

FORKIDSFOUNDATION.ORG - 775-741-5231

2024 ANNUAL IMPACT REPORT

FOR KIDS FOUNDATION



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

MESSAGE FROM OUR DIRECTOR

Celebrating 21 years of dedicated service to the children of Northern Nevada, I want to extend my heartfelt thanks to our donors, Board members, and community partners, whose support has profoundly impacted countless families.

In 2024, we processed a record-breaking 416 applications, highlighting the pressing need for assistance among our region's most vulnerable children.

Our mission remains focused on providing essential resources that pave the way for a brighter future, encompassing everything from educational support to healthcare access. As we reflect on our accomplishments, I feel optimistic and energized about what lies ahead. With your continued support, I believe we can achieve even more. Here's to many more years of making a meaningful difference.

Warmest regards,



Annie Goni-Stewart
Executive Director



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.





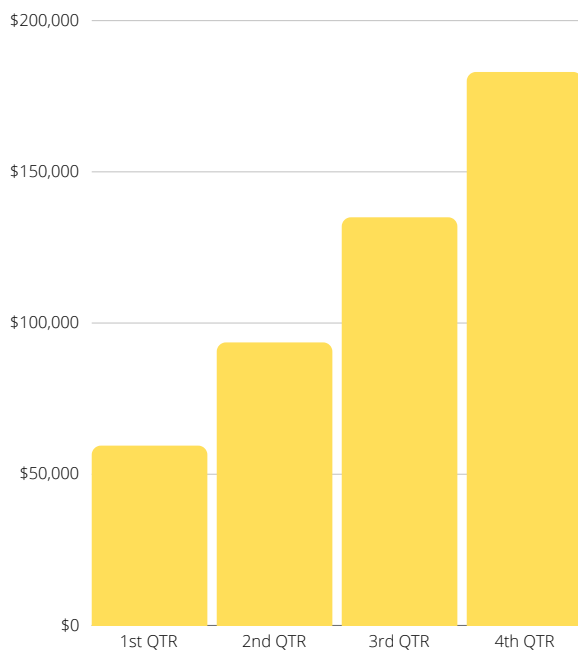
2024 FINANCIALS

REVENUE

TOTAL DONATIONS, GRANTS, AND FUNDRAISING EVENTS

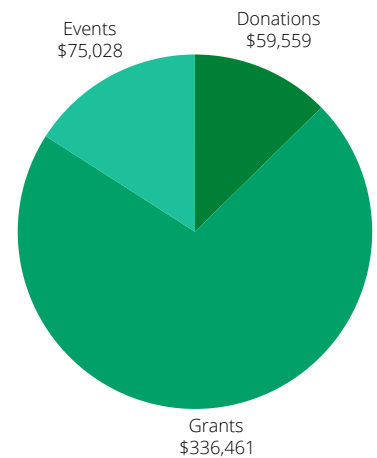
\$471,048

Our 8th Annual Golf Tournament on May 10, 2024, at Red Hawk Golf and Resort in Sparks was a sold-out event with **Title Sponsor Jensen Electric**, netting \$46,353.



2024 Revenue by Quarter

2024 Sources of Revenue



- Local businesses participating in the GratisGives™ program helped raise **\$4,675**.
- Our direct-mail initiative in November generated **\$22,205**.
- In-kind donations of products from local businesses totaled **\$11,317**.



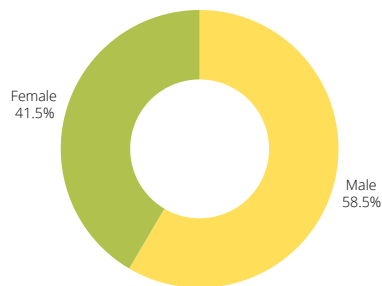
2024 PROGRAM STATS

AWARDS PAID

MEDICAL, DENTAL, PSYCHOLOGICAL, AND EDUCATIONAL AWARDS PAID

\$190,214

Gender



431 Applications Processed (416 in 2024 and 15 from 2023)

186 Female - 45.3%

225 Male - 54.7%

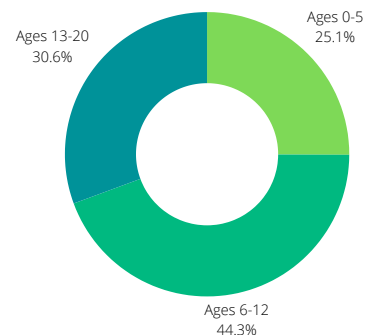
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107 for Ages 0-5 - 26.0%

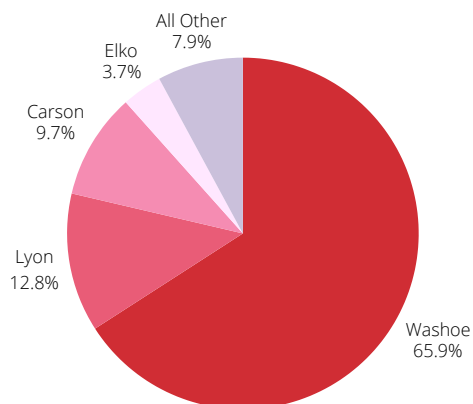
171 for Ages 6-12 - 41.6%

133 for Ages 13-20 - 32.4%

Age



Applications by County



Application Status

257 Approved

14 Canceled by Parent

57 Not Approved

35 Failed to Respond

26 Found Alternative Funding

30 Not Eligible

12 Pending review at year end



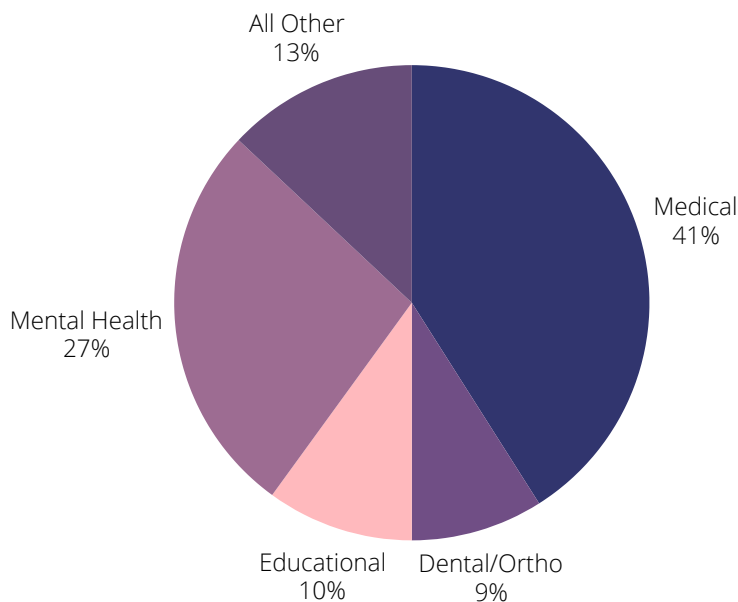
2024 PROGRAM STATS (CONTINUED)

AWARDS PAID

MEDICAL, DENTAL, PSYCHOLOGICAL, EDUCATIONAL AWARDS

\$190,214

2024 PROGRAM AWARDS PAID



Type of Award/Total Paid

- Camp/Summer School \$787
- Car Seat/Adaptive Devices \$1,018
- Childcare \$440
- Clothes/Shoes \$200
- Dental \$8,502
- Diapers/Infant Supplies \$1,109
- Educational \$18,869
- Equine-Assisted Therapy \$13,300
- Furniture/Beds \$8,324
- Medical \$79,065
- Orthodontia \$10,450
- Psychological \$38,174
- Sports \$7,187
- Travel (for medical) \$7,187

At year-end, there were also \$25,906 Awards approved, pending payment.

LIVES CHANGED IN 2024

416 APPLICATIONS FOR ASSISTANCE RECEIVED



Twenty-one percent of 2024 applications were focused on the **mental health** of our youth, including consultations, neuropsychological testing, psychiatric hospitalizations, prescription medication, talk therapy and equine-assisted therapy.

Thirty applications received requested help paying 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 **23** applicants for **dental** care and **17** applications for **orthodontia**, deemed urgent and necessary for the physical and mental health and wellbeing of at-risk youth.

We approved funding for families with children facing ambulatory disabilities, covering out-of-pocket costs for **adaptive devices** to aid mobility and enhance family participation after insurance.



