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2020 ANNUAL REPORT

FOR KIDS FOUNDATION



PREPARED BY

ANNIE GONI-STEWART, EXECUTIVE DIRECTOR
ANNIE@FORKIDSFOUNDATION.COM



MESSAGE FROM OUR DIRECTOR

Reflecting on the end to a very challenging year, it is important for all to know what an amazing team we have here at For Kids Foundation.

When the whole world came to a halt in March, we went from living our lives, serving the children of our state, and excitedly planning 2020 fundraising events to being forced to figure out ways to continue to help our kids, share our mission, raise needed funds, *and* keep everyone safe.

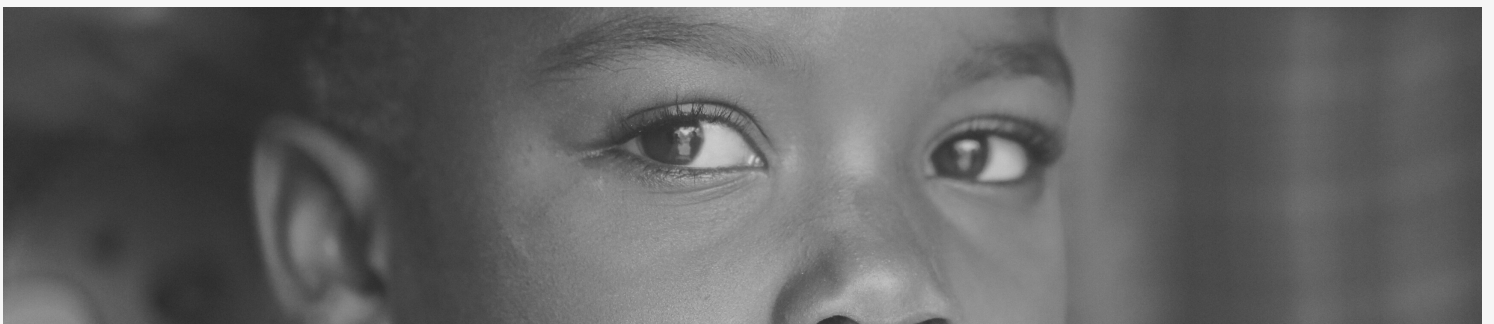
The one thing that always do at For Kids Foundation, is continue to move forward. We viewed 2020 as a time to pivot, improvise, and move forward. Most importantly, we continued our work to provide the services that our community's children needed.

We revised an already conservative budget, optimistically planned a fall Golf Tournament, and remained open during the entire year. Our Board never skipped a beat: we moved to virtual meetings and we quickly worked together to brainstorm ideas to make sure our kids were able to receive the care they needed.

The entire Board of the For Kids Foundation is committed to serve children in need. This ability has been made possible because of the support of our broader community for which we are forever grateful.

Thank you for your support,

Annie Goni-Stewart
Executive Director, For Kids Foundation



OUR HISTORY

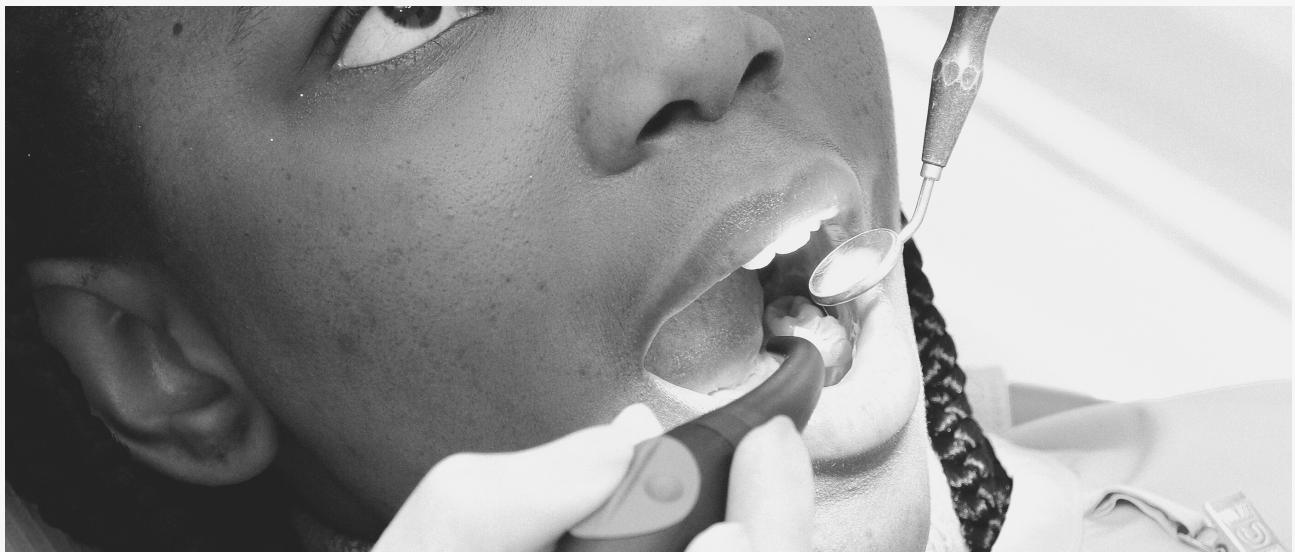
The Foundation began in 2003 as the charitable arm of Kids Behavioral Health (KBH), a corporation providing residential and day treatment programs for troubled youth. Dr. Earl Nielsen, our Founder, was then on the board of KBH. He and Bill Vickers, our initial benefactor, realized that, while they were 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 one-time 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.





