

WWW.FORKIDSFOUNDATION.ORG - 775-741-5231

2019 ANNUAL REPORT

FOR KIDS FOUNDATION



PREPARED BY

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ANNIE@FORKIDSFOUNDATION.COM



MESSAGE FROM OUR DIRECTOR

2019 brought many changes to For Kids Foundation.

New Chairwoman, Cheri Hill, worked on our updating our infrastructure, streamlining our application process, and developing a Board orientation process to ensure success of our Board of Directors.

We invested in technology with purchase of electronic database and donor-management software.

We hosted three very successful fundraising events in the space of about 110 days: our annual Wine & Cheese in June, first-ever NEAT Benefit Concert in early September, and 3rd Annual Golf Tournament mid-September.

Board members attended an all-day Board retreat in December 2019, building friendships and strengthening our resolve to help children.

We are proud of our 2019 successes and, with continued community support, we stand fully prepared for wherever 2020 takes us!

Annie Goni-Stewart
Executive Director, For Kids Foundation



OUR HISTORY

The Foundation began in 2003 as the charitable arm of Kids Behavioral Health (KBH), a corporation providing residential and day treatment programs for troubled youth. Dr. Earl Nielsen, our Founder, was then on the board of KBH. He and Bill Vickers, our initial benefactor, realized that, while they were helping some children, there were many more unable to take advantage of the services KBH had to offer. Indeed, these children did not have the means to meet any of their critical needs. With this realization, For Kids Foundation was born.

OUR MISSION

For Kids Foundation provides funding for the urgent, unmet needs of children in our community, birth through age 20, who have fallen through the cracks of existing agencies and charitable organizations.

OUR VISION

Provide or align resources to help every child thrive.





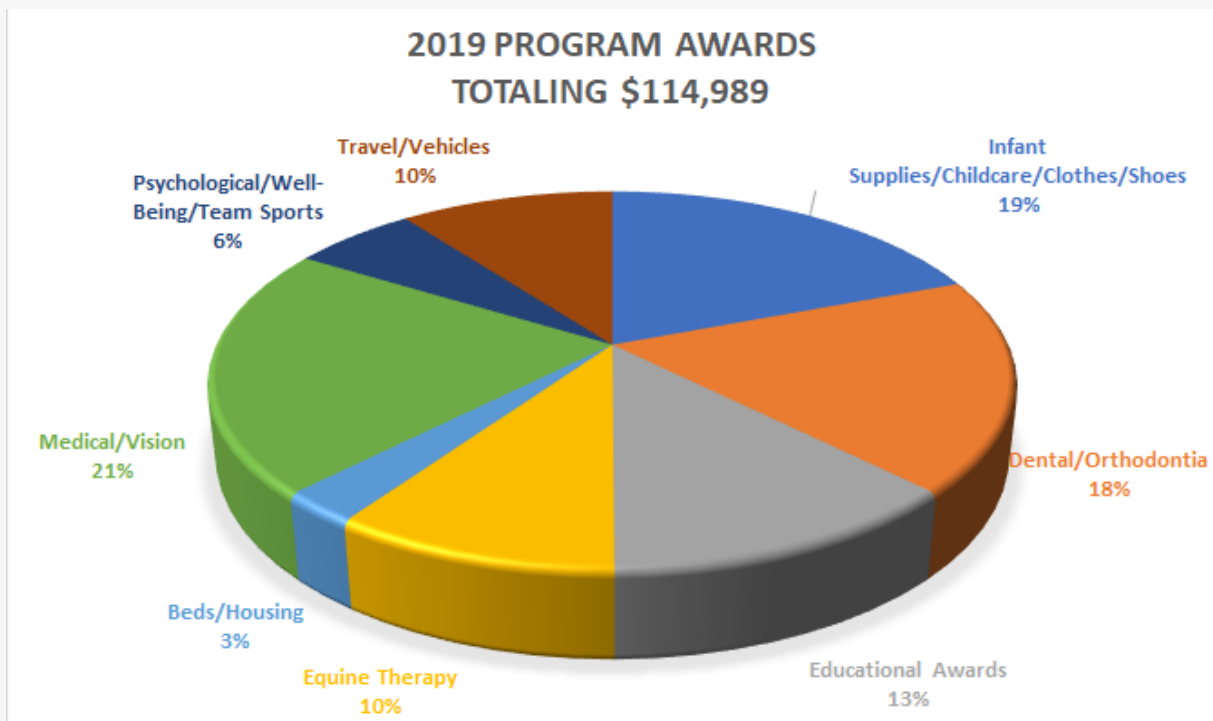
2019 FINANCIALS

REVENUE

DONATIONS, GRANTS, AND FUNDRAISING EVENTS	\$258,903
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PROGRAM AWARDS

TOTAL APPLICATIONS RECEIVED	333
PERCENTAGE OF APPLICATIONS APPROVED	68%
TOTAL PROGRAM AWARDS FOR CHILDREN	\$114,989



A young man with dark hair, wearing an orange polo shirt over a dark blue t-shirt and blue jeans, is focused on writing in a notebook. He is holding a yellow pencil in his right hand and the notebook with his left. The background is slightly blurred, showing what appears to be a classroom or office setting.

MEASURE OF SUCCESS

LIVES CHANGED

For many of our children, the outcome is immediate: a new bed when they have been sleeping on the floor; a laptop that allows a student to keep up with school so they can graduate; going to the dentist for the first time because they're in pain; or being able to play sports because we paid the fees on their behalf so they can enjoy the positive effects of physical activity.

For others, the results will take time: therapy to help emotionally and physically abused children; educational resources that help a struggling child learn more rapidly; psychiatric or

medical consultations to get a proper diagnosis that puts a child on the right support path; and paying for beneficial braces that eventually deliver a beautiful smile. psychotherapy for emotionally and physically abused children.

We know the impact of our funding goes beyond helping the child. We relieve emotional and financial stress to the parent(s) and caregivers which in turn helps the teacher, employer, extended family members and friends because finally the child is getting the attention and help he or she needs and deserves.

LIVES CHANGED IN 2019

333 APPLICATIONS, 68% APPROVED, \$114,989 TOTAL AWARDS IN 2019



Working parents of a toddler asked for help paying for a G-tube weaning program. Failing to thrive at only months old, this child used a gastric feeding tube to receive nutrition. Now her pediatrician's advice was to introduce solid food and wean from tube feedings--not as easy as it sounds.

With a generous discount from Growing Independent Eaters for Kids Foundation helped this child go through their program (a service not covered under parents' insurance).

Single mother of an infant and a toddler asked for help paying the registration fee to get her children into a daycare center so she could return to the workforce. Mom had been out of work and disabled due to complications from her recent pregnancy and delivery and was now well enough to work and had secured a job. The Children's Cabinet assisted with a majority of the cost; she just needed help with the deposit to reserve a place for the children.



For the 8-year-old child suffering from post-traumatic stress disorder, we approved dance lessons as a form of therapy on her road to recovery. This offered her single, working mother peace of mind, knowing her child could participate in a program she could not afford as a single parent.

SUSTAINABILITY PLAN

STEWARDSHIP, COMMUNITY INVOLVEMENT AND AFFILIATIONS

We maximize our grants and gifts by requesting discounts from all service providers (\$29,465 discounts received in 2019).

We always research alternative funding sources before bringing an application before the Board for consideration.

For Kids Foundation works with a network of local organizations to identify children in need

We partner with other organizations on occasion to share the financial burden of large requests. We always seek to find the best solution for the child.

We continually research funding

sources and received \$96,200 of grants in 2019.

We request speaking opportunities and share our message with schools and service organizations.

We are active in the community: a member of the Reno-Sparks Chamber, Carson Valley Chamber of Commerce, Western Industrial Nevada, and Association of Fundraising Professionals.

We are proud partners in the GratisGives Program, gaining the support of local businesses. For more information visit <https://gratisgives.com>.



GRATISGIVES

LOCAL BUSINESSES PASSING ON MERCHANT PROCESSING SAVINGS TO LOCAL NONPROFITS

GratisGives is a unique Northern Nevada program that connects local business owners to a local nonprofit, such as the For Kids Foundation. By reducing unnecessary fees found in most merchant accounts, you can take a portion of those savings and convert them into a monthly contribution to the For Kids Foundation. This means savings for your business and vital funding for our mission.



Local Businesses Supporting For Kids Foundation through GratisGives Program

Crown Collision Center
CSG Direct, Inc.
DSX Voice
Epik Weddings and Events
FIT Learning Consulting and FIT Learning
Front Office Staff
Maslow Creative
Nevada Blue Ltd
Northern Nevada Women's Health

OCG Creative
Omni Chiropractic
Ponderosa Pediatrics
Sage International, Inc.
Sierra Sunrise Wellness Group
Simco Imported Shoes
Sunshine Service Brake and Alignment
Upstate Nevada

BOARD MEMBERS AND STAFF

THE AWESOME PEOPLE BEHIND FOR KIDS FOUNDATION



Cheri Hil
Board Chair
Owner, Sage International



Margaret Ciorciari
Board Treasurer
Retired VP Finance



Tayona Tate
Board Secretary
Sotheby's



Mat Anderson
Finance of
America



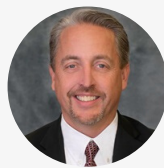
Kit Carson
HomeVestors



Michael Norman
Retirement Sherpa



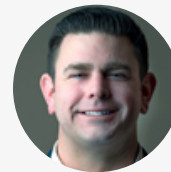
Cesar Quintanilla
Nevada State
Bank



Greg Raleigh
Washoe Wealth
Advisors



Matt Rittenhouse
Nevada State
Bank



Kyle Robertson
New American
Funding



Lindsey York
Southland
Industries

Our diverse Board of Directors is comprised of local business owners and community members who are passionate about helping children in need.

This working Board is dedicated to attending biweekly teleconferences throughout the year to review applications in addition to offering advice and guidance for our Executive Director, Annie Goni-Stewart.

Our 100%-giving Board is integral to successful annual fundraising efforts, specifically, April 24, 2020 Polka Dance Party Fundraiser and the 4th Annual Golf Tournament on September 18, 2020.



Annie Goni-Stewart serves as Executive Director since January 2018 and is the only paid person on our staff.

FOND FAREWELL TO OUR FOUNDER

EARL NIELSEN, PH.D., RETIRES FROM BOARD IN 2020



The concept of the For Kids Foundation developed in 2001 at a Board meeting of the Kids Behavioral Health (KBH), LLC, a healthcare corporation. The original For Kids Foundation Board consisted of three members of the KBH Corporate Board. Dr. Nielsen volunteered to chair the effort and wrote the 501(c)(3) with intent to form a nonprofit vehicle for funding those children who were in need but without resources.

For the first few years, For Kids Foundation was funded by KBH and some local philanthropists while we established ourselves. All Board members were volunteers and every effort was made to spend all funding on children. Supplies, printing, and secretarial services were all donated back then. We hired our first Executive Director, Mrs. Paula Nielsen, in 2003.

Our first funding event was held outside our office on the grass with white tablecloths, fresh strawberries, chocolates, wine and cheese (and came to be known as the Annual Wine & Cheese Event); we netted \$1500.

Expansion of the Foundation's Board, fundraising efforts, and lives of children affected continued to grow. Paula retired in 2017, new Board members have joined the Board, and we have experienced exponential growth and increased community awareness.

Dr. Nielsen has four grown children. His pride in them is immense and he is thankful for each of them. The For Kids Foundation logo is actually a caricature of those four children. Dr. Nielsen has often stated that For Kids Foundation feels much like his "fifth child."

In January 2019, Dr. Nielsen stepped down as Board Chair, moving to a less-demanding role as a For Kids Foundation Board member. In January 2020 Dr. Nielsen retired from the Board of For Kids Foundation after many, many years of faithful service. We would not be where we are today nor in a position to help so many children in Northern Nevada were it not for Dr. Nielsen's vision, dedication, and love of our community.

2020 FUNDRAISING EVENTS



FOR KIDS FOUNDATION PRESENTS

DANCE FOR THE CHILDREN

Dinner - Polka Dancing - Raffle Prizes

FRIDAY, APRIL 24, 2020
5:30 PM - 9:30 PM

FOR KIDS FOUNDATION
4th ANNUAL



Friday, September 18, 2020
Wolf Run, Reno, Nevada

CONTACT

**IN-KIND VIRTUAL RECEPTIONIST
PROVIDED BY FRONT OFFICE STAFF**

Ways You Can Help

Donate Online:

<https://forkidsfoundation.org>

Businesses can sign up for GratisGives:

<https://gratisgives.com>

Amazon Shoppers can use AmazonSmile:

www.smile.amazon.com/ch/75-3093964

Sponsorships Available

Polka Dance Party Fundraiser, 4/24/2020

4th Annual Golf Tournament, 9/18/2020

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