

2021 ANNUAL REPORT

FOR KIDS FOUNDATION



PREPARED BY

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MESSAGE FROM OUR DIRECTOR

When our world started to reopen in early 2021, requests for assistance came pouring in to For Kids Foundation. Thanks to our generous donors and community partners, we addressed this pent-up demand (almost double the requests received in 2020) by funding more than \$217,400 of urgently needed products and services for some of Northern Nevada's most vulnerable kids.

Without a doubt, COVID has upended the lives of so many families. As a result, our kids are suffering, especially psychologically and academically as seen by the uptick in these particular requests.

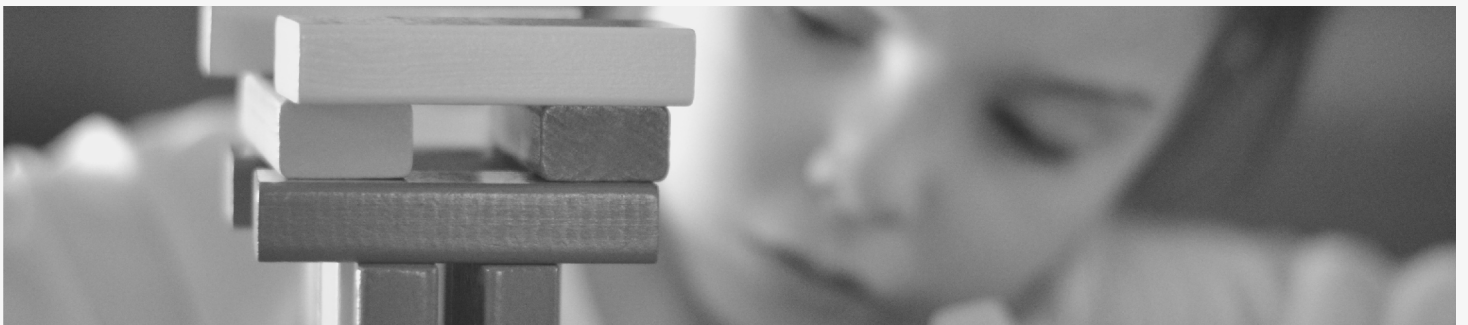
Our generous community helped remove any financial barriers from our kids getting the care they need. From psychological counseling to equine-assisted therapy to tutoring to improve grades to even a warm bed for a good night's rest--our supporters help change the lives of many suffering children right here in Northern Nevada.

We've been efficiently using technology to our advantage as the pandemic continues to disrupt our daily lives. Virtual presentations have opened up a world of possibilities for us to identify kids in need, share our mission, and gain the support of community partners across the state.

We've never been in a better position to help the children in our state.



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 Northern Nevada children (from birth through age 20) when there is no other financial resource available.

OUR VISION

Provide or align resources to help every child thrive.





2021 FINANCIALS

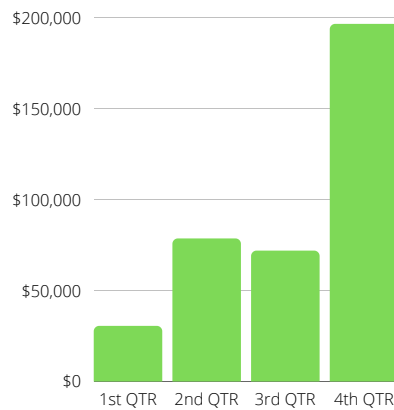
REVENUE

DONATIONS, GRANTS, AND FUNDRAISING EVENTS

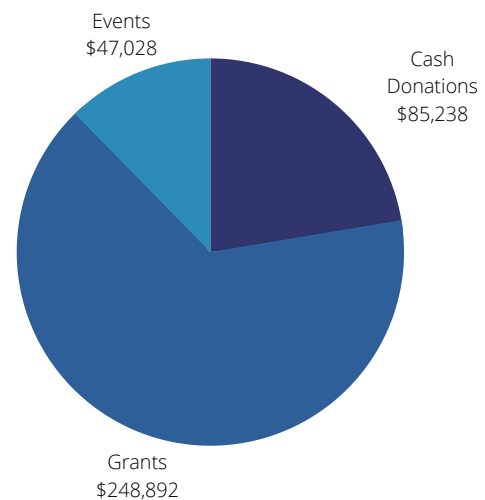
\$377,158

Our May 2021 Golf Tournament was a great success, despite the Northern Nevada dusting of snow the morning of the event.

Although we were forced to cancel a fall Oktoberfest due to the public still being wary of large in-person events, we were able to participate in other, smaller events, like Barktoberfest, a Cornhole Tournament, and a Giving Tree event. These events raised awareness of our Mission with the local community.



2021 Revenue by Quarter



Participation by local businesses in the GratisGives program generated \$6,097 check presented at the Annual Awards Gala in May held at the Automobile Museum in Reno.

We participated in the Season of Giving program offered by local TV Channel 4, and we sent out a direct-mail in November, both helping to generate \$29,050.

Grant funding for 2021 totaled \$248,892.



2021 PROGRAM

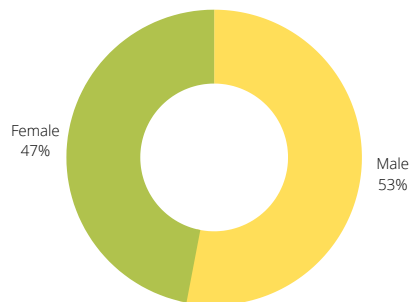
AWARDS PAID

MEDICAL, DENTAL, PSYCHOLOGICAL, AND EDUCATIONAL AWARDS

\$217,448

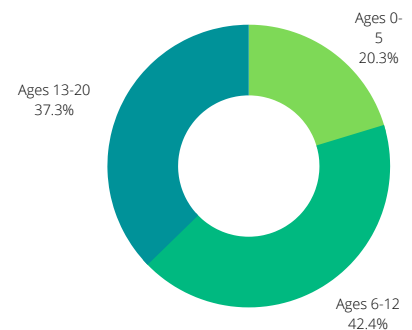
2021 PROGRAM STATS

271 Applications Received

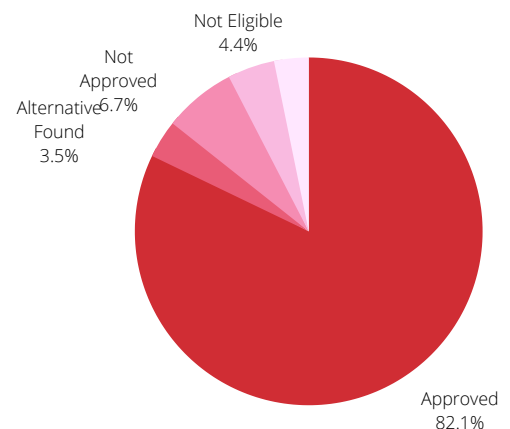


128 Female - 47.2%
143 Male - 52.8%

55 for Ages 0-5 - 20.3%
115 for Ages 6-12 - 42.4%
101 for Ages 13-20 - 37.3%



208 Approved 76.8%
8 Canceled by Parent 3%
17 Denied by FKF 6.3%
13 Failed to Respond 4.8%
9 Found Alternative Funding 3.3%
11 Not Eligible 4.1%
5 Pending Review 1.8%





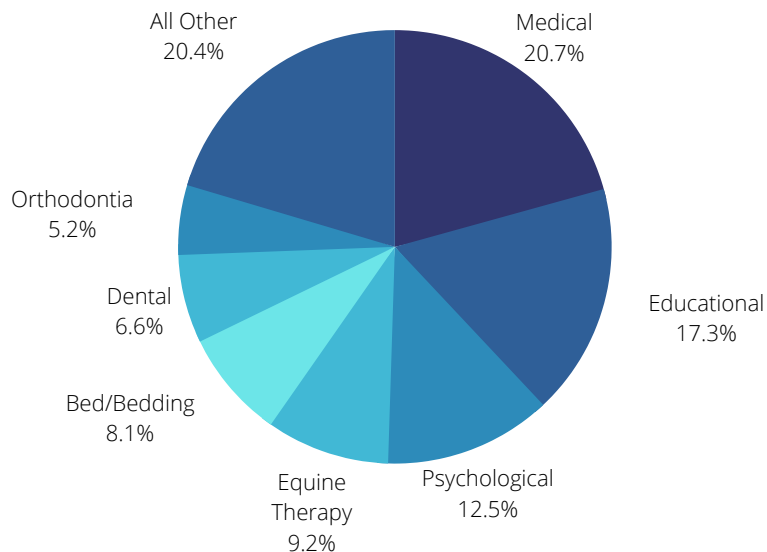
2021 PROGRAM

AWARDS PAID

MEDICAL, DENTAL, PSYCHOLOGICAL, EDUCATIONAL AWARDS

\$217,046

2021 PROGRAM STATS



Type of Award/Amount Paid

Camp/Summer School \$212
Car seat/Adaptive Device \$689
Childcare \$910
Clothes \$3,302
Dental \$17,597
Diaper/Formula/Infant Supplies \$473
Educational \$37,320
Equine Therapy \$21,520
Furniture/Bed \$7,925
Medical \$65,649
Orthodontia \$17,817
Psychological \$25,780
Service Dog \$1,600
Sports \$3,499
Travel \$13,087

MEASURE OF SUCCESS

LIVES CHANGED

With 2021 requests for assistance almost doubling those received in 2020, we noticed a significant increase in educational and psychological requests as our kids continue to deal with the pandemic fallout.

Thanks to generous partnerships with Mathnasium of East Sparks and Fit Learning Center, to name a couple, we were able to provide children with educational resources to improve their grades, beef up their scholastic confidence, and ease the minds of worried parents and guardians.

For many of our children, the effect of our help 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, orthodontia for the child bullied by his smile, or a cranial-molding helmet for the infant with a cranial abnormality.

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.

We stand ready to assist.

LIVES CHANGED IN 2021

271 APPLICATIONS, 76.8% APPROVED, \$217.448 TOTAL AWARDS IN 2021



The school social worker of a rural family of five asked for our help. The family home, including beloved pets, was decimated in a house fire on Christmas Eve. While the home owner's insurance works out details, we stepped in to provide refurbished Chromebooks, clothes, shoes, and personal/hygienic items. When Walmart on Kietzke in Reno learned of the family's plight, they additionally donated a \$200 gift card for the family. Once the family is in a permanent living situation, we also approved purchase of beds/bedding for all three kids.

Parents of a baby who was "failing to thrive," weighing less than 12 pounds at 9 months of age, asked for help paying travel expenses for the family to travel out of state for specialist evaluations at a renowned children's hospital. We approved the request as local pediatric specialists were unable to diagnose a treatable condition.



Working parents asked for help paying for inpatient psychiatric care for their depressed, suicidal teenager. The child had been struggling pre-pandemic. However, the isolation, school closures, and familial financial struggles only worsened the child's mental health struggles.

SUSTAINABILITY PLAN

STEWARDSHIP, COMMUNITY INVOLVEMENT AND AFFILIATIONS

We maximize our Award Program gifts and grants by requesting discounts from all service providers, totaling \$64,711 in 2021.

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

We continue to 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 \$248,892 in grants in 2021.

Although our ability to provide live presentations was somewhat curtailed in 2021, we attended many virtual events to share our mission. We are active in the community as a member of the Reno-Sparks Chamber and Association of Fundraising Professionals.

We continue to build local community partners like Front Office Staff, who provides in-kind virtual receptionist; NextGI, who provided one year of in-kind IT services; Macy's, who donated 700 winter coats; Bombas, who donated 2000 pairs of socks, and A Little Off Topic, who donated 1000 board games to give away to kids on our community.

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. <https://gratisgives.com>



Local Businesses Supporting For Kids Foundation through GratisGives Program in 2021

Battle Born Auto Electronics	Northern Nevada Women's Health
Brite Glass	OCG Creative
Builders Association Charity	Omni Chiropractic
Builders Association of Northern Nevada	Ponderosa Pediatrics
ChiroFIT	Press Start
Crown Collision Center	Relentless Fulfillment
CSG Direct, Inc.	Rise Creative Consulting
DSX Voice	Sage International, Inc.
FIT Learning (Sierra Learning Lab)	Salon Glow
FIT Learning Consulting and FIT Learning	Sierra Sid's Casino
Front Office Staff	Sierra Sunrise Wellness Group
Global Goods Shop	Silver and Blue Outfitters
Glory Cloud Coffee Roasters	Simco Imported Shoes
Jon Kulesa, DDS	Sunshine Service Brake and Alignment
Kiddo Wellness	The Traveling Photo Booth
Maslow Creative	TMJ & Sleep Therapy Centre of Reno
Mega Flyer Direct	Upstate Nevada
Nevada Blue Carson City	Well Beyond Dental
Nevada Blue Ltd	

BOARD MEMBERS AND STAFF

THE AWESOME PEOPLE BEHIND FOR KIDS FOUNDATION



Cesar Quintanilla
Board Chair



Lindsey York
Vice Chair



Margaret Ciorciari
Board Treasurer



Tayona Tate
Board Secretary



Mat Anderson



Allie Berkowitz



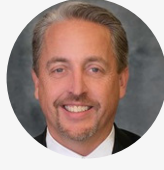
Fabby Franco



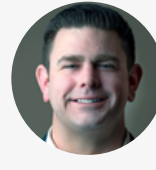
Mchelle Harrington



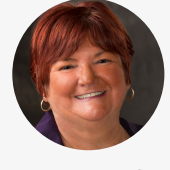
Mike Norman



Greg Raleigh



Kyle Robertson



Rena Zatica

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 and biweekly teleconferences to review applications, as well as volunteering at our fundraising events.

With many comings and goings to our Board in 2021, we most fondly said goodbye to Margaret Ciorciari, who retired after serving **16 years** on our Board of Directors to pursue time with family and travel. Thank you for your service, Margaret!

Thanks to our Board's generosity, we received the 100% Giving Board Award 2021 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 6th Annual Golf Tournament, Friday, 5/13/22, at Red Hawk Golf & Resort, in Sparks, Nevada

Annie Goni-Stewart, Executive Director

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Follow us on social media:

