

Mission of Deeds, Inc.
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MISSION of DEEDS, Inc.

*Transforming Generosity into Hope,
Providing Beds & Furniture for People in Need.*

Anthony J. Triglione
1925 - 2011
Founder & First President

WINTER 2013

6 Chapin Ave., Reading, MA 01867 • (781) 944-9797 • Fax (781) 944-7697

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A Message from Our President

Mission of Deeds is all about people – the families we assist, the volunteers who never stop helping, the donors whose generosity keeps us going. Numbers can take away from this human aspect and we never want to forget that behind every number is a human story. Yet the numbers tell a story of growth and with it the challenge of keeping a growing organization efficiently focused on its mission.

In 1993, our first year, we provided beds and furniture to 27 families. That grew to 75 families in 1994 and to 125 in 1995. During those years, there were maybe a dozen active volunteers. (Many of them, by the way, are still involved with the organization.) Our holiday newsletters went to about 500 households, of which only a very small portion were supporters.

Fast forward to the present. In each of the last few years our hundreds of volunteers have assisted 700 or more families annually, each client family receiving a truck full of furniture. This newsletter will reach about 11,000 households, most of whom have supported our work in one or more ways. It has been gratifying, exciting and moving to see how our work has won the support of so many of you and of the community at large.

To manage our growth over the years, our Board of Directors has periodically made strategic reviews of our operations to ensure that we remain on course. This past summer, a task force of seven people from the board and staff put together the most ambitious strategic plan yet. As this plan is put into effect over the next three years, we will examine every aspect of our operations, such as warehouse organization, client service, human resources, funding sources and community outreach. We are excited to start implementing our plans.

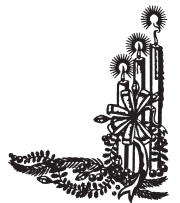
Most of you will not see much difference. Mission of Deeds will always be a volunteer organization providing beds, furniture and housewares to those less fortunate. We will never grow for the sake of growth alone, but only when we can meet real needs. We will continue to emphasize quality in all we do, especially in the way we treat everyone who comes into contact with us. We will continue to be good stewards of your generosity.

Yet there is plenty we can do to improve and that is what the challenge of the next few years will be all about. Our founder, Tony Triglione, set high standards for us and each of you should expect the same. All of us at Mission of Deeds are rededicating ourselves to meeting those expectations.

Here is one more number: twenty one. That is the number of holiday seasons we have been writing to you since Tony founded the organization. Each time, we try to express our thanks for your support but whatever we say, it never seems adequate. The reason Mission of Deeds has helped 10,000 families over the years is because of you. Thousands of children have proper beds, some for the first time in their lives, because of you. And we have grown to be able to help more and more people, only because of you.

May the blessings of the season be with each of you, in every way, now and forever.

Christopher Barrett
President



In Her Own Words

Dear Mission of Deeds,
This letter is to thank you and all the volunteers of Mission of Deeds, for presenting me with a brand new bed and all the bedding I needed and more.

That Saturday night I had a great night's sleep and suddenly all the other matters needing my attention seemed lots less burdensome because my mind was so much clearer and relaxed.

I must admit on seeing the smiling faces of three gentlemen as anxious as I was for my bed really made my day. Not only did they each introduce themselves with a handshake, but when they left they left me

smiling at the memory of their warmth and kindness.

For most of my life I have been "a glass half full" person always believing that given enough time, life will right itself and with enough faith all things become possible. Please know that because of your great team of volunteers, including yourself, I'll be feeling that way for a long time to come.

Please accept my heartfelt thanks again for your generous assistance to me.

Sincerely,
Mary

A Message from our Executive Director

Our founder, Tony Triglione, often said that it made him uncomfortable when people thanked him for the work of Mission of Deeds. Tony always said it wasn't him, but rather our volunteers and supporters, who made it possible for us to assist so many people in need.

Of course, Tony was being modest. If it were not for his vision and twenty years of support, Mission of Deeds would not even exist. Yet, there is still much truth in Tony's statement. Those of us who are here on a daily basis could not do anything to help anyone, were it not for the incredible support of hundreds of volunteers and thousands of donors. A goodly number of these supporters do so as parts of groups, an area of giving that saw a large increase in 2013.

The range and creativity of this support leaves us amazed and humbled.

A major corporation gives employees an afternoon off each month to volunteer on our truck. A local accounting firm donates three beds per month. Some local merchants keep our "holiday" buy-a-bed program active all year long. A realtor runs a paper shredding event annually to benefit us. A Rotary Club supported us several times, including a major drive to collect household items.

A boy dedicated his Bar Mitzvah community service project to collecting bottles and cans to buy pillows. A local resident collects bottles and cans from her neighbors in support. A neighbor near our warehouse made and sold brownies at her yard sale to help Mission of Deeds. A ladies' bridge group supported us. Two running organizations held events that benefited us again this year.

Religious organizations continue to be a bedrock of support. A Temple is doing a housewares drive, right after one of its members led a Girl Scout troop in one of our largest ever children's book drives. A large Evangelical Church held a major drive for housewares, as have other Protestant Churches of several denominations. Catholic Churches have done huge drives for housewares, including one that exceeded its own record of largest drive ever. Houses of worship of all kinds continue to bring us the most volunteers.

A private school did a huge children's book drive. A public school dedicated its "Dress Like Twins Day" to benefit us. An elementary school is doing another bedding and pillow drive at the holidays. Boy Scouts and Girl Scouts continue to be very active, with a number of Eagle Scout and Gold Awards dedicated to creative projects that help us greatly. And,

incredibly, a couple more children, on their own initiative, have asked not to have gifts given to them at their birthday parties, but rather to have the gifts directed to help those in need through Mission of Deeds.

We are fully aware that there are so many great causes, all worthy of your support. When Mission of Deeds is so fortunate as to be chosen by any of you for a donation of any kind, we are just as thrilled as we were twenty years ago. We are just coordinators of your generosity. Mission of Deeds has the greatest donors in the world and we give thanks for all of you every day.

The Forbes 400 could learn from our donors. In fact, please ask Bill Gates to call so we can tell him about you. If he calls, however, while a group of children are here bringing household items they have collected from their neighbors, then Bill may have to wait a while on hold.

Bruce C. Murison
Executive Director



A Client's Story

Ann arrived at Mission of Deeds like so many others, nervous, a little shy, unsure what to expect. She had been through a lot which only added to her concern.

Ann is on her own, the mother of two small children, and they had all been homeless. A social service agency had secured them housing, but prior to that the young family had stayed some nights in a friend's Toyota Corolla.

Her concern turned to elation as we took her shopping in our client showroom and she began to pick out her furniture. She received a recliner, coffee table, twin mattress, box spring and bed frame, full mattress, box spring and bed frame, pictures, children's books, stuffed

animals, 4 boxes of kitchen items and 6 bags of linens. Her caseworker's pick-up truck was nearly overflowing and our volunteers worked with him to secure the load. But the servicing of this client was not quite done.

After Ann had chosen her items, a member of our staff overheard her say the family had no food and no idea where their next meal would come from. The Mission of Deeds crew took immediate action and came up with \$100 of their own money so the caseworker could buy a grocery store gift card for the family.

Food isn't part of our normal mission, but compassion is.

Upcoming Events

Friday, March 7, 2014

Winter Gala at the Hilton Woburn. Dinner, Auctions, Raffles and more. All are invited! For more information please contact Beth Ryan at beth.ryan@missionofdeeds.org

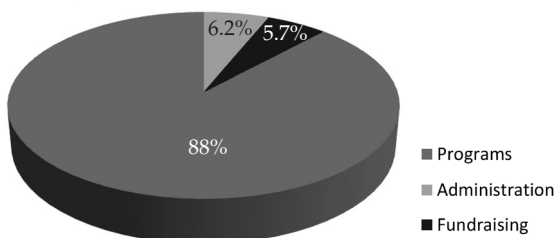
Monday, June 2, 2014

17th Annual Charity Golf Tournament at Woburn Country Club. Join us for a fun day of golf, lunch and raffles.

Sunday, September 21, 2014

Tony Triglione Memorial Walk for Mission of Deeds. Please be part of this family, fun filled walk around Lake Quannapowitt.

By the Numbers



- In 2012, only 11.9% of our annual budget went to administrative costs
- So far in 2013 we have helped 750 households, 2,175 people
- We have provided 1,100 beds
- We have given 5,300 pieces of furniture, 1,900 bags of linens and 2,000 boxes of kitchen items to those in need
- We service clients from 80 communities in Middlesex and Essex counties
- We pick up furniture donations in Reading and 9 surrounding towns
- We have a regular volunteer corps of over 150 people, with another 200 or more volunteering on special drives, projects and events

Mission of Deeds 2013 Fundraising Events

"A Bed for Every Body" Winter Gala was held on Friday, March 1st at the Hilton Woburn. 325 people turned out in support of this festive event and a great time was had by all. There was something for everyone- an exciting live auction, unique silent auction items, a delicious dinner and wonderful music. Thank you to everyone who made this a night to remember and a very successful one!

For the second year in a row, Mission of Deeds held its very popular yard sale on Saturday, April 27th. Throughout the year, volunteers tucked away assorted novel items that were donated to Mission of Deeds but not usually sought after by our clients. Those, in turn, were offered at the yard sale. A beautiful spring day drew many bargain hunters who went away very happy with their treasures. All money collected was used to buy new beds for our clients in need.

Another golf tournament, another day of rain! For the second year running, rain accompanied our intrepid golfers at the 16th Annual Mission of Deeds Golf Tournament, held at Woburn Country Club on Monday, June 3rd. Not one golfer was deterred by the weather. We had an excellent turnout but the golfers played a shortened game of 9 holes. They then enjoyed lunch, raffles and a silent auction. As in years past, this was a great success and we truly appreciate our diehard supporters.

Tony Triglione smiled down on us once again at this year's Tony Triglione Memorial Walk on Sunday, September 15th. We had another beautiful, crisp fall day for the participants to enjoy their 5K walk around Lake Quannapowitt. Many employee groups from businesses and other organizations also joined us for the first time this year. Everyone enjoyed added extras such as The North Ave. Band's music, balloons, face painting and delectable treats to make this a very enjoyable day!



Who is the Mission of Deeds?

We are a nonprofit, volunteer organization located in Reading, Massachusetts, dedicated to providing purchased beds, donated furniture and basic household items, free of charge, to the formerly homeless and others in great need, living in Middlesex and Essex counties of Massachusetts. We receive referrals from over 200 social service agencies, religious organizations and hospitals. We rely solely on the generosity of people for the donations of goods and funds. Since our inception we have provided furniture to over 10,000 households and have made in excess of 21,000 pickups of donated items.

Why I support the Mission of Deeds

by Michelle Faulkner

When the economy turned south a few years ago, I saw a noticeable increase in charitable organizations seeking help. Instead of donating \$20 here and \$50 there, I made a conscious decision to consolidate our giving for bigger impact and to focus it locally.

During this time, I visited the Mission of Deeds to donate some household items. A staffer gave me a quick overview and tour, and I was impressed with how organized everything was and by how kind and respectful the volunteers were when speaking about the organization and its clients. When I looked into the financials, I saw that the Mission of Deeds keeps its overhead costs extremely low to maximize the help it can provide in the community. I also appreciate the practicality of the Mission's work, in providing essentials such as beds and furniture when clients need them most. Based on all this, I decided to make Mission of Deeds one of two local charities that we support financially on a monthly basis.