2020 FINANCIALS

REVENUE

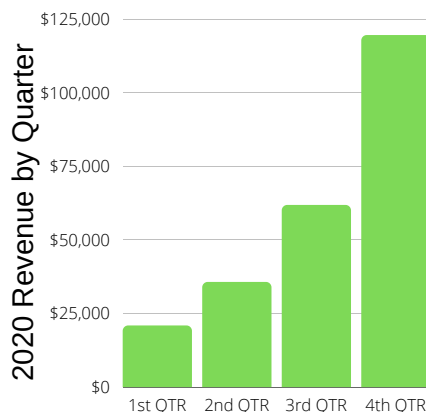
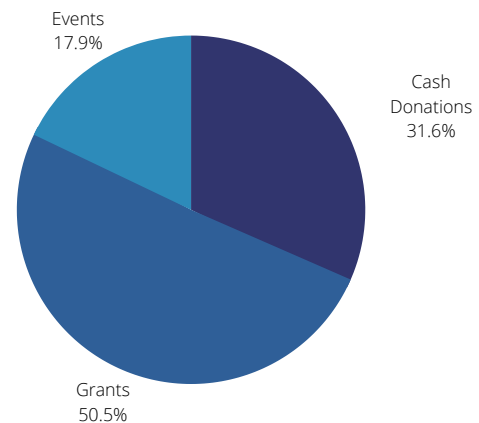
DONATIONS, GRANTS, AND FUNDRAISING EVENTS

(\$100,200 OF WHICH WAS RECEIVED DURING THE LAST 45 DAYS OF 2020)

\$237,902

The Alliance with Washoe County Medical Society chose to split a \$50,000 grant between For Kids Foundation and Eddy House which was announced at the February 2020 Gala.

We realized by the beginning of March 2020, that our Polka Dance Party would have to be postponed due to the COVID-19 pandemic. We got busy and revised our already conservative budget, scoured resources for funding opportunities, networked virtually, and set our sights on the Fall Golf Tournament.



Participation by local businesses in the GratisGives program increased by more than 78%, bringing in a generous contribution of nearly \$6,000.

We hosted a COVID-safe and sold-out 4th Annual Golf Tournament at Wolf Run in September, netting close to \$19,000.

We solicited help from local Nevada Blue printing to create a top-notch mailer which generated more than \$17,000 in revenue during the last six weeks of the year.

Grant funding for 2020 totaled \$135,000, up 40.33% from 2019.



2020 PROGRAM

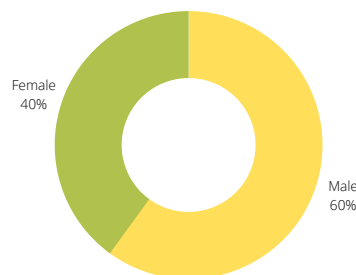
AWARDS PAID

MEDICAL, DENTAL, PSYCHOLOGICAL, EDUCATIONAL AWARDS

\$65,902

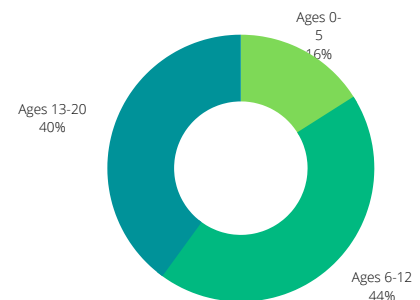
2020 PROGRAM STATS

147 Applications Received

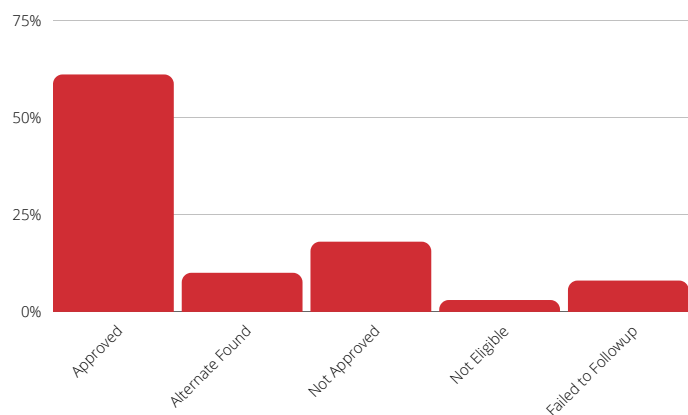


59 Female - 40%
88 Male - 60%

23 for Ages 0-5 - 16%
65 for Ages 6-12 - 44%
59 for Ages 13-20 - 40%



90 Approved 61%
4 Canceled by Parent 3%
22 Denied by FKF 15%
12 Failed to Respond 8%
15 Found Alternative Funding 10%
4 Not Eligible 3%





2020 PROGRAM

AWARDS PAID

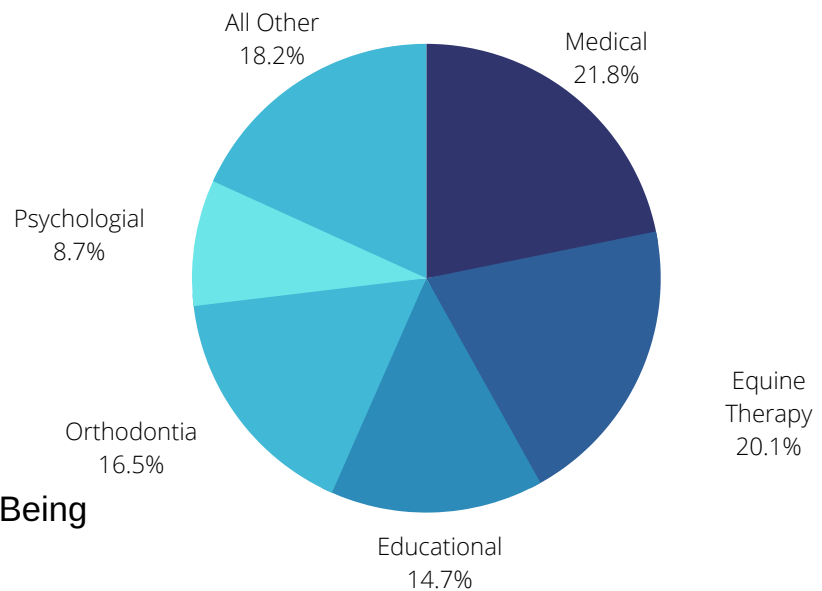
MEDICAL, DENTAL, PSYCHOLOGICAL, EDUCATIONAL AWARDS

\$65,902

2020 PROGRAM STATS

Awards Paid in 2020

\$1,200 Childcare
\$371 Clothes/Shoes
\$3,956 Dental
\$9,656 Educational
\$13,260 Equine Therapy
\$2,274 Furniture/Bedding
\$14,334 Medical
\$10,849 Orthodontia
\$5,760 Psychological/Well-Being
\$741 Rent/Housing
\$2,298 Group Sport Fees
\$1,161 Travel (for medical care)





MEASURE OF SUCCESS

LIVES CHANGED

For many of our children, the outcome is immediate: a new bed when they had been sleeping on the floor in a multigenerational household, the opportunity to participate in a team sport because we paid the fees on their behalf, hearing aids for the newly diagnosed deaf child, or medical testing to pinpoint a diagnosis.

For others, the results will take time: talk therapy to help emotionally and physically abused children, educational resources that help a struggling child learn more rapidly, or physical therapy for the leg amputee following treatment for bone cancer.

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.

2020 brought additional educational, medical and psychological challenges to our children with routines disrupted due to closure of schools, remote or hybrid learning, inability to socialize with peers or extended family, and families not following through with medical and dental treatment recommendations due to reduced finances or fear of contracting the virus.

We believe 2021 will reveal the true impact 2020 had on our children's educational advancement as well as their medical and psychological well-being. We, therefore, anticipate an increase in requests for assistance.

We stand ready to assist.

LIVES CHANGED IN 2020

147 APPLICATIONS, 61% APPROVED, \$65,902 TOTAL AWARDS IN 2020



Working parents of 5-year-old child with Autism Spectrum Disorder (ASD) living in rural Nevada asked for help purchasing an AngelSense GPS tracker. The child would soon be starting kindergarten and riding the bus to and from school. As he is nonverbal and tends to wander, the parents asked for help purchasing a tracking device to ease their minds when he could not be under their constant watchful eyes. The Board approved the request.

Working dad and currently unemployed mom have a seven-week-old baby diagnosed at birth with spinal cord/brain cancer who has been receiving treatment in Oakland. The family was referred by Northern Nevada Children's Cancer Foundation (NNCCF). The family received travel, living, and medical expense help from NNCCF. They asked for our help to obtain an Owlet Smart Sock monitor as the baby would be coming home from the hospital and requires monitoring at all times following chemotherapy. The Board approved the request.



Parents of teenage girl with a medical condition which caused constant vomiting requested help to pay for full-mouth dentures as her teeth's enamel was destroyed from stomach acid beyond repair. With a generous 50% discount from dental office, our Board approved their request.

SUSTAINABILITY PLAN

STEWARDSHIP, COMMUNITY INVOLVEMENT AND AFFILIATIONS

We maximize our Award Program gifts and grants by requesting discounts from all service providers (\$26,624 received in 2020).

We research alternative funding sources before bringing an application before the Board for consideration. We work with a network of local organizations to identify children in need and partner with other organizations on occasion to share the financial burden of large requests.

We continually research new funding sources, receiving received \$135,000 in grants in 2020.

Although live presentations were curtailed in 2020, we attended many virtual events to share our mission. We are active in the community: a member of the Reno-Sparks Chamber and Association of Fundraising Professionals.

Our Executive Director participated in the year-long Nonprofit Academy offered through the Community Foundation of Western Nevada.

We continue to build local community partners like Front Office Staff, who provides us with \$2,400/year in virtual receptionist duties, and NextGI, who provided us with \$1,000 of much-needed IT products/services,

A corporate relationship with Macy's and Clothes4Souls resulted in a donation of 800 winter coats and 1000 pairs of Bombas socks which were distributed to families in need with the help of the Boys and Girls Club of Truckee Meadows in December.

We are proud partners in the GratisGives Program. 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

Battleborn Auto Electronics	OCG Creative
Brite Glass	Omni Chiropractic
Builders Association of Northern Nevada	Ponderosa Pediatrics
Crown Collision Center	Press Start
CSG Direct, Inc.	Rise Creative Consulting
DSX Voice	Sage International, Inc.
FIT Learning Consulting & FIT Learning	Sierra Sid's
Front Office Staff	Sierra Sunrise Wellness Group
Global Goods Shop	Simco Imported Shoes
Maslow Creative	Sunshine Service Brake & Alignment
Nevada Blue Ltd.	The Traveling Photo Booth
Northern Nevada Women's Health	Upstate Nevada

BOARD MEMBERS AND STAFF

THE AWESOME PEOPLE BEHIND FOR KIDS FOUNDATION



Cheri Hil
Madam Chair
Owner, Sage International



Margaret Ciorciari
Board Treasurer
Retired VP Finance



Tayona Tate
Board Secretary
Sotheby's



Mat Anderson
Finance of
America



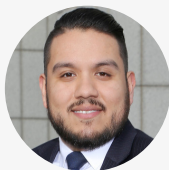
Kit Carson
HomeVestors



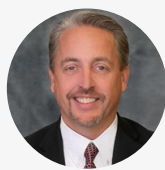
Michael Norman
Retirement Sherpa



Pat Pieper
Transforce Health



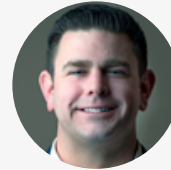
Cesar Quintanilla
Nevada State
Bank



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 quarterly Board meetings as well as biweekly teleconferences throughout the year to review applications and to volunteering at our fundraising events.

Thanks to our Board's generosity, we received the 100% Giving Board Award 2020 by the Community Foundation of Western Nevada.



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

CONTACT

IN-KIND VIRTUAL RECEPTIONIST PROVIDED BY FRONT OFFICE STAFF

Ways You Can Help

Donate Online: <https://forkidsfoundation.org>

Businesses Can Participate in GratisGives: Visit <https://gratisgives.com> for more information

Planned Giving: Your legacy of compassion can help children in our community thrive in the future. Consider leaving a gift in your Will or Living Trust.

Amazon Shoppers can use AmazonSmile:
www.smile.amazon.com/ch/75-3093964

Melaleuca Online Health and Wellness Shoppers:
Contact our representative Terri Hoblit at 775-420-8636

Host Your Own Event: Choose For Kids Foundation as the recipient of fundraising proceeds

Sponsorships Available: Join us for the 5th Annual Golf Tournament, Friday, 5/21/21, at Red Hawk Golf & Resort, in Sparks, NV

Annie Goni-Stewart, Executive Director

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annie@forkidsfoundation.com

Follow us on social media:

