

# ASHLEY'S ANGELS



End of Year Report

---

2025

# Who We Are

Ashley's Angels is an all-volunteer non-profit organization that provides food, clothing, essential items and special gift requests for children in need during the holiday season. The organization partners with area schools to provide these necessities to children who need it most.

# Our Story

Ashley's Angels was established in 1997 by an Ashley Furniture Ambassador from Mississippi, after they heard about a girl who was living in a car with her mother and sibling. The Ashley driver recruited help from fellow drivers to provide food, clothing and proper housing before Christmas. That year, they raised \$685 for gifts for the family and helped them get an apartment. Seeing the impact their efforts had made in this family's life encouraged those involved to form Ashley's Angels.



# Schools We Support

## WISCONSIN

- Alma
- Alma Center-Humbird-Merrillan
- Arcadia
- Augusta
- Black River Falls
- Blair-Taylor
- Chippewa Falls
- Cochrane-Fountain City
- Eleva-Strum
- Galesville-Etrick-Trempealeau
- Gilmanton
- Holmen
- Independence
- Melrose-Mindoro
- Mondovi
- Onalaska
- Osseo-Fairchild
- Whitehall
- Winona

## NORTH CAROLINA

- Davie County
- Davidson County
- Forsyth County

## PENNSYLVANIA

- Exeter Township
- Hamburg
- Oley Valley
- Reading
- Schuylkill Valley

## MISSISSIPPI

- Lee County
- Pontotoc County
- Tippah County
- Union County

## FLORIDA

- Brooker Elementary
- B.T. Washington Elementary
- West Tampa Elementary
- Winthrop Charter School



# Total Children Supported To Date

20,231

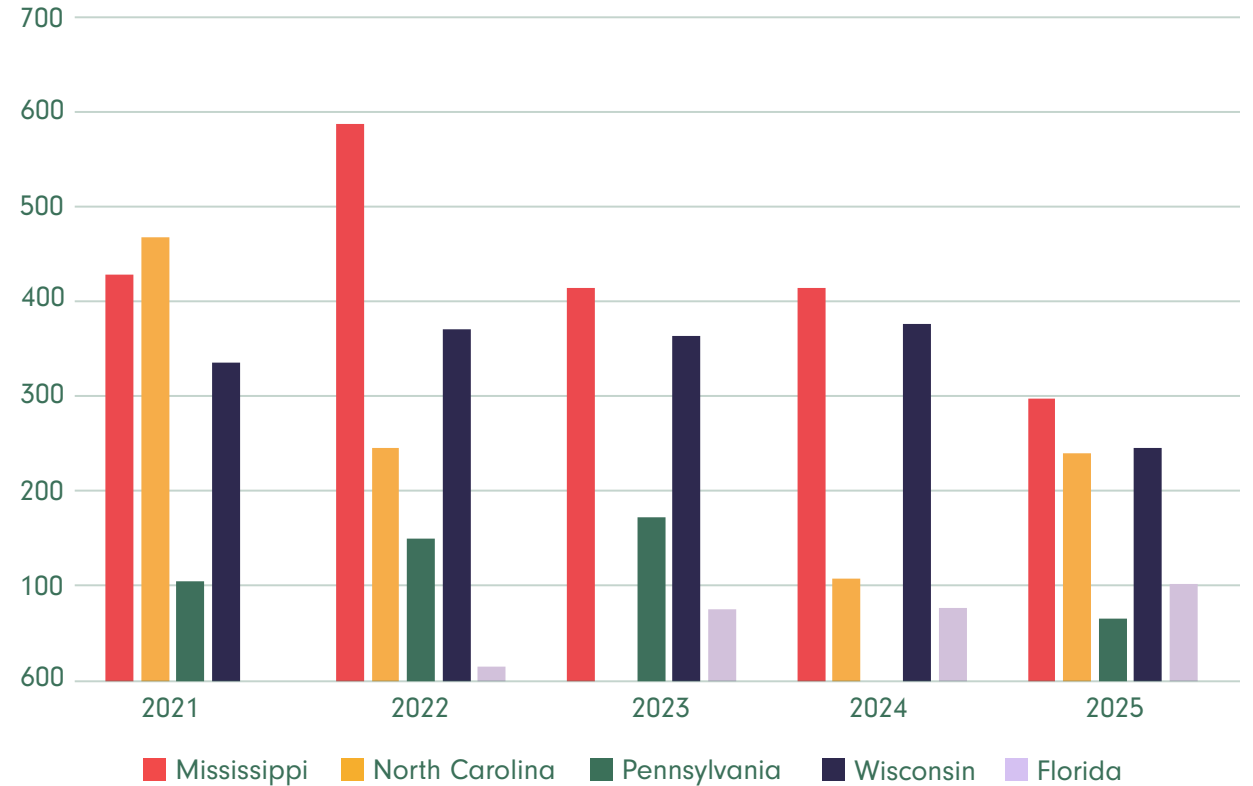
CHILDREN SUPPORTED



4,327

FAMILIES SUPPORTED

### Ashley's Angels Total Children Per Year



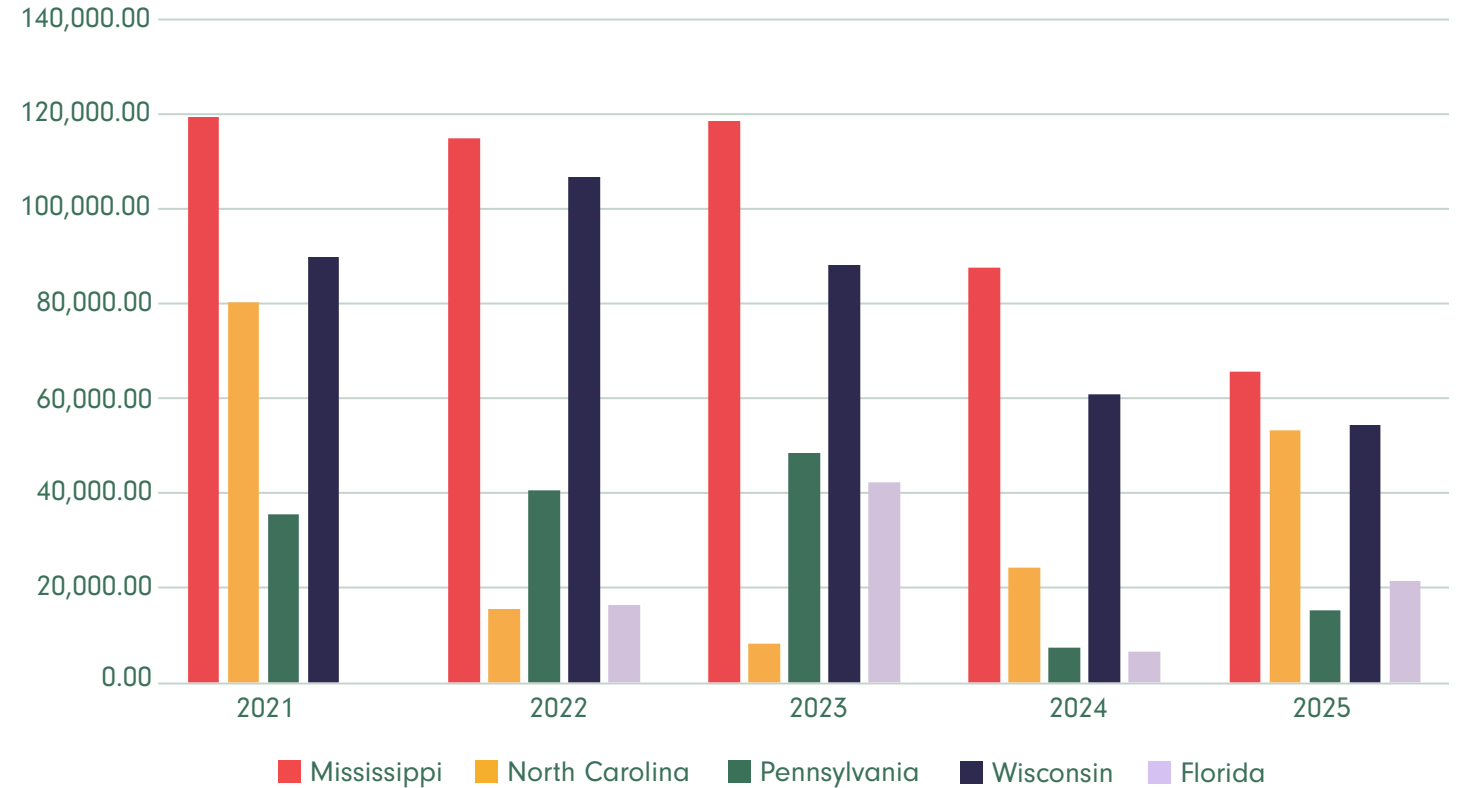
# Total Dollars Raised To Date

**\$4,769,292.44**

DOLLARS RAISED SINCE INCEPTION



Total Fundraising Dollars Per Year



# Events Held This Year

## FLORIDA

- Cookies for a Cause
- Giving Tree
- Holiday Lights & Bites
- Palentine's Candy Sale
- Top Golf
- Treat Yourself Tuesday

## MISSISSIPPI

- Motorcycle Run

## NORTH CAROLINA

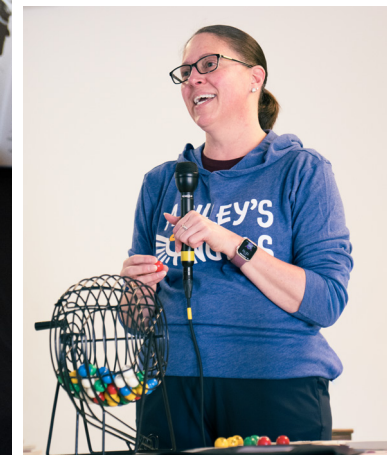
- Apparel Sales
- Millbridge Speedway Raffle Fundraiser
- Top Golf

## PENNSYLVANIA

- Tool & Purse Bingo

## WISCONSIN

- Bass Tournament
- Bingo
- Car Show
- Pickleball Tournament
- Raffle



# 2025 Support Data & Location Summary

## 2025 Highlight:

- Mississippi & North Carolina officially organized into one 501(c)3 with Florida and Wisconsin
- Pennsylvania reorganization into 501(c)3 with other locations in progress

BRANCH	\$ AMOUNT RAISED	CHILDREN SUPPORTED
FLORIDA	\$20,911	102
MISSISSIPPI	\$64,032	298
NORTH CAROLINA	\$51,997	240
PENNSYLVANIA	\$14,831	66
WISCONSIN	\$53,006	245



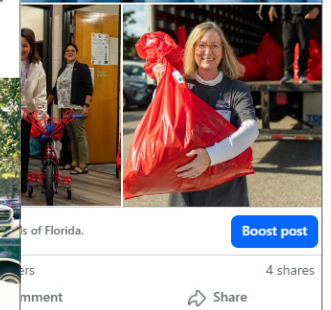
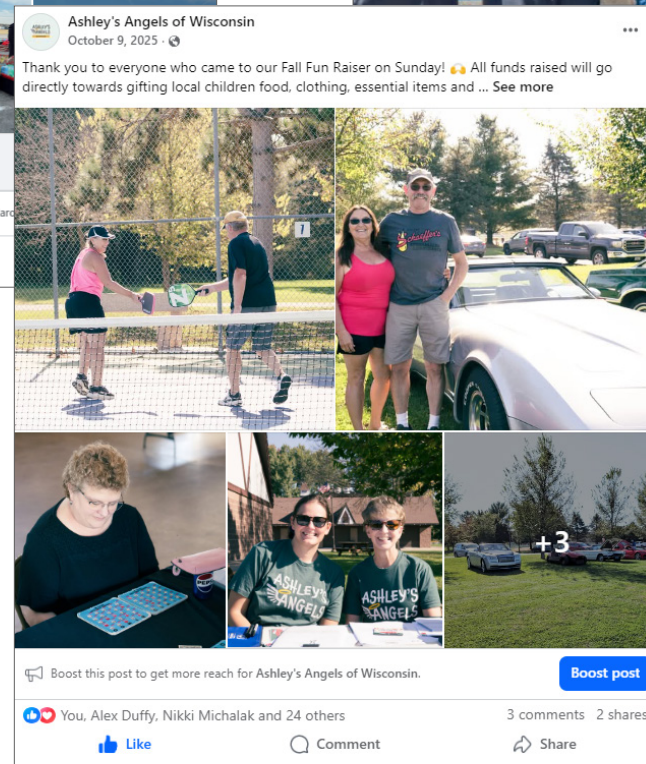
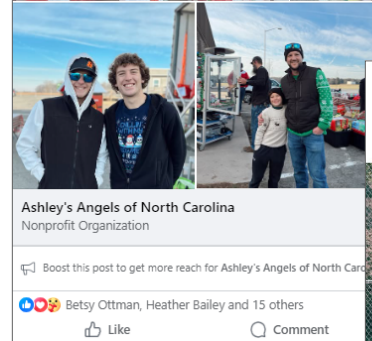
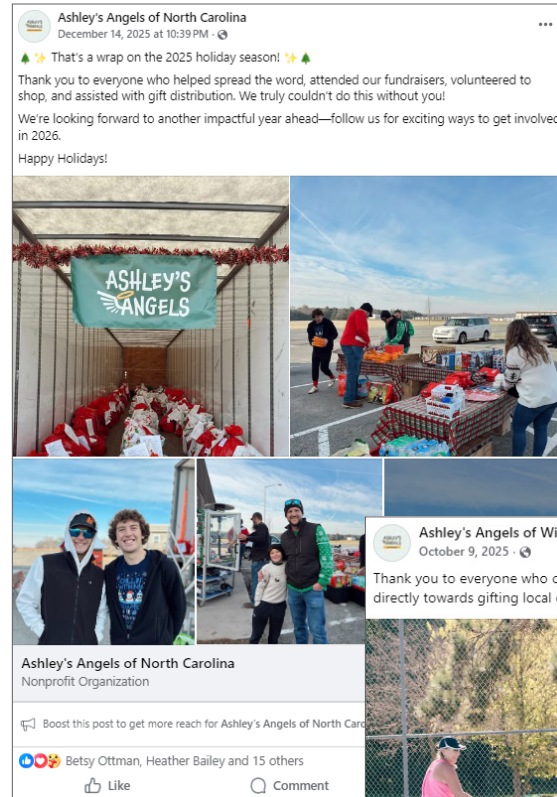
# Shopping & Delivery



# Social Media

## 2025 Highlights:

- 45% net increase in followers YTD
- 171,600 total impressions YTD
- 100+ social media posts across all 5 states



# Thank You's

"A big Thank you to all of you for making this great project such a success. Many families in Trempealeau County will have a very Merry Christmas because of your generosity Gods Blessings to all of you."

- Debbie Wright, School Counselor

---

"Your Generosity will truly help make this Christmas a happy one for the entire family."

- Ashley's Angels Recipient

---

"Ashley Angels has put a huge smile on the faces of many of our students. We can not thank you enough. Merry Christmas and Happy New Year to All!"

- Molly Schultz, School Counselor





Thank You volunteers,  
event attendees and  
sponsors!

ASHLEY'S  
ANGELS