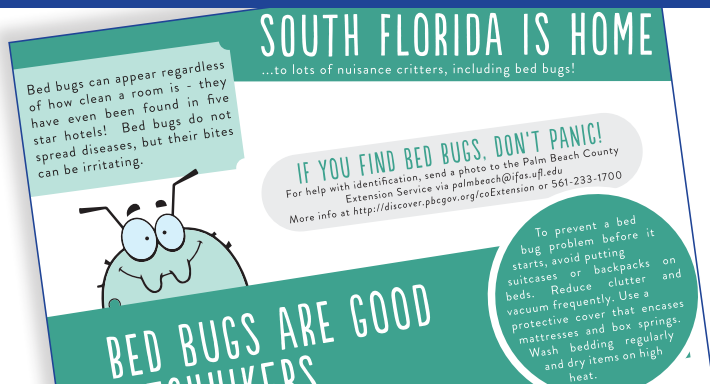
PARTNERING FOR HEALTHY SLEEP

We are committed to providing clean, safe, appropriate beds for children in need so that they can get the rest they need to be healthy and productive. Unfortunately, bed bugs thrive in South Florida and lead to families having to throw away their beds and sleep on the floor, sofa, or share beds.

This year, we partnered with the Children's Services Council of Palm Beach County to raise awareness and provide solutions to combat bedbugs. A grant through their Great Ideas Initiative has made it possible for us to purchase 1,290 mattress, boxspring, and pillow encasements for students served during the 2019-2020 school year. These encasements can prevent bedbugs from taking hold, and stop low-level infestations after they've started. This grant is also funding our public awareness campaign to help families learn how to identify bedbugs and steps they can take to prevent the loss of their beds due to this pest.

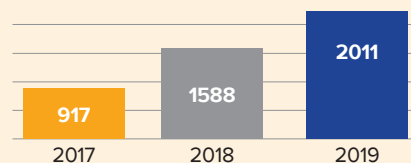


According to the National Pest Management Association, 1 out of 5 Americans will experience a bed bug infestation in their home, with a marked higher incidence in urban areas.



BY THE NUMBERS

Total Beds Provided



In 2019, requests for beds **increased 27%** over the year prior. SDM is the only organization solely dedicated to this work.

People Served in 2019



302
Babies



126
Toddlers



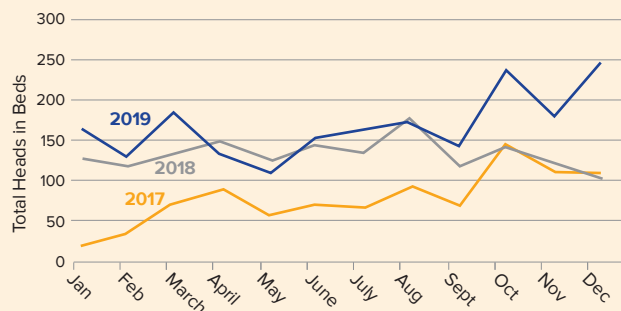
1,239
Pre-Teens
& Teens



344
Family
Caregivers

We are so thankful to our donors for enabling us to fulfill every request we receive for families who are working hard to succeed.

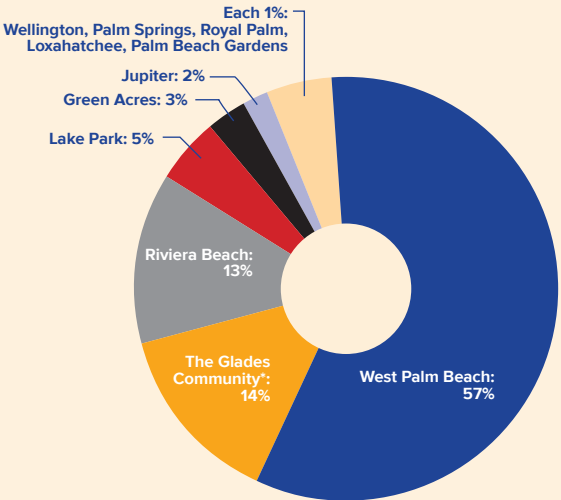
Anticipating the Need



Our data reveals clear trends in demand for beds across Palm Beach County; there are consistent spikes in need during the months of June, August, and October each year. The biggest unanticipated change in 2019 was the significant increase in demand in December.

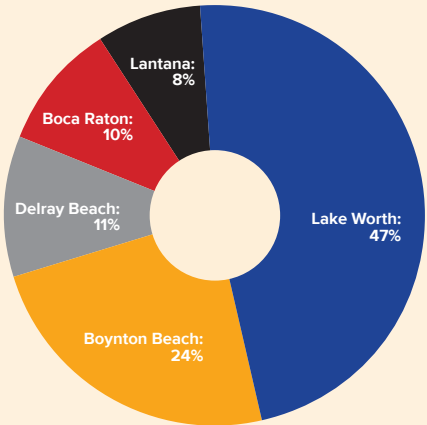
Where We Serve

2019 North Palm Beach County Heads in Beds



*The Glades Community includes Belle Glade, Pahokee, and South Bay

2019 South Palm Beach County Heads in Beds



The vast majority of our service takes place in **northern Palm Beach County**, where **73% of our beds were delivered** in 2019. We are working to reach more areas of need throughout the county through our relationships with social service agencies and schools.



"Children lacking rest struggle to stay focused and often have less than positive attitudes towards their teachers, peers, and assignments."

—Shauntay King, Principal at Pine Grove Elementary School in Delray Beach

HELPING MORE STUDENTS THAN EVER

Sleep is critical for children and teens - not just for their health and development, but for their academic and social success as well. Of families surveyed, nearly 80% have reported that children who receive beds behave better, read more, and achieve better grades in school.

Because beds make such a substantial impact on students' lives, we begin every fall with a Back to School campaign to ensure that children and teens can start the school year with the beds they need to arrive at school well rested. This year, a generous match from our friends at the Sokol Foundation helped us provide beds for 296 students in need!

In 2019, we provided beds to 1,239 school-age children. Since 2017, we've provided more than 2,825 beds to students. We are currently working to strengthen our relationships with local Title I schools in order to best serve our community's most vulnerable children and teens.

HOW WE WORK

More than 40 state and local social service agencies refer families in need to Sweet Dream Makers. For every family referred, we consult with case workers regarding their needs (number of beds needed, the size of their living arrangement, special accommodations required, etc.). Then, we turn to area furniture companies, low-cost suppliers, and our warehouse to source the best fit for the family's needs.

Every child receives a:

- New mattress
- Mattress protector/encasement
- Box spring & frame
- "Bed in a Bag" including sheets, comforter, and fresh pillows

Every child gets to choose their own bedding when they receive a bed from Sweet Dream Makers. Selecting their favorite colors and characters creates a sense of security and brings them so much joy!

AGENCY PARTNERS

Our agency partners help us serve the families who need us most throughout Palm Beach County. We are thankful to collaborate with:

Adopt-a-Family of the Palm
Beaches

American Association of
Caregiving Youth

Aid to Victims of Domestic
Abuse

Boys Town South Florida

Center for Child Counseling

Child First

Children's Home Society

Chrysalis Health

Community Partners

Department of Children and
Families

Families First

Healthy Families of Palm
Beach County

Healthy Mothers, Healthy
Babies

Henderson Behavioral Health
Institute for Child & Family
Health

Multilingual Psychotherapy
Centers

SequelCare of Florida

YWCA Harmony House

And many more.

Thanks to our Community Partners: Lou Bachrodt Auto Group & The Pat Moran Family Foundation

Families in need of beds are often lacking other essential furniture, including a table around which to eat, or dressers to store clothing. We are thankful to all of our friends and neighbors who donate gently-used furniture and housewares for these families; however, receiving and storing donations and delivering essential furniture to families in need has long presented some logistical challenges for Sweet Dream Makers.

In 2019, Lou Bachrodt Auto Group generously donated a brand-new 16-foot box truck to answer this need, and wrapped it beautifully to help raise awareness for our cause! This gift has made a world of difference in our ability to pick up local furniture donations and deliver items to families in need. The Pat Moran Family Foundation underwrites our Warehouse Program, allowing us to provide all of these items free of charge to families who need them most all year long.





IMPROVING OUR LOOK AND PROCESSES

Thanks to a grant from Allegany Franciscan Ministries, in 2018 we began investing in a brand refresh and new marketing materials to broaden our reach, build awareness, and increase support for our mission. In 2019, we completed the project and now have:

- Updated logo
- Evergreen brochure
- Engaging photography
- Video content
- New website

Redesigning www.SweetDreamMakers.org has helped streamline our operations as well as polish our image. Case managers are better able to access our Referral Form; we are able to schedule furniture pick-ups more efficiently; and event tickets and online donations are much easier to process.

EFFICIENCY IN ACTION

Our volunteers are an essential part of the day-to-day operations of Sweet Dream Makers – we couldn't do what we do without them! These men and women handle our bookkeeping, coordinate with our social service agency partners, arrange deliveries, manage our media, support our fundraising efforts, and so much more. Our 2019 audit estimates the value of our volunteers' contributions at \$74,220, allowing us to spend more dollars on the children and families we serve.

Essential Program Volunteers:



DEBBIE BLOCK
*Media and Program
Data Director*

All social media, including graphics and videos
Develops & maintains all technological aspects of our Program, i.e., forms, analysis of data
Develops & maintains website
Creates & maintains all online fundraisers, including personalized Birthday Fundraisers



RHONDA DIFFENBACH
Bookkeeper

Assists Treasurer with routine bookkeeping and financial reconciliations



LISA SCHULTZ
*Assistant Program
Specialist*

Works with case managers to vet recipients, assess their needs, and order beds



MARA SHAPIRO
Post-Survey Facilitator

Conducts monthly post-surveys with past recipients

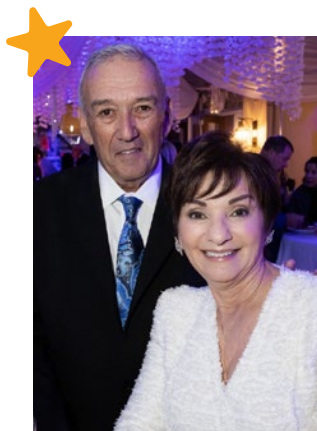


LESLIE STEINBERG
Treasurer

Oversees all aspects of SDM finances

WELCOME NEW BOARD MEMBERS

We are pleased to welcome three new board members in January of 2019: Doris Gillman, Neil Gillman, and Marc Schiller. Their addition to the board strengthens our ability to position Sweet Dream Makers as a leader in providing a necessary essential service to children and their families.



Doris and Neil Gillman

The Gillmans have been avid supporters of Sweet Dream Makers since the beginning. Together, they initiated and host the annual Be a Sweet Dream Maker Celebration and give generously of their time, energy, and considerable business savvy to our work. We are so honored to have the Gillmans as part of our family!



Marc Schiller

We are thrilled to welcome City Mattress CEO Marc Schiller to our board to strengthen our supply operation and improve our community! City Mattress has become a vital community partner for our organization. The company regularly donates or deeply discounts beds for us, and personally delivers each and every bed they provide to our families.

IN MEMORY OF JIM GORDON



*Founding Board Members
Jim Gordon, Brian Broad,
Larry Geller at Boca West
Children's Foundation's
Concert for the Children.*

Jim Gordon, founding board member and inspiration for Sweet Dream Makers, passed away this past December. Jim gave life to Sweet Dream Makers by encouraging its founder, Suzanne Broad, to incorporate as a 501(c)(3) nonprofit and build a sustainable organization to fill the critical and unmet need of providing beds and bedding to local families in need.

Jim grew up in Maine and was a graduate of the State University of New York College at Cortland. Most recently, Jim served as President at Hawk-Eye

Protective Services in Boca Raton.

Jim's wife Judy continues to be an active member of the Sweet Dream Makers Advisory Board. Their son Danny, daughter-in-law Lilia, and 3 grandchildren live in Washington D.C. Jim was predeceased by his beloved son Marc.

"He was so very proud of all that Sweet Dream Makers has accomplished in such a short time and was my biggest cheerleader. He will be sorely missed but will forever live on in our hearts," said Suzy Broad.

HAVING FUN AND RAISING FUNDS

We are so grateful to our community of supporters for helping us spread the word and raise critical funds to purchase beds for children and families in need. Sweet Dream Makers' events are always so much fun and are an important segment of our fundraising revenue. In 2019, three events brought together more than 750 friends who donated enough funds to buy more than 1,100 beds – that's more than 50% of our bed requests for the year!

2nd Annual Pajama Game Night

On October 15, 2019, 300 guests raised more than \$40,000 while playing their favorite games in their pajamas at Saint Andrews Country Club. Our thanks go out to Event Chairs Ilyssa Mackin and Jill Goldsmith and all of the sponsors and team captains who made this event such a resounding success.



Babes, Bingo, and Breakfast

On November 18, 2019, 200 guests raised more than \$17,000 at Boca West Country Club as they enjoyed breakfast, a silent auction, and some lively Bingo games! Thank you to Event Chairs Susie Lehrman, Janice August, and Lynne Milhauser and our enthusiastic Ball Caller Wendy Greenhut.

3rd Annual Be a Sweet Dream Maker Celebration

By invitation only, more than 250 guests of Doris & Neil Gillman gathered at the Addison in Boca Raton on December 18, 2019 and raised more than \$370,000. We are so appreciative of the Gillmans, who have generously hosted this event three years in a row and raised more than \$670,000 to date.



Behind our events are a core group of volunteers who ensure that the auctions, raffles, registration, and everything else happen smoothly. We're indebted to Debbie Malaga, Cheryl McBride, Debby Rales, Susan Verity, and our dedicated board and advisory board members. Thank you for all you do!

DONORS

Thanks to our generous donors, Sweet Dream Makers has been able to answer every request for assistance that we have received since we began service in 2017. Your support has made it possible for us to provide 2,011 new beds and bedding to children and families in need in 2019. On behalf of all those who now have a comfortable, safe place to rest their heads each night – thank you!

\$50,000+

Gillman Family Fdn., Inc.
The Sokol Fdn., Inc.

\$25,000-\$49,999

Boca West Community
Charitable Fdn.
Children's Services Council of
Palm Beach County
Florida Panthers Fdn.
Hands on Tzedakah, Inc.
Maureen Marino & Tim Lewis
McNally Family Fdn.

\$15,000-\$24,999

The Batchelor Fdn., Inc.
Steve E. Bernstein Family Fdn.
Debra & Stephen Block
Michelle & Michael Hagerty
The Jim Moran Fdn.
Lost Tree Village Charitable Fdn.
Pat Moran Family Fdn.

\$10,000-\$14,999

BallenIsles Charities Fdn.
Cara Singer
Coulombe Family Fdn.
Larry Geller
H.F Lenfest Fund of the
Philadelphia Fdn.
Ibis Charities Fdn.
Irvin Stern Fdn.
Leonard & Hilda Kaplan
Charitable Fdn.
Stanley H. Singer
Sandy & Arthur Tauber

Minelle & Alfredo Tendler
The Walter & Adi Blum Fdn.

\$5,000-\$9,999

Carolyn & Sean Bachrodt
Debbie Dentry Baggett
The Church of Bethesda-by-
the-Sea
Leslie & Bernie Friedman
Goldman Sachs
Peggy Gotte
Just Play LLC
Lattner Family Fdn.
Cristina & Tim Lewis Jr.
Margaret & R. Parks Williams
Charitable Fdn.
Myron & Elaine Adler Private
Fdn., Inc
The Mary Alice Fortin Fdn., Inc.
Kristina & Mark Pickard
Debra Rales
Linda & Bobby Schmier
Martha & Kenneth Schwartz
Leslie & Rick Steinberg
Stoops Family Fdn.
Sandy & Uf Tukel

\$2,500-\$4,999

Amazon Smile
Janice & Alan August
Rita Berro
Suzanne & Brian Broad
Carla Cohn
Steven & Rona Geller
Goody 2 Shoes
Babette & Calvin Haddad

Karen & Barry Hamerling
Jessica & Matthew MacFarland
Julie & Mark Pulte
Charles & Nancy Rosenblatt
Family Fdn.
The Ruth Silverman-
Rosenbloom & Victor H.
Rosenbloom CF
Lisa Schultz
Robert Sheetz & Debbie
Lindstrom
Temple Beth El of Boca Raton

\$1,000-\$2,499

The Altman Fdn. For Children
Lynne & Robert Arlen
Guy & Nora Barron
Janine & Cristofer Bennardo
Scott & Lori Berger
Boca Raton Regional Hospital
Fdn.
Sharyl & Kenneth Brandt
Lori & George Brock
Jim & Kathy Brown
City of Boca Raton
The Chandler Cox Fdn.
Shoshana Davidowitz
Kathy & Edward DeLorme
Susan & Charlie Emby
Regina & Marshall Faillace
Judy & Les Fishman
Mark Freeman
Frezza Family Fdn.
Meryl & Ronald Gallatin
Jill & Butch Goldsmith
Judy Gordon
Dr. Cari Graber & Chad Schuk

Green Family Fdn.
Charlotte & Mark Greenstein
Cindy & Russ Heiser
Karina & Bernie Henderson
Kathy & Dennis Hillier
Charles Hirsh
Holtz Family Fdn.
Jordan & Tyler Irving
JRA Educational Consulting
Suzanne & Jeffrey Katz
Joni & William Keith
Rose & Robert Kelly
Leland Morris Family Fdn.
Alejandra & Bill Lippolis
Melissa Lorensen
Melissa & Marc Malaga
Marc Michaels Interior Design
Maureen & Marty Murphy
Nachlas Fdn., Inc.
Debby & Joel Neiterman
Dana & Peter Noren
Phyto Advisors
Katja & Scott Pressman
Judy & Shepard Remis
Susan & Frank Richard
Roots & Wings
Antonieta & Julio Rosello
Sandler Fdn., Inc.
Steve Seiderman
Sheltering Palms Fdn.
Signature Gives Back
Simard Family Fdn.
Sorooptimist International of
Boca Raton
Janyce Speier
Marvin Steinberg

Marc Stuart
 Anne Sullivan
 Ann & Charles Talanian
 Joelle & Lou Tarantino
 Judy & Bernie Robinson
 Enid & Robert Winikoff
 Marilyn & Paul Yentis

\$500-999

Shelly & Arthur Adler
 Michael Ambach
 Anonymous
 Charles & Linda Beach
 Deborah & Howard Belford
 Amy & Richard Berg

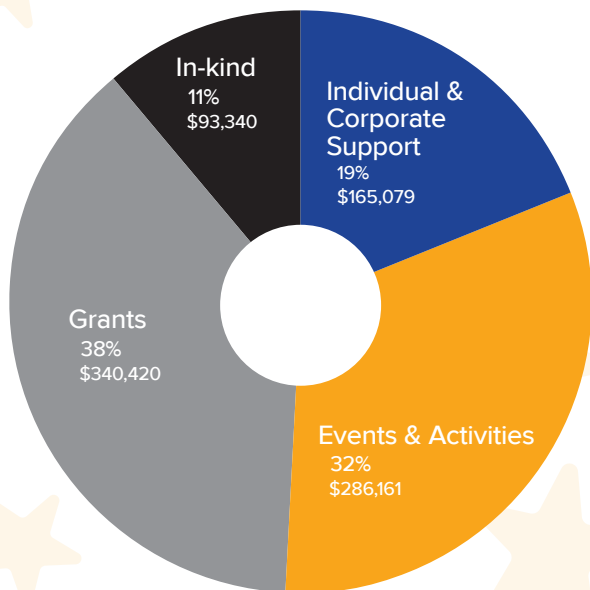
Shelley & Marty Brody
 Shelley & Michael Dicondina
 Amy and Steven Dingle
 Evelyn & Arthur
 Nicole Frisman
 FMS Bonds
 Wendy & Douglas Greenhut
 Chuck Halberg
 The Harold & Ethel Horowitz
 Family Charitable Fdn.
 Marjorie Horwin
 Marcherita & Antonio Infantino
 Summer & Carl Jobson
 Junior League of Boca Raton
 Emily Kishter

Jennie & Larry Kreger
 Patty & Peter Larkin
 Susie & Joel Lehrman
 Barbara & Jerry Lewin
 Adele & Roger Lieberman
 Kerry & Peter LoBello
 Arlene & Ralph Loveman
 Kathleen & Scott Marshal
 Alexis & Dan McCarthy
 Lydia Merl
 Alan Neiditchl
 Debbi and Robert Onsgard
 Dr. Phillip & Lulu Oranburg
 Jeffrey Pechter
 The Pechter Family Fdn.

Roxanne & Bruce Rosetto
 Saks Fifth Avenue
 Barbara Schwartz
 Jeffrey & Deborah Schwartz
 Randi & Brian Schwartz
 Mara & Michael Shapiro
 Anna & Mike Singer
 Dr. Jane Skelton
 Lori Smith
 Rona & Sandy Steinberg
 Sally & Aubrey Strul
 Tory Burch, LLC
 United Jewish Fdn.
 Linda Weiss & Mark Mellon

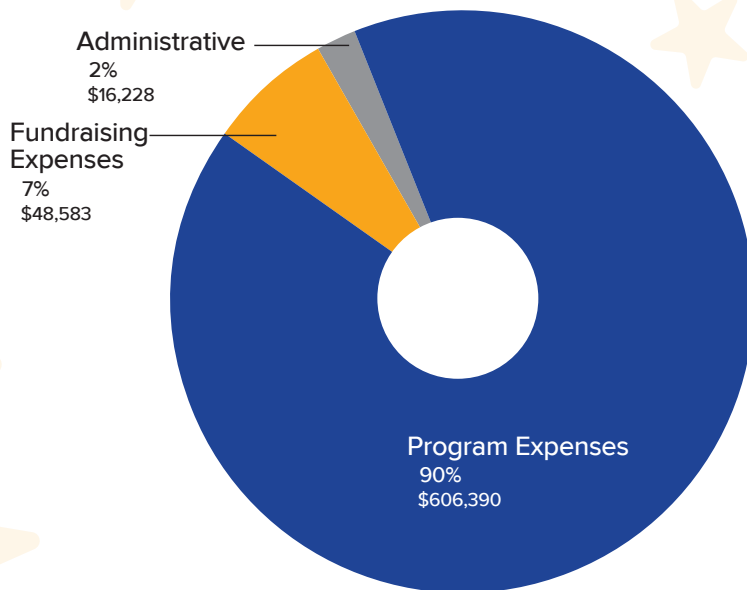
2019 FINANCIAL SUMMARY

Income



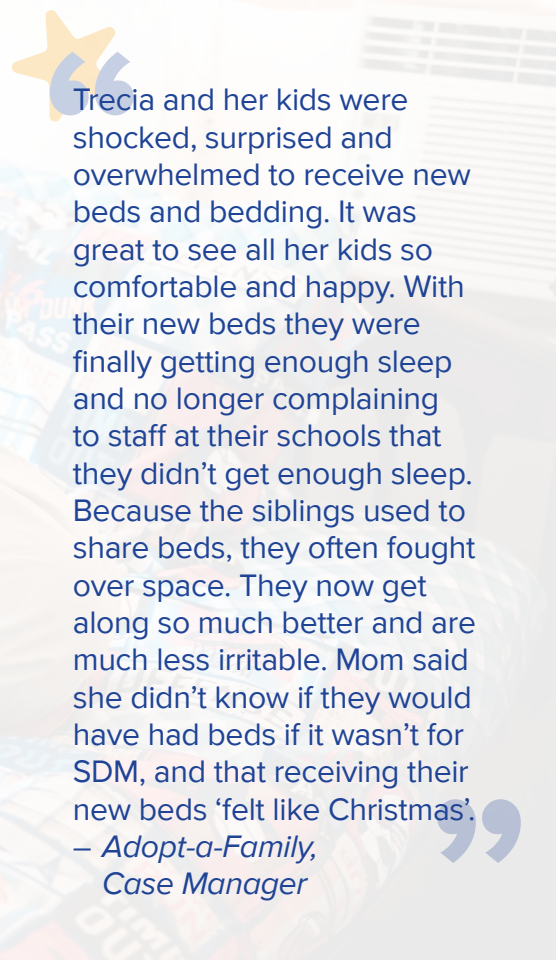
TOTAL: \$885,000

Expenses



TOTAL: \$671,201

Sweet Dream Makers is a non-profit 501(c)(3) organization, and your contribution is tax deductible as allowable by law. A copy of the Official Registration and financial information may be obtained from the Division of Consumer Services by calling toll-free within the State of Florida at 1-800-435-7352 or outside of Florida at 1-850-410-3800. The Department website is www.800helpfla.com. Registration does not imply endorsement, approval, or recommendation by the State.



Trecia and her kids were shocked, surprised and overwhelmed to receive new beds and bedding. It was great to see all her kids so comfortable and happy. With their new beds they were finally getting enough sleep and no longer complaining to staff at their schools that they didn't get enough sleep. Because the siblings used to share beds, they often fought over space. They now get along so much better and are much less irritable. Mom said she didn't know if they would have had beds if it wasn't for SDM, and that receiving their new beds 'felt like Christmas'.

– Adopt-a-Family,
Case Manager

A bed for every child is a dream come true.

Sweet Dream Makers

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