While there is a need for this kind of help all around the world, I find many people are surprised to learn how urgently it's needed by so many families right in our own community. I believe that supporting local organizations such as the Mission of Deeds is part of being a good neighbor and community member.



The Little Things

by Phil Fonseca

We see so many different types of people come through our showroom and so many different stories that have led people our way. Every day I encounter someone new, someone whose life has taken them down a unique path that unfortunately lands them in similar circumstances, but the one thing that I have seen time and again is just how humble all of these folks are. It's not the beautiful Ethan Allen bureau or heirloom dining table that makes the biggest impact, it's the little things.

Like the young lady who grabbed a lamp off of a table and wouldn't let it out of her grasp. Or the mother of three who was thrilled just to know that they wouldn't be sleeping on the floor that night. The gentleman who said that if he could only take one thing from Mission of Deeds it would be the little cross that we hand out to our clients.

It's easy for us here to get so caught up in figuring out all the things our clients need that we forget just how little they have to begin with. While our clients certainly need and appreciate the furniture and housewares that we give them, it's clear that for many, it comes down to the little things that they didn't have before. A lamp to turn their house into a home, a warm bed to tuck their children into at night, and a small token to remind them that there's someone out there looking after them.

A Chance Meeting by Joe Blundo

I met our client and his family through a serendipitous series of events. My wife and I were gathering gift certificates for a raffle at the Mission of Deeds annual walk. In speaking with a restaurant manager I learned that she and her mom had been helped by MOD when she was a child. The General Manager overheard us and offered to provide a hot food tent at the MOD walk in 2014. During our chat, I learned that a 20-year employee of this restaurant had suffered a tragic event and needed some help. Then I met him -- a very kind, humble and hardworking man.

This man was caring for his wife, who had suffered a heart attack and was in the hospital. Upon returning home, he found his home had suffered an electrical fire. His home

and its contents had been reduced to charred rubble. They had lost almost everything! Fortunately, no one in the household was hurt. As this man spoke, I was struck by his humility and positive attitude despite his circumstances.

He and his family came to MOD by appointment to pick up the needed bedding, furniture and household goods for their newly renovated home. As I walked this client through our showroom, I noticed he was carrying a binder. He showed me the pictures of him and his family as they helped the poor in their home country, giving out food, bibles and clothing. On his own, he has been carrying out his own mission of deeds.

Why I Volunteer by Barbara Flaherty

Retirement is that period of your life when you hope you will be able to "do whatever you want". If you are one of the lucky ones, that is what does happen. The question is, "What do I want to do?" and also, "What will I do with my free time?"

For myself, I had two major projects on which to work and have successfully done some and continue to do serious work on each but I have always wanted to do volunteer work and now I had the time. There was the need to do something for others who are not lucky enough to "do whatever they want". There is also the need to have some sort of schedule in your life so that every day is not "a weekend day".

The Mission of Deeds has been a local organization for many, many years and what great work they do for those in need. This was where I wanted to offer my services in some way that would be useful. Instead, I feel as though I am the one being rewarded. There is the sense of being needed, useful and very much appreciated; there are the wonderful friendships being developed among the many, many terrific and hard-working volunteers; there is the sense of accomplishment of something well done and there is the satisfaction of seeing our clients leaving with beds,

and other very basic necessities which will allow them to have a "home", a place in which they and their families can be together.

Volunteering for a worthwhile organization or cause brings great personal satisfaction, a gift to ourselves which we did not expect when we offered our time and talent. It makes you so appreciate what you have and encourages you to do just a bit more for those in need. It is a great way to put a bit of schedule into your retirement days and Monday is my day --- now, my favorite day of the week.

Whether it be at the Mission of Deeds or some other worthwhile organization, please consider taking time to volunteer. It can be as little as a few hours a week or even every other week. You are the one who will be rewarded in so many different ways. Volunteering is a wonderful way to spend some of your retirement days. I wish I had done so sooner.

P.S. You do not have to be a retiree to volunteer. There are opportunities at Mission of Deeds for people of all ages and talents.