We received **72** requests for **beds/bedding** for at-risk children or children living in multi-generational households who did not have a safe and proper bed for a good night's rest to set them up for success in their daily lives.

NEVADA STATISTICS

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



Population: Nevada’s 2023 population is estimated at 3,194,176; 21.5% under age 18; 5.4% under age 5 and 12.5% living in poverty (U.S. Census Bureau).

Health: 8% of Nevada’s children under age 19 are uninsured (Annie E. Casey Foundation/Kids Count).



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).



Thousands of children have found assistance through our Program, with more than \$1.7M Program Awards paid out since 2010.

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 |

SUSTAINABILITY

STEWARDSHIP, COMMUNITY INVOLVEMENT AND AFFILIATIONS

We are dedicated to increasing the value of the gifts and grants from our program by continually seeking alternative funding sources and compiling the necessary documentation for each application.

Our partnerships with local organizations enable us to identify children in need and pursue the most effective solutions.

We thank **Jensen Electric** as our Golf Title Sponsor, **Spruce** for collecting backpacks, **Bumble Tea Boba** for hosting a weekend fundraiser in their shop, **Scheels**, **Whittier Trust**, **Reno/Sparks Association of Realtors**, and **Allegra**, to name just a few,

We would like to extend special recognition to the local businesses which provide monthly in-kind services, helping our organization operate in a cost-effective and efficient manner:

- Front Office Staff, Virtual Receptionist
- Northwest Self Storage, Storage Unit
- Kennedy Turner, Social Media Marketing
- Penrose Office, Boardroom for meetings





**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 2024

[Advanced Gynecology of Reno](#)

[Allegra](#)

[Battle Born Auto Electronics](#)

[Brite Glass](#)

[ChiroFIT](#)

[Crown Collision Center](#)

[CSG Direct, Inc.](#)

[DSX Voice](#)

[Front Office Staff](#)

[GK Smog](#)

[Global Goods Shop](#)

[Groomingdale's Pet Spa](#)

[Jon Kulesa, DDS](#)

[KC's Best in the West Candy Shop](#)

[Kiddo Wellness](#)

[Maslow Creative](#)

[Nevada Blue Ltd](#)

[Northern Nevada Women's Health](#)

[OCG Creative](#)

[Omni Chiropractic](#)

[PC Service Center](#)

[Press Start](#)

[Salon Glow](#)

[Sierra Mobile Storage](#)

[Sierra Nevada Diesel Performance](#)

[Sierra Nevada Surgical Associates](#)

[Sierra Sunrise Wellness Group](#)

[Sunshine Service Brake and Alignment](#)

[TID Systems](#)

[TMJ & Sleep Therapy Centre of Reno](#)

[Trevino Golf Institute](#)

[Upstate Nevada](#)

[Well Beyond Dental](#)

BOARD MEMBERS AND STAFF

THE DEDICATED TEAM BEHIND FOR KIDS FOUNDATION



Cesar Quintanilla
Board Chair



Michelle Engebretson
Vice Chair



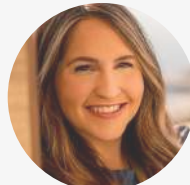
Tayona Tate
Board Secretary



Megan Evans



Fabby Franco



Janell Garcia



Maria Paz Fernandez



Mike Norman



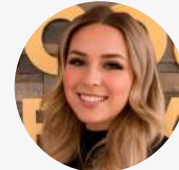
Madelyn Rahn



Matt Rittenhouse



Kyle Robertson



Kennedy Turner

Our Diverse Board of Directors

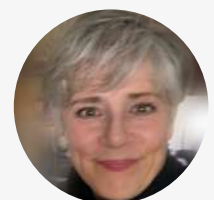
Our Board of Directors encompasses a wide range of community members united by the shared objective of supporting children in need.

As a working Board, our members consistently participate in biweekly teleconferences to review applications and hold quarterly meetings. They enthusiastically act as Champions of our Mission within the community.



Our Board earned the Community Foundation of Northern Nevada's **2024 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



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 9th Annual Golf Tournament, **Friday, May 9, 2025**, at Red Hawk Golf & Resort,

Annie Goni-Stewart, Executive Director

For Kids Foundation

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Office: 775-741-5231

<https://forkidsfoundation.org>

annie@forkidsfoundation.org

Follow us on social media:

