

**2023 ANNUAL IMPACT REPORT - 20TH ANNIVERSARY**

# FOR KIDS FOUNDATION



**PREPARED BY**  
**ANNIE GONI-STEWART, EXECUTIVE DIRECTOR**  
**ANNIE@FORKIDSFOUNDATION.ORG**

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# MESSAGE FROM OUR DIRECTOR

## Celebrating Two Decades of Helping Northern Nevada's Children in Need

When our founders, Dr. Earl Nielsen and Mr. Bill Vickers, started For Kids Foundation in 2003, their goal was to provide one-time funding for the urgent, unmet needs of Northern Nevada's underserved children. Twenty years later, our Mission remains steadfast as we continue to provide our kids access to vital products and services that no one else can.

This year's 20th-anniversary milestone was marked by a staggering 403 applications for assistance (*16% increase from 2022*) and a record-setting \$284,577 Program Awards paid. This wouldn't have been possible without the generous support of our benefactors, Board of Directors, and community partners.

Our work is far from complete. Children are suffering, especially physically and emotionally. With the continued support of our community, we will be here another 20 years to positively impact the lives of Northern Nevada children!

*Annie*

Annie Goni-Stewart  
Executive Director, For Kids Foundation



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# 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, although 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

Serving as a safety net for children who fall through the cracks, For Kids Foundation provides one-time funding for the unmet needs of Northern Nevada children (from birth to age 21) when there is no other known resource available.

# OUR VISION

Provide or align resources to help every child thrive.





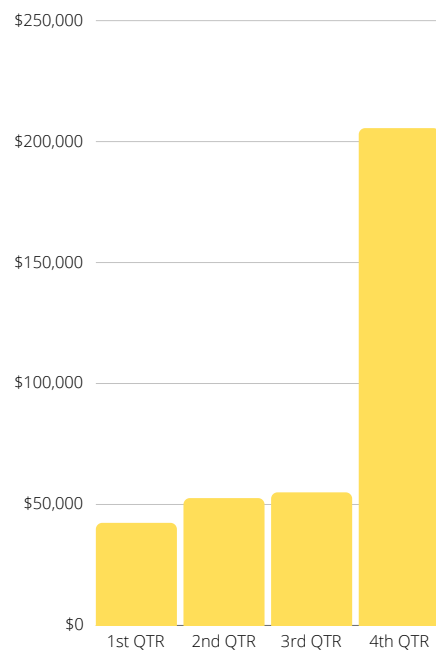
# 2023 FINANCIALS

## REVENUE

DONATIONS, GRANTS, AND FUNDRAISING EVENTS

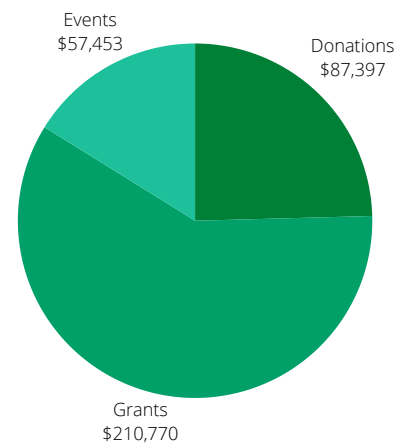
**\$355,620**

Our 7th Annual Golf Tournament on May 12, 2023, at Red Hawk Golf and Resort in Sparks was a sold-out event with **Title Sponsor Jensen Electric, netting \$30,971.**



**2023 Revenue by Quarter**

## 2023 Sources of Revenue



- Local businesses participating in the GratisGives™ program helped raise **\$7,588.**
- Our direct-mail initiative in October generated **\$30,209.**
- Celebrating 100 years in business, local Kimball-Midwest owners/employees contributed **\$10,000.**
- Year-long company fundraising by local SanMar employees raised **\$19,245.**
- Grant funding for 2023 totaled **\$210,770.**





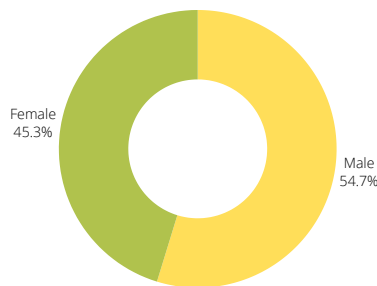
# 2023 PROGRAM STATS

## AWARDS PAID

MEDICAL, DENTAL, PSYCHOLOGICAL, AND EDUCATIONAL AWARDS PAID

\$284,577

### Gender



### 411 Applications Processed (includes 8 from 2022)

186 Female - 45.3%

225 Male - 54.7%

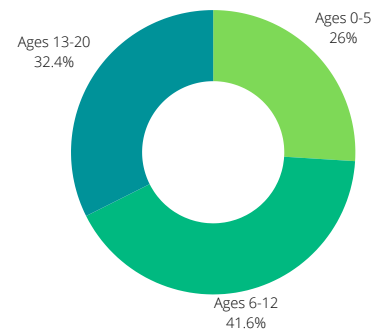
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107 for Ages 0-5 - 26.0%

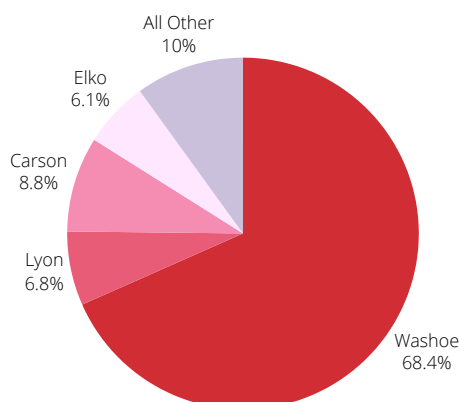
171 for Ages 6-12 - 41.6%

133 for Ages 13-20 - 32.4%

### Age



### Applications by County



### Application Status

296 Approved

15 Canceled by Parent

26 Not Approved

29 Failed to Respond

14 Found Alternative Funding

16 Not Eligible

15 Pending Board Review at year end



# 2023 PROGRAM STATS (CONTINUED)

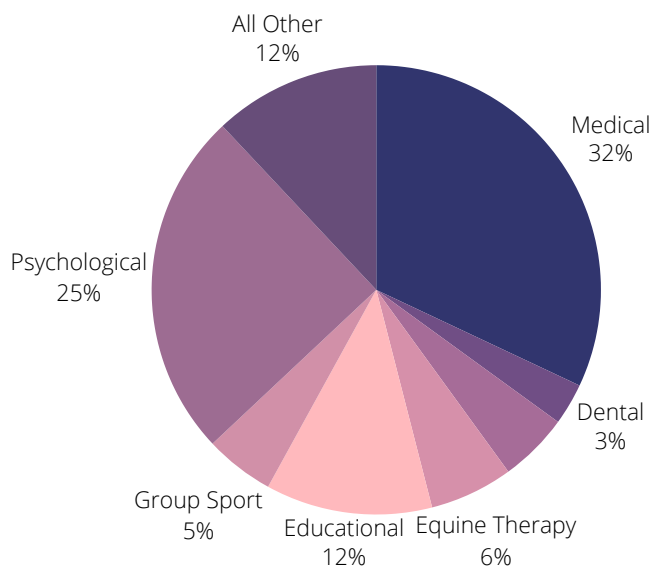
## AWARDS PAID

MEDICAL, DENTAL, PSYCHOLOGICAL, EDUCATIONAL AWARDS

**\$284,577**

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## 2023 PROGRAM AWARDS PAID



## Type of Award/Total Paid

Camp/Summer School \$393  
Car Seat/Adaptive Devices \$6,208  
Childcare \$1,515  
Clothes/Shoes \$624  
Dental \$7,562  
Diaper/Formula/Infant Supplies \$1,102  
Educational \$34,478  
Equine-Assisted Therapy \$17,840  
Furniture/Beds \$10,383  
Medical \$92,005  
Orthodontia \$12,894  
Psychological \$70,809  
Sports \$14,684  
Travel (for medical) \$11,593  
Vision \$2,631



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# MEASURE OF SUCCESS

## LIVES CHANGED

Medical, Psychological and Educational applications continue to be our most-requested categories.

Thanks to continued generous partnerships with Cigar Lions Club, Mathnasium of East Sparks and Fit Learning Center, we were able to align or provide children with educational resources to ensure academic success.

Partnering with other organizations like Children's Cabinet, Access to Health Care Network, Nevada Early Intervention and others, we identified children in need and connected families with resources.

For many of our children, the effect of our help is immediate: a bed for a child sleeping on the floor, emergent dental procedure for a child in pain or gas cards for a struggling rural Nevada family to travel for urgent medical intervention.

For others, the results will take time: applied behavioral analysis (ABA) therapy for the newly diagnosed autistic child, talk therapy for physically or emotionally abused children and orthodontia for the child bullied for his smile.

The impact of our financial assistance extends beyond just the child. Not only do we provide relief from both emotional and financial stress, we believe our support positively impacts the whole community. When a family can focus on life, work, and raising their children, educators, employers, and extended family members also reap the benefits. In the end, the child receives the necessary attention and support needed to thrive!



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# LIVES CHANGED IN 2023

**403 APPLICATIONS, 72% APPROVED, \$284,577 TOTAL AWARDS PAID**



Thirty-four percent of 2023 applications were focused on the **mental health** of our youth, including consultations, neuropsychological testing, psychiatric hospitalizations, prescription medication, talk therapy and equine-assisted therapy.

We provided funding for **dance, karate, gymnastics**, and other **group sport activities**, offering at-risk youth a positive experience, healthy physical activity and opportunity to build self esteem.



We received 27 requests from Nevada families seeking assistance with **travel expenses** associated with obtaining out-of-area specialized medical care not available locally.

We extended aid to families whose children experienced some form of ambulatory disability, helping them obtain **adaptive devices** to facilitate ambulation and family participation by covering out-of-pocket costs after insurance.



We provided **beds and bedding** for at-risk children or children living in multi-generational households who were sleeping on the floor, offering a good night's sleep and setting them up for success in school and life.



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# NEVADA STATISTICS

## FOR KIDS FOUNDATION ADDRESSES THE HEALTH, WELLBEING AND EDUCATIONAL NEEDS OF NORTHERN NEVADA CHILDREN



**Population:** Nevada's 2022 population is estimated at 3,177,772; 21.7% under age 18; 5.7% under age 5 and 14.1% living in poverty (U.S. Census Bureau).

**Health:** 8.6% of Nevada's children under age 19 are uninsured (March of Dimes).



**Education:** According to edweek.org, Nevada receives an overall national grade of C- in "Chance for Success."



**Mental Health:** 1 in 5 young people, between the ages 13 and 18, has or will develop a mental health need in their lifetime (Nevada PEP).



### \$ 1.4M+ Program Awards Paid Since 2010

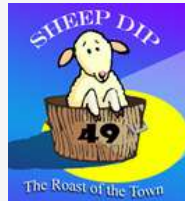
Our Award Program has consistently increased over the years (with the exception of 2020 pandemic shutdowns). By sharing our Mission throughout Northern Nevada, we've increased our ability to identify children in need, resulting in a surge in requests for assistance in recent years.

#### Types of Board-Approved Awards

Adaptive Devices	Dental/Orthodontia	Insurance	Psychological Services
Autism Support	Equine-Assisted Therapy	Deductibles	Service Animals
Beds/Bedding	Eyeglasses/Contacts	Medical Copayments	Summer Camp
Bicycles	Genetic Testing	Medical Treatments	Text-to-Speech
Car Seats	Group Sport Fees	Music Lessons	Software
Dance Lessons	Laptop Computers	Prescriptions	Travel (for medical)
		Psychiatric Care	Tutoring

# TWO DECADES OF CHANGING LIVES

FROM OUR HUMBLE BEGINNINGS WITH AN ANNUAL WINE & CHEESE EVENT TO MULTIPLE COMMUNITY EVENTS, WE THANK ALL THOSE WHO HAVE SUPPORTED US FOR THE PAST 20 YEARS!



Helping Kids  
FOR KIDS FOUNDATION BY MARGARET CIOCCIARI





# SUSTAINABILITY PLAN

## STEWARDSHIP, COMMUNITY INVOLVEMENT AND AFFILIATIONS

We are dedicated to maximizing the value of our Program gifts and grants, always researching alternative funding sources and acquiring supporting documentation for every application. We collaborate with local organizations to identify children in need and work to find the best solution.

We leverage technology, connecting virtually with children's service providers across Northern Nevada to share our Mission and establish strong relationships.

This year was marked by many new and continued local and national partnerships generously supporting our Mission: Allegra, Bombas, Dermody Properties, Front Office Staff, Goosehead Insurance, GratisGives™, Jensen Electric, Kimball Midwest, RC Willey, Reno Toy Run, SanMar, Second Baptist Church, Soles4Souls and Spruce (to name only some of our esteemed supporters).





## A CHARITABLE INITIATIVE BY GRATIS PAYMENT PROCESSING, LLC

GratisGives™ is a unique Northern Nevada program that connects local business owners to a local nonprofit, such as For Kids Foundation. By reducing unnecessary fees found in many merchant accounts, business owners can take a portion of their savings and convert them into a monthly contribution to For Kids Foundation. For more information about this unique program, visit: ***gratisgives.com***



## Local Businesses Supporting For Kids Foundation through GratisGives™ Program in 2023

Allegra  
Battle Born Auto Electronics  
Brite Glass  
Builders Association Charity  
Builders Association of Northern Nevada  
ChiroFIT  
Crown Collision Center  
CSG Direct, Inc.  
DSX Voice  
FIT Learning (Sierra Learning Lab)  
FIT Learning Consulting and FIT Learning  
Front Office Staff  
Global Goods Shop  
Glory Cloud Coffee Roasters  
Groomingdale's Pet Spa  
Jon Kulesa, DDS  
Kiddo Wellness  
Maslow Creative  
Nevada Blue Carson City  
Nevada Blue Ltd

Northern Nevada Women's Health  
OCG Creative  
Omni Chiropractic  
PC Service Center  
Ponderosa Pediatrics  
Press Start  
Relentless Fulfillment  
Rise Creative Consulting  
Sage International, Inc.  
Salon Glow  
Sierra Nevada Surgical Associates  
Sierra Sid's Casino  
Sierra Sunrise Wellness Group  
Silver and Blue Outfitters  
Sunshine Service Brake and Alignment  
The Traveling Photo Booth  
TID Systems  
TMJ & Sleep Therapy Centre of Reno  
Upstate Nevada  
Well Beyond Dental



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# BOARD MEMBERS AND STAFF

## MEET THE TEAM BEHIND FOR KIDS FOUNDATION



Cesar Quintanilla  
Board Chair



Lindsey York  
Vice Chair



Tayona Tate  
Board Secretary



Allie Berkowitz



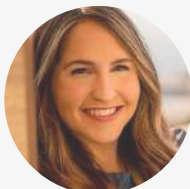
Michelle Engebretson



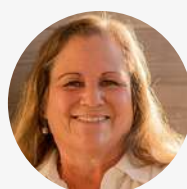
Fabby Franco



Megan Evans



Janell Garcia



Michelle Harrington



Mike Norman



Kyle Robertson

### Our Diverse Board of Directors

Our Board of Directors represents a broad spectrum of community members who share the common goal of helping children in need.

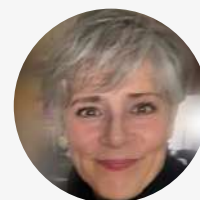
As a working Board, our members diligently attend biweekly teleconferences to review applications as well as quarterly Board meetings. Additionally, they willingly serve as Champions of our Mission in the community.

Interested in joining our Board? Visit:  
<https://forkidsfoundation.org/board-of-directors-candidate-application>



Our Board earned the Community Foundation of Northern Nevada's **2023 100% Giving Board Award!** We are so grateful for our Board's time, talent, and financial contributions.

Annie Goni-Stewart,  
Executive Director  
since January 2018



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# CONTACT

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

### Ways You Can Help

#### Donate Online:

<https://forkidsfoundation.org/donate>

#### 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.

**Donate Appreciated Stock or Other Assets:** Have your financial planner contact us for more information.

**Host Your Own Event:** Choose For Kids Foundation as the recipient of your fundraising efforts.

**Sponsorships Available:** Join us for the 8th Annual Golf Tournament, Friday, May 10, 2024, at Red Hawk Golf & Resort, in Sparks, with **Title Sponsor Jensen Electric**, [jensenelectricnv.com](http://jensenelectricnv.com).

#### Annie Goni-Stewart, Executive Director

For Kids Foundation

P.O. Box 5153, Reno, NV 89513

Office: 775-741-5231

<https://forkidsfoundation.org>

[annie@forkidsfoundation.org](mailto:annie@forkidsfoundation.org)

#### Follow us on social media:



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Federal Tax ID: 75-3093964



2022 ANNUAL IMPACT REPORT

# FOR KIDS FOUNDATION



**PREPARED BY**

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



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# MESSAGE FROM OUR DIRECTOR

Remember as kids how time seemed to stand still (especially when waiting for school breaks and birthdays)? It's so hard to believe that yet another year has passed (and, for me, that I just completed five years on the job as Executive Director of For Kids Foundation!).

During the past five years, we have worked hard to build upon the foundation created in 2003 by our Founders. Since 2018, we have expanded our reach across Northern Nevada to identify children in need of our Program; annual applications for assistance have more than tripled; and Annual Program Awards for some of our State's most vulnerable children have almost quadrupled.

We continue to attract awesome people to support our Mission: an amazing, highly dedicated and caring Board of Directors; an ever-expanding list of volunteers; and community partners like GratisGives, Front Office Staff, RC Willey, Bareknuckle Branding, Jensen Electric, and too many more to mention all here.

I'm excited to see where the future will take us, the lives we'll change, and the amazing people we'll meet along the way. Thank you for making our work possible.

*Annie*

Annie Goni-Stewart

Executive Director, For Kids Foundation





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# 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, although 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

Since 2003, For Kids Foundation fills in the gaps created by other programs to fund the urgent, unmet needs of Northern Nevada children (from birth to age 21) when there is no other known financial resource available.

# OUR VISION

Provide or align resources to help every child thrive.





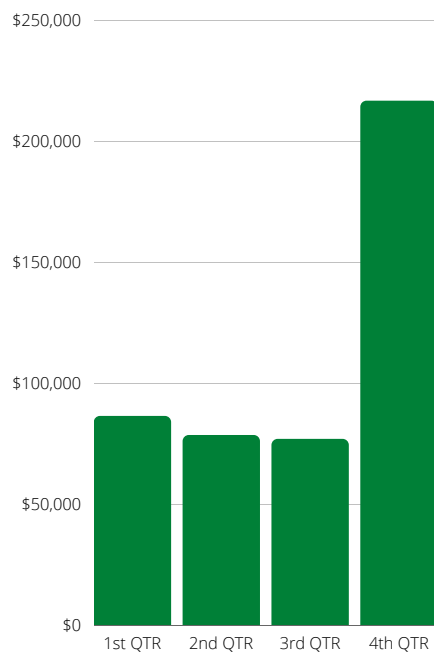
# 2022 FINANCIALS

## REVENUE

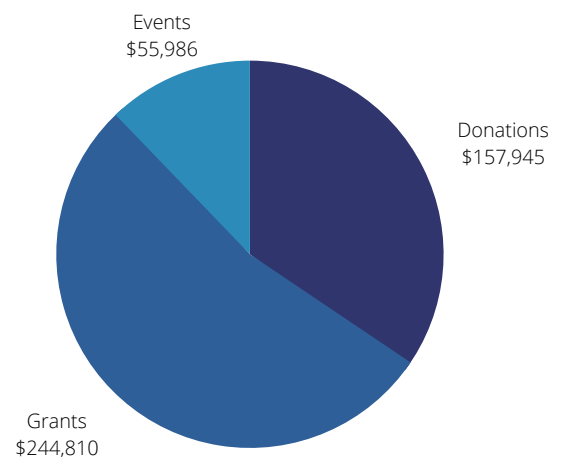
DONATIONS, GRANTS, AND FUNDRAISING EVENTS

**\$458,741**

The 6th Annual Golf Tournament on May 13, 2022, at Red Hawk Golf and Resort in Sparks was a sold-out event with beautiful spring weather; our Title Sponsor was Jensen Electric.



2022 Revenue by Quarter



Local businesses participating in the GratisGives program helped raise \$7307.39. A check was presented at the GratisGives Annual Awards Gala in May held at the Atlantis in Reno.

Our direct-mail fundraising initiative in November was bolstered with an anonymous donor matching the first \$10,000 of donations, helping generate \$46,165.

Grant funding for 2022 totaled \$244,810.



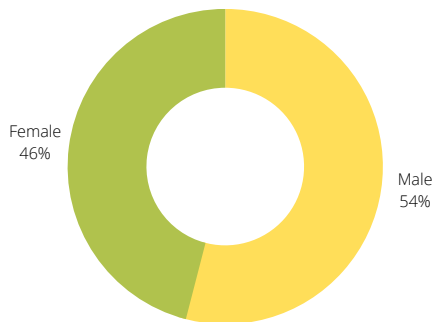
# 2022 PROGRAM STATS

## AWARDS PAID

MEDICAL, DENTAL, PSYCHOLOGICAL, AND EDUCATIONAL AWARDS PAID

\$232,653

### Gender

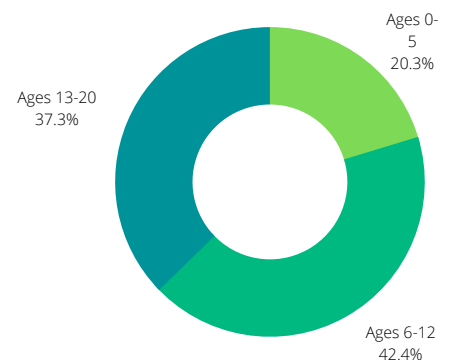


### 348 Applications Received

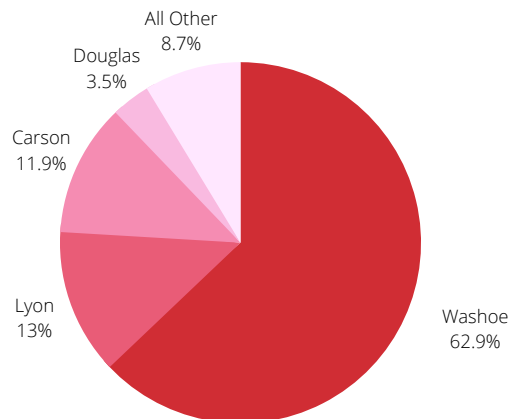
160 Female - 46%  
188 Male - 54%

98 for Ages 0-5 - 28.16%  
138 for Ages 6-12 - 39.66%  
112 for Ages 13-20 - 32.18%

### Age



### Applications by County



### Application Status

234 Approved 67.24%  
8 Canceled by Parent 2.30%  
36 Denied by FKF 10.34%  
30 Failed to Respond 8.62%  
18 Found Alternative Funding 5.17%  
15 Not Eligible 4.31%  
7 Pending Review 2.01%



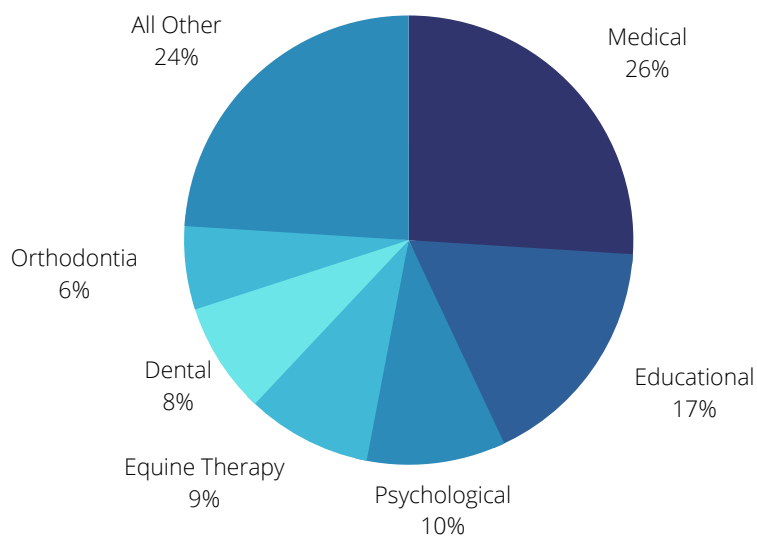
# 2022 PROGRAM STATS (CONTINUED)

## AWARDS PAID

MEDICAL, DENTAL, PSYCHOLOGICAL, EDUCATIONAL AWARDS

\$232,708

## 2022 PROGRAM AWARDS PAID



## Type of Award/Total Paid

Camp/Summer School \$1660  
Car seat/Adaptive Devices \$3662  
Childcare \$12,389  
Clothes/Shoes \$924  
Dental \$18,590  
Diaper/Formula/Infant Supplies \$3777  
Educational \$39,448  
Equine-Assisted Therapy \$21,420  
Furniture/Beds \$9,698  
Medical \$60,889  
Orthodontia \$14,982  
Psychological \$23,113  
Service Animals \$3600  
Sports \$12,033  
Travel (for medical) \$2100  
Vision \$4342



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# MEASURE OF SUCCESS

## LIVES CHANGED

Medical, Educational, and Psychological applications continue to be our most requested categories.

Thanks to continued generous partnerships with Mathnasium of East Sparks and Fit Learning Center, we were able to provide children with educational resources to ensure academic success.

Partnering with other organizations like Children's Cabinet, Access to Health Care Network, Nevada Early Intervention and others, we identified children in need and connected families with resources.

For many of our children, the effect of our help is immediate: a bed for a child sleeping on the floor, emergent dental procedure for a child in pain, and gas cards for a struggling rural Nevada family to travel for urgent medical intervention.

For others, the results will take time: applied behavioral analysis (ABA) therapy for the newly diagnosed autistic child, talk therapy for physically or emotionally abused children, and orthodontia for the child bullied for his smile.

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 remain ready to provide or align resources so every child can thrive.

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# LIVES CHANGED IN 2022

**348 APPLICATIONS, 234 APPROVED, \$232,653 TOTAL AWARDS PAID**



Parents of a premature infant (born at 28 weeks) requested help purchasing a breast pump. The family's insurance would not pay until *after* the original due date. Mom was pumping breast milk as the infant's sole form of nutrition and needed help *now*.

Working parents of a child with special needs sought help purchasing a tracking device similar to AngelSense. The device would monitor the child's whereabouts for concerned parents as the nonverbal child tended to wander and was unaware of potential dangers. Our support offered parents peace of mind to focus on work and daily tasks while the child was not in their care.



Working parents asked for help paying for a program to address their child's severe disinterest in eating/extremely low weight. They had seen multiple specialists to no avail and hoped Aspiring Sprouts could offer the intervention needed to improve their child's dire situation. The program was recommended by the child's pediatrician; however, it was not covered by the family's insurance.

Two siblings suffering from grief, anxiety, depression and multiple behavioral issues following the loss of a parent were referred to us by the children's talk therapist. The therapist recommended Equine-Assisted Therapy as an adjunct to talk therapy. Having seen great benefit from Nevada Equine Assisted Therapy (NEAT) for more than 12 years, our Board approved the request.



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# SUSTAINABILITY PLAN

## STEWARDSHIP, COMMUNITY INVOLVEMENT AND AFFILIATIONS

We continue to maximize our Award Program gifts and grants by requesting discounts from all service providers, totaling **\$32,254** in 2022.

We research alternative funding sources and collect documents to support every application before presenting requests for Board 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 **\$244,810** in grants in 2022.

We maximize technology to give virtual presentations to children's service providers across Northern Nevada, helping us identify children in need and building relationships. We are members of the Reno-Sparks Chamber, Society for Nonprofits, and the Association of Fundraising Professionals.

We continue to acquire local community partners like **Front Office Staff** (who provides an in-kind virtual receptionist), **Bombas** (who donated 500 pairs of socks), **Soles4Souls** (who donated 250 pairs of shoes for local Children in Transition), and local **RC Willey** (who donated three complete bedroom sets for a family who lost everything to house fire).

We are proud partners in the **GratisGives** Program. For more information visit <https://gratisgives.com>.





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# 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 many merchant accounts, business owners can take a portion of their savings and convert them into a monthly contribution to For Kids Foundation. This means savings for businesses and vital funding for our mission.

***<https://gratisgives.com>***



## Local Businesses Supporting For Kids Foundation through GratisGives Program in 2022

Battle Born Auto Electronics & Tinting  
Brite Glass

Builders Association Charity  
Builders Association of No. Nevada  
ChiroFIT

Crown Collision Center  
CSG Direct, Inc.  
DSX Voice

FIT Learning (Sierra Learning Lab)  
FIT Learning Consulting and FIT  
Learning

Front Office Staff  
Global Goods Shop  
Glory Cloud Coffee Roasters

Jon Kulesa, DDS  
Kiddo Wellness  
Maslow Creative  
Nevada Blue Carson City  
Nevada Blue Ltd

Northern Nevada Women's Health  
OCG Creative

Omni Chiropractic  
Ponderosa Pediatrics  
Press Start

Relentless Fulfillment  
Rise Creative Consulting  
Sage International, Inc.

Salon Glow

Sierra Nevada Surgical Associates  
Sierra Sid's

Sierra Sunrise Wellness Group  
Silver and Blue Outfitters

Sunshine Service Brake and Alignment  
The Traveling Photo Booth

TMJ & Sleep Therapy Centre of Reno  
Upstate Nevada  
Well Beyond Dental



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# BOARD MEMBERS AND STAFF

## THE AWESOME PEOPLE BEHIND FOR KIDS FOUNDATION



Cesar Quintanilla  
Board Chair



Lindsey York  
Vice Chair



Tayona Tate  
Board Secretary



Janell Garcia



Allie Berkowitz



Fabby Franco



Megan Evans



Mchelle Harrington



Mike Norman



Kyle Robertson

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 to review applications and quarterly Board meetings, as well as serving as Champions of our Mission by volunteering their time and expertise to help manage the Foundation.

With many comings and goings to our Board in 2022, we most fondly said goodbye to Rena Zatica, owner of Front Office Staff, who stepped down to focus on personal priorities (and who continues to support us via her business connections and providing us with an in-kind virtual receptionist).



Thanks to our Board's generosity, we received the 100% Giving Board Award 2022 from the Community Foundation of Western Nevada.

Annie Coni-Stewart serves as Executive Director since January 2018 and is still 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.

**Donate Appreciated Stock or Other Assets:** Have your financial planner contact us for more information.

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

**Sponsorships Available:** Join us for the 7th Annual Golf Tournament, Friday, 5/12/23, at Red Hawk Golf & Resort, in Sparks, Nevada with **Title Sponsor Jensen Electric**  
<https://jensenelectricnv.com/>

**Annie Goni-Stewart, Executive Director**

For Kids Foundation

P.O. Box 5153, Reno, NV 89513

Office: 775-741-5231

<https://forkidsfoundation.org>

[annie@forkidsfoundation.org](mailto:annie@forkidsfoundation.org)

Follow us on social media:



Federal Tax ID: 75-3093964



2021 ANNUAL REPORT

# FOR KIDS FOUNDATION



**PREPARED BY**

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



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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



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## 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

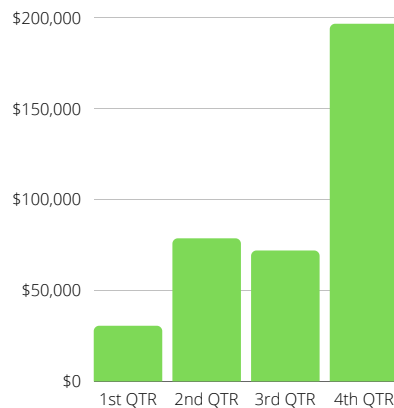
## REVENUE

DONATIONS, GRANTS, AND FUNDRAISING EVENTS

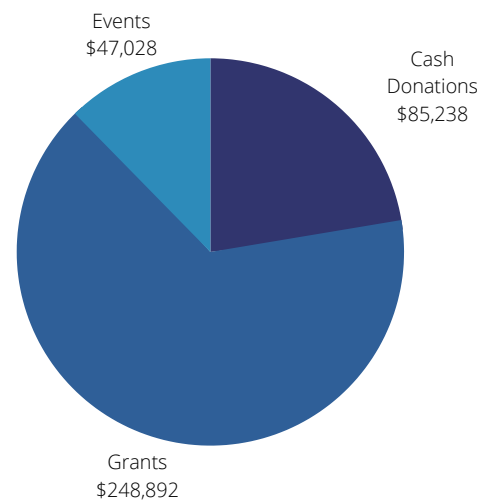
**\$377,158**

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

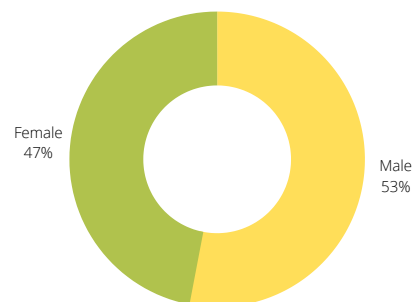
## AWARDS PAID

MEDICAL, DENTAL, PSYCHOLOGICAL, AND EDUCATIONAL AWARDS

\$217,448

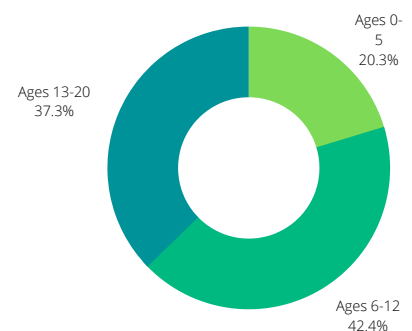
## 2021 PROGRAM STATS

### 271 Applications Received



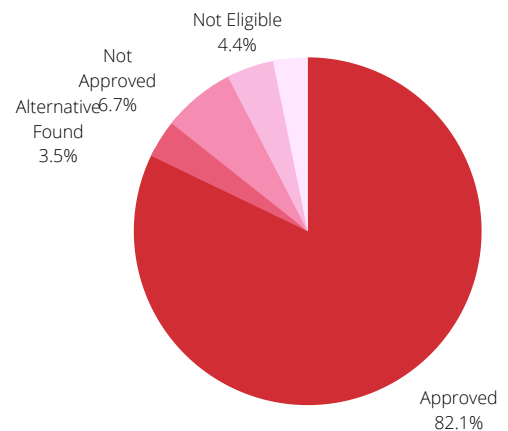
128 Female - 47.2%

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%





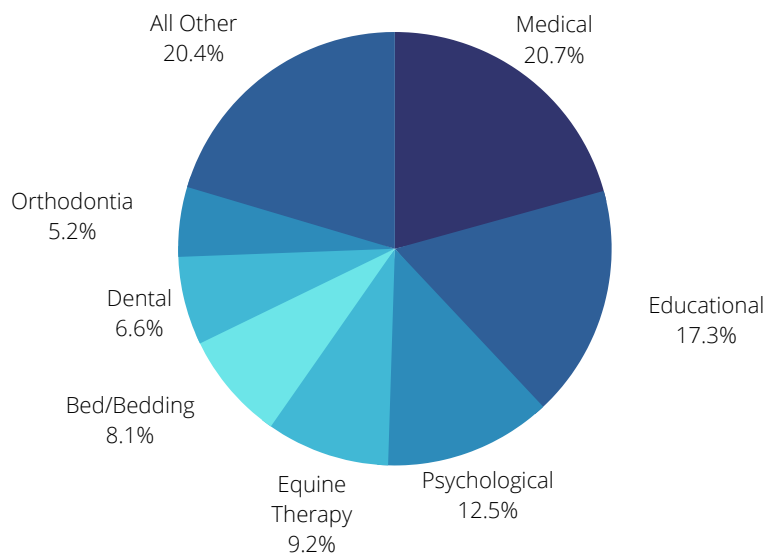
# 2021 PROGRAM

## 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

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# 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.





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# 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.

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# 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>.



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# 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	



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# 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



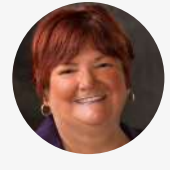
Mike Norman



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

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# 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](http://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**

For Kids Foundation  
P.O. Box 5153, Reno, NV 89513  
Office: 775-741-5231  
<https://forkidsfoundation.org>  
[annie@forkidsfoundation.org](mailto:annie@forkidsfoundation.org)

Follow us on social media:



2020 ANNUAL REPORT

# FOR KIDS FOUNDATION



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**PREPARED BY**

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





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# 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



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# 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

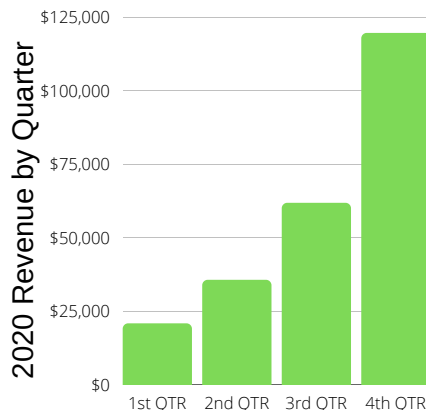
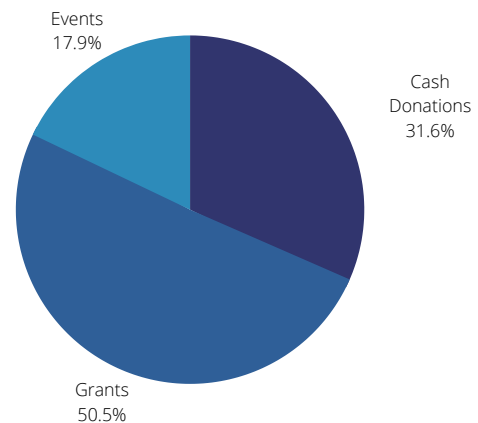
### DONATIONS, GRANTS, AND FUNDRAISING EVENTS

(\$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

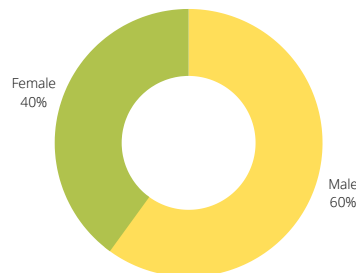
## AWARDS PAID

MEDICAL, DENTAL, PSYCHOLOGICAL, EDUCATIONAL AWARDS

\$65,902

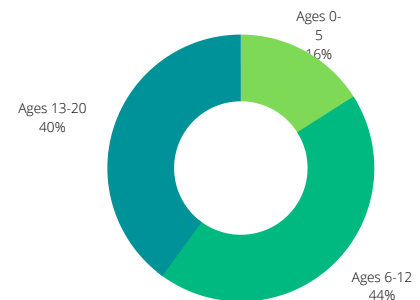
## 2020 PROGRAM STATS

### 147 Applications Received

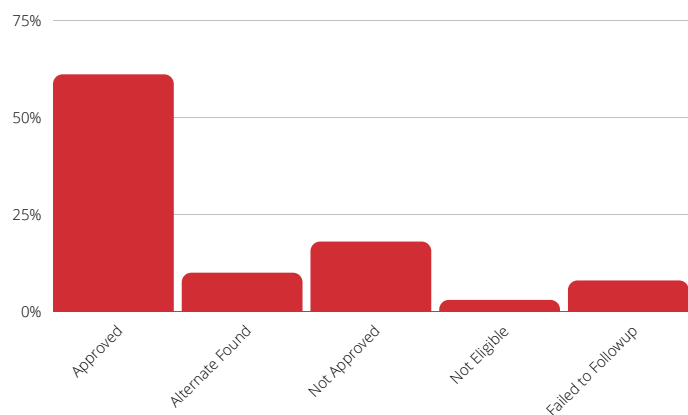


59 Female - 40%  
88 Male - 60%

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

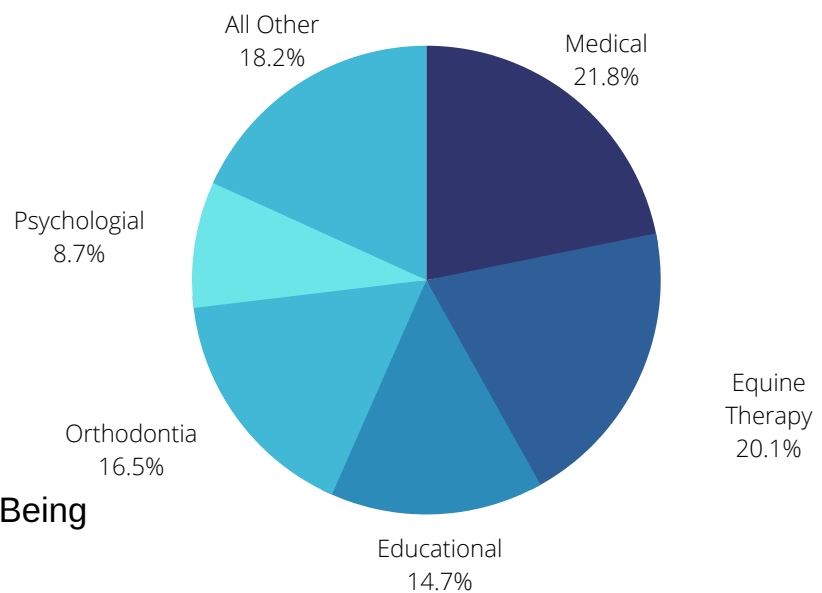
\$65,902

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## 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)





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# 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.

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# 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.

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# 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>.





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# GRATISGIVES

## LOCAL BUSINESSES PASSING ON MERCHANT PROCESSING SAVINGS TO LOCAL NONPROFITS

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## 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

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# 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

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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

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[www.smile.amazon.com/ch/75-3093964](http://www.smile.amazon.com/ch/75-3093964)

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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**

For Kids Foundation  
P.O. Box 5153, Reno, NV 89513  
Office: 775-741-5231  
<https://forkidsfoundation.org>  
[annie@forkidsfoundation.com](mailto:annie@forkidsfoundation.com)

Follow us on social media:



WWW.FORKIDSFOUNDATION.ORG - 775-741-5231

2019 ANNUAL REPORT

# FOR KIDS FOUNDATION



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**PREPARED BY**

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





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# 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.





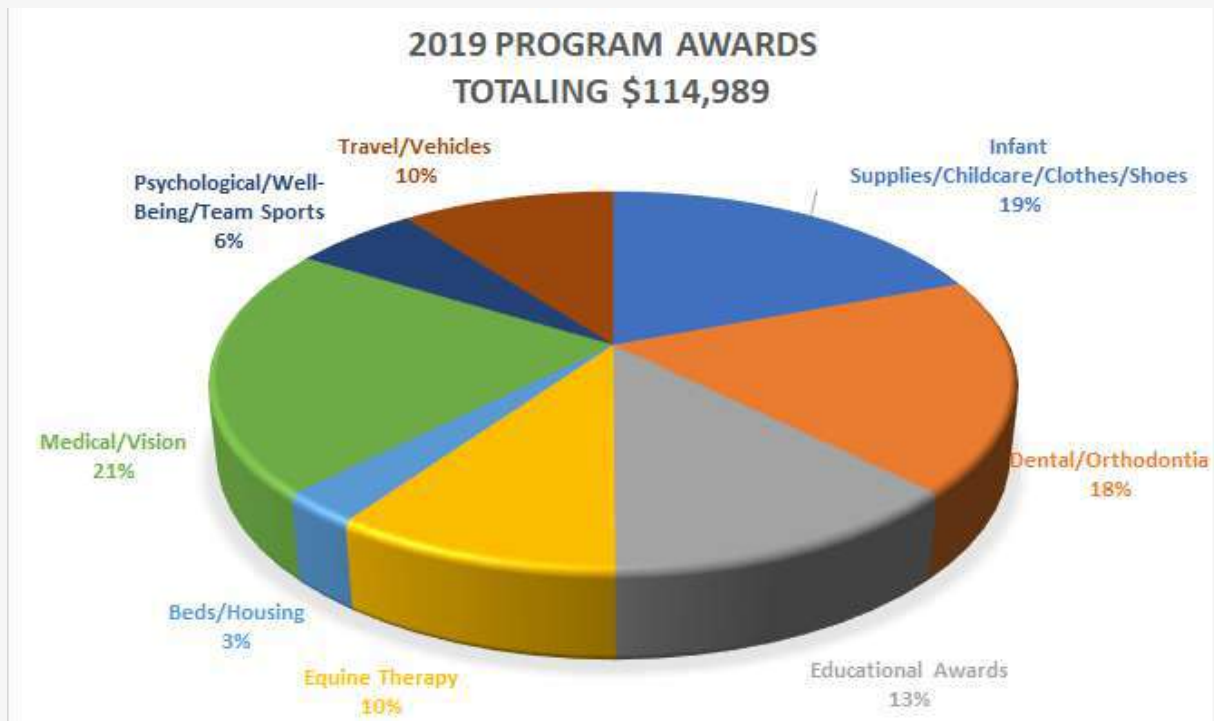
# 2019 FINANCIALS

## 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 has a gold ring on his finger. The background is slightly blurred, showing what appears to be an indoor setting with some shelves.

# 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.



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# 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>.



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# 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	OCG Creative
CSG Direct, Inc.	Omni Chiropractic
DSX Voice	Ponderosa Pediatrics
Epik Weddings and Events	Sage International, Inc.
FIT Learning Consulting and FIT Learning	Sierra Sunrise Wellness Group
Front Office Staff	Simco Imported Shoes
Maslow Creative	Sunshine Service Brake and Alignment
Nevada Blue Ltd	Upstate Nevada
Northern Nevada Women's Health	

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# 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.



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



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# 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  
4<sup>th</sup> ANNUAL



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

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# 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](http://www.smile.amazon.com/ch/75-3093964)

### **Sponsorships Available**

Polka Dance Party Fundraiser, 4/24/2020  
4th Annual Golf Tournament, 9/18/2020

Annie Goni-Stewart  
Executive Director  
For Kids Foundation  
P.O. Box 5153  
Reno, NV 89513

Office: 775-741-5231  
[www.forkidsfoundation.org](http://www.forkidsfoundation.org)  
[annie@forkidsfoundation.com](mailto:annie@forkidsfoundation.com)

Follow us on social media:





WWW.FORKIDSFOUNDATION.ORG - 775-741-5231

2018 ANNUAL REPORT

# FOR KIDS FOUNDATION



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**PREPARED BY**

ANNIE GONI-STEWART, EXECUTIVE DIRECTOR  
WWW.FORKIDSFOUNDATION.ORG





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# OUR MISSION

For Kids Foundation is a 501(c)(3) nonprofit organization dedicated to providing financial aid and assistance to children (birth through age 20) living in Northern Nevada. We provide funding for specific, unmet needs such as medical, dental, mental health, or educational services for which other resources are insufficient or nonexistent.

Through a network of community service providers and contacts, we look for those children who have a genuine need but who do not qualify for assistance from other resources. We help those kids no one else does.

## OUR VISION

The Foundation serves as a safety net for children who have “fallen through the cracks” of existing agencies and charitable organizations.

We envision a day when every child’s need is met.



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# ABOUT FOR KIDS FOUNDATION



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 Board Chair, 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 who did not have the capacity 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. Mr. Vickers provided the start-up funding and paid expenses for the first 18 months. Since then, the foundation has been independent and funded by grants from private foundations and individual donors.



# 2018 FINANCIALS

## REVENUE, PROGRAM AWARDS, AND FINANCIAL EFFICIENCY

REVENUE/PROGRAM AWARDS	2018	2017
<b>REVENUE</b> DONATIONS, GRANTS, AND FUNDRAISING	\$260,948	\$117,000
<b>PROGRAM AWARDS</b> ALL CATEGORIES OF AWARDS FOR CHILDREN IN NEED	\$122,253	\$70,000
<b>PERCENTAGE OF TOTAL EXPENSES FOR AWARD PROGRAM</b>	70%	52%

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# MEASURE OF SUCCESS

## LIVES CHANGED

We measure the success of our mission by “lives changed.” For many of our beneficiaries, the outcome is immediate. The happiness of receiving new school clothes, the surprise of being able to hear again, or the joy of graduating from high school are outcomes that we may not be able to measure quantitatively, but we can see the effect of our help.

For others, the results will take time such as the newfound confidence resulting from orthodontia, the positive result of cancer medications, and the lasting effects of

psychotherapy for emotionally and physically abused children.

We believe the impact of our support goes beyond just the child in need and spreads to positively affect the community. A teacher’s job may be just a bit easier when her student is properly diagnosed and treated for ADD/ADHD, for example; or the employer whose success depends on his employee being fully present—and she can be, knowing her child will get the care/service he needs and which she cannot afford.



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# KIDS WE HAVE HELPED

218 APPLICATIONS, 76% APPROVED, \$123,253 TOTAL AWARDS IN 2018



Chloe\* is 10-year-old girl who has baffled doctors, suffering from medically unmanageable seizures most of her young life. As many of her seizures occur at night in her sleep and can last for up to 8 minutes, she has slept every night in her parents' bedroom so they can be aware of the onset and move her to safety while the seizing occurs. She has no independence—even her daily shower has to be supervised should she fall and become injured if a seizure occurs.

Her working Mom and Dad would love to provide Chloe with a seizure dog, a

specially trained animal to alert the victim and caregivers of an impending seizure. However, the cost of greater than \$20,000 is not within their reach.

Although such a substantial expense for a seizure dog was beyond our financial capabilities, we were able to direct the parents to set up a crowd-funding account (such as GoFundMe) which helped raise the majority of the cost. For Kids Foundation pledged to “fill in the gap” and approved \$1600 toward securing the dog.

\*Names have been changed to protect privacy

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# KIDS WE HAVE HELPED

**AWARDS FOR FURNITURE, BEDS/BEDDING, EQUINE THERAPY, LAPTOP COMPUTERS, AND OUT-OF-STATE TRAVEL FOR MEDICAL TREATMENT**



Murielle\* is a 13-year-old girl suffering from renal disease. She requires dialysis four times a week. Due to her age and preexisting medical conditions, local facilities would not take her on as a patient. She must travel to UCSF every week for care.

Her single, working mother of 5 makes the weekly trek. She reached out to us for help with travel expenses (gas, bridge tolls, and especially parking in San Francisco--\$32/day). Mom and child stay with a family member who lives in the Bay Area, so they didn't ask for lodging expenses.

For Kids Foundation provided for 12 weeks of travel expenses.

Once her condition is stabilized, UCSF plans to teach mom to perform retroperitoneal dialysis starting in February of 2019 which can be done in Reno.

Our Board member Therese Shanks' law office "adopted" the family for Christmas, lavishing the kids with gifts and helping mom with necessities (groceries, car maintenance) gift certificates and other items.

Murielle is currently on a kidney transplant waitlist.

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# SUSTAINABILITY PLAN

## STEWARDSHIP, COMMUNITY INVOLVEMENT AND AFFILIATIONS

We maximize our grants and gifts by requesting discounts from all service providers (\$17,000 in 2018).

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

For Kids Foundation continues to work with a network of local organizations to identify children in need. Together, we match the needs of the child to the best possible remedy or resource.

We continually research funding

sources, look for speaking opportunities, and share our message with all interested parties.

We are active in the community: a member of the Reno-Sparks Chamber, Western Industrial Nevada, and Association of Fundraising Professionals and regularly attend networking events.

We received \$15,065 in-kind donations in 2018. Additionally, local businesses donated gifts valued at \$17,780 for our annual silent auction.



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# 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



**Earl Nielsen, Ph.D.**  
Founder and Past  
Board Chair



**John Ponzo**  
Owner, It's All  
About Music



**Cesar Quintanilla**  
Business Banker,  
Nevada State Bank



**Kyle Robertson**  
Loan Consultant,  
New American  
Funding



**Therese Shanks**  
Attorney at Law  
Robison Law Office



**Rena Zatica**  
Owner, Front  
Office Staff

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

They are dedicated to attending our biweekly teleconferences to discuss applications and offer advice

and guidance for Executive Director, Annie Goni-Stewart.

Our 100%-giving Board also provides tremendous support for our two major annual fundraising efforts: a spring Wine & Cheese Event/Silent Auction and a fall Golf Tournament.





FOR KIDS FOUNDATION  
16TH ANNUAL



# WINE & CHEESE

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## 2019

Join us to help kids in Northern Nevada.

**SATURDAY**  
**JUNE 1, 2019**  
**5-8 PM**  
**THE GROVE, RENO**



**Your support of this annual  
fundraising event will help  
change the life of a child, one  
urgent need at a time!**

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Featuring Boisset Award-Winning Wines  
Paired with a Selection of  
Foreign and Domestic Cheese and Appetizers  
Silent and Live Auction  
Raffle Prizes  
Cash Bar  
Online Bidding for Your Convenience

\$55/pp before 6/1/19  
\$65/pp day of event online or at the door

**Sponsorships Available**

For Kids Foundation  
834 Willow Street, Reno, NV 89502  
(775) 741-5231 | [annie@forkidsfoundation.com](mailto:annie@forkidsfoundation.com)  
[www.forkidsfoundation.org](http://www.forkidsfoundation.org)

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located in Nevada (Tax Identification Number 75-3093964). Your  
contribution may be tax-deductible under federal law.



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# CONTACT

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

### Ways You Can Help

Donate Online:

<https://forkidsfoundation.org>

Businesses can use GratisGives:

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Amazon Shoppers can use AmazonSmile:

[www.smile.amazon.com/ch/75-3093964](http://www.smile.amazon.com/ch/75-3093964)

### Sponsorships Available

Wine & Cheese Silent Auction, June 1, 2019

Golf Tournament, September 20, 2019

Annie Goni-Stewart,  
Executive Director  
For Kids Foundation  
834 Willow Street  
Reno, Nevada 89502

Office: 775-741-5231  
[www.forkidsfoundation.org](http://www.forkidsfoundation.org)  
[annie@forkidsfoundation.com](mailto:annie@forkidsfoundation.com)

Follow us on social media:

