

2023 ANNUAL IMPACT REPORT - 20TH ANNIVERSARY

FOR KIDS FOUNDATION



PREPARED BY

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

MESSAGE FROM OUR EXECUTIVE DIRECTOR

Celebrating 20 Years Serving Northern Nevada

When For Kids Foundation was established in 2003, the goal of our founders 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. The generosity of our benefactors, Board of Directors, and community partners continues to inspire me as we work together to improve the lives of our children.

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

Annie Loni-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.





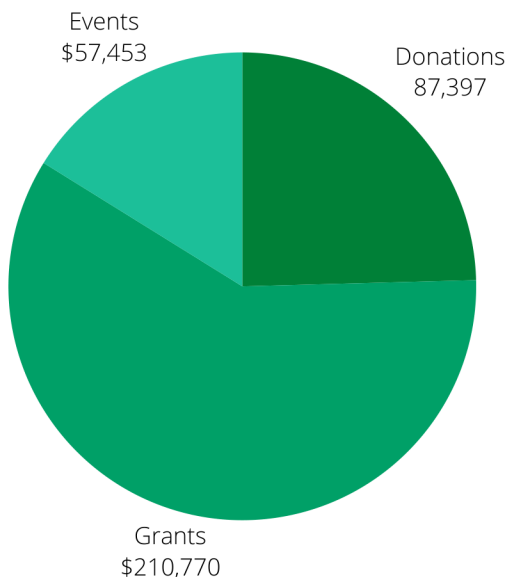
2023 FINANCIALS

REVENUE

DONATIONS, GRANTS, AND FUNDRAISING **\$355,620**

2023 Sources of Revenue

What began as a small annual event has now reached its seventh year and was hosted at the Red Hawk Golf and Resort in Sparks. The event was fully booked, with **Jensen Electric** as the title sponsor, and raised **\$30,971** in net proceeds.



- Local businesses participating in the GratisGives™ program helped raise **\$7,588**.
- Our fall direct-mail initiative 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

\$284,577

MEDICAL, DENTAL, PSYCHOLOGICAL, & EDUCATIONAL

411 Applications Processed

(includes 8 from 2022)

186 Female - 45.3%

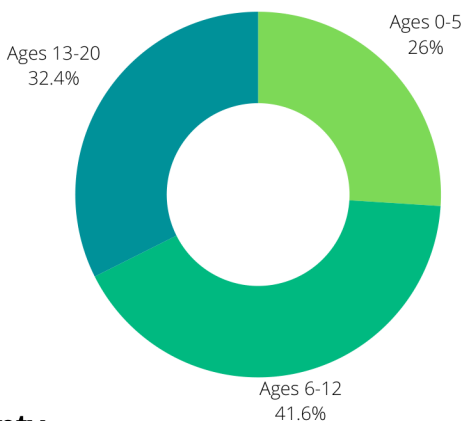
225 Male - 54.7%

107 for Ages 0-5 - 26.0%

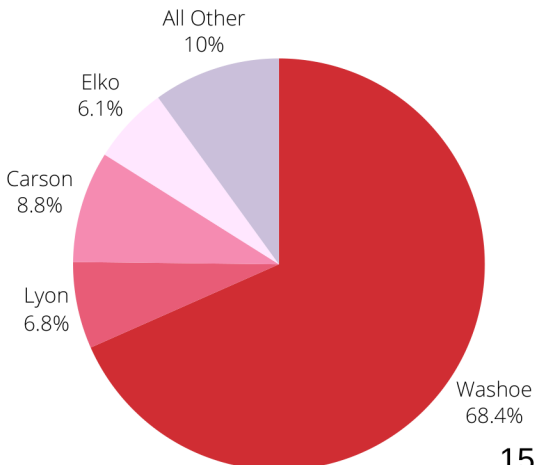
171 for Ages 6-12 - 41.6%

133 for Ages 13-20 - 32.4%

Age



Applications by County



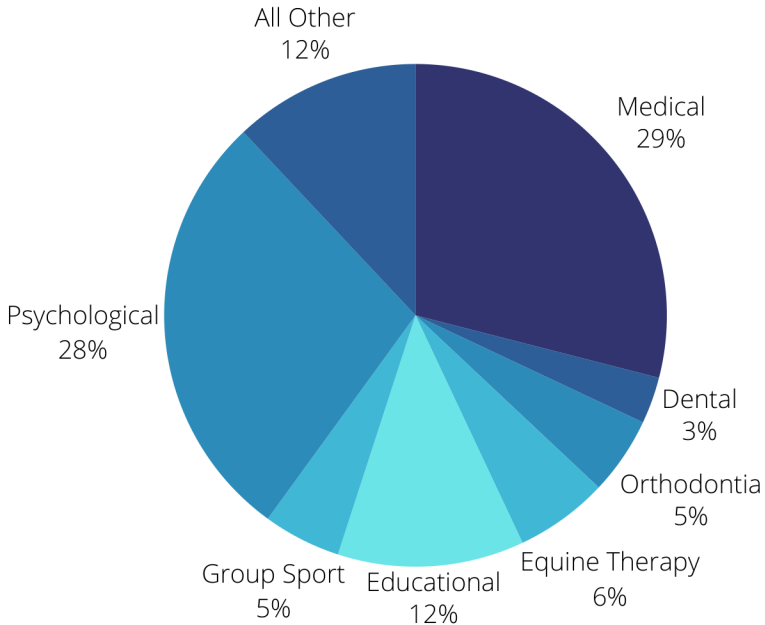
Application Status

296 Approved
15 Canceled by Parent
26 Not Approved
29 Failed to Respond
14 Found Alternative
16 Not Eligible
15 Pending Board Review

2023 PROGRAM STATS (CONTINUED)

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 \$84,100
- Orthodontia \$12,894
- Psychological \$78,564
- Sports \$14,684
- Travel (for medical) \$11,593
- Vision \$2,631



MEASURE OF SUCCESS

LIVES CHANGED



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

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 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.

We provide relief from both emotional and financial stress. Our support positively impacts the whole community when a family can focus their attention on life, work, and raising their children.

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.

We provided funding for **dance, karate, gymnastics**, and other **group sport activities**, offering 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 purchased adaptive devices to aid ambulation and family participation by covering out-of-pocket costs after insurance.



We provided **beds and bedding** for who were sleeping on the floor, offering a good night's sleep and setting them up for success in school and life.

NEVADA STATISTICS

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



Population: Nevada’s 2022 population is estimated at 3.1; 21.7% <age 18; 5.7% <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

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.

Adaptive Devices
Beds/Bedding
Dental/Orthodontia
Equine-Assisted
Therapy
Eyeglasses/Contacts
Genetic Testing
Group Sport Fees
Insurance Copayments

Laptop Computers
Medical Treatments
Mental Health
Intervention
Prescriptions
Text-to-Voice Software
Travel (for medical care)
Tutoring
Vision Care

TWO DECADES OF CHANGING LIVES

FROM AN ANNUAL WINE & CHEESE EVENT TO MULTIPLE COMMUNITY EVENTS, WE THANK THOSE WHO HAVE SUPPORTED US FOR 20 YEARS!

10th Annual Wine & Cheese Tasting
 FOR KIDS FOUNDATION
 Friday, May 31st - 5pm to 5pm
 at the Historic Chim House, Reno

TICKET INFO: 775-741-5231
 OR: FORKIDSFOUNDATION.ORG
 PROCEEDS TO BENEFIT LOCAL KIDS WITH UNMET NEEDS

SHEEP DIP

49
 The Roast of the Town

FOOD!!!

LOUIS BASQUE CORNER HOSTS
HAPPY HOUR
 COMPLIMENTARY APPS/DRINKS!!!
 BENEFITING FOR KIDS FOUNDATION
 02.28.18 | WED | 5-7 PM



FOR KIDS FOUNDATION & NEVADA EQUINE ASSISTED THERAPY PRESENT
A Really NEAT Benefit Concert
 FEATURING BERNICE LEWIS
 09.07.19 - RENO



Helping Kids
 FOR KIDS FOUNDATION BY HARBARET COCCIAI

FOR KIDS FOUNDATION AND RENO BUICK GMC PRESENT
WARM COATS FOR KIDS EVENT

Parents, bring your child, choose a coat, have a cookie, and visit with Santa!

SUNDAY, DECEMBER 15, 2019
 10AM - 2 PM
 RENO BUICK GMC
 PRE-OWNED VEHICLE BUILDING
 1000 WEST WALKER BLVD., RENO

Free to families in need. Proceeds benefit 4F to Young Adults. Limited inventory. Donations accepted. All items fully usable. Supplies until father vs. son football for the children of recently incarcerated boys and girls.

BUICK | GMC

Through a generous donation from BuickGMC.org and Reno Buick GMC, we have generously provided quality winter coats to children in our community. Event photography provided by David Deakoff, RI.

www.kidsfoundation.org | www.buickgmc.com



FRONT OFFICE STAFF

WASHOE CASA FOUNDATION
Biggest Little Easter Egg Hunt and Resource Fair
 Rancho San Rafael Park - Farms and Families Area
 Saturday, April 9th, 10 am - 12 noon
 Ages 12 and Under

*From 8 am - 10 am there will be a quieter and modified egg hunt for children with disabilities or sensory sensitivities

Homestead Holidays

DEC. 9TH-11TH
 5PM-8PM
 @ SILVER SADDLE RANCH

- PRIZES WITH SANTA
- LIVE MUSIC
- BINGER-BEEES
- CHRISTMAS MARKET
- LIVE ARTS AND CRAFTS
- COUNCIL MEETINGS AND DISCUSSIONS

www.kidsfoundation.org



For Kids Foundation's Annual
WINE & CHEESE
 2019



CELEBRATING 20 YEARS SERVING NEVADA'S KIDS
\$20 FOR 20 IN 2023

Help us celebrate our 20th anniversary! From 6/1/2023 to 10/31/23 donate \$20 to support our program funding the current unmet needs of kids in NV. Nevada.

FOR KIDS FOUNDATION.ORG
 775-741-5231
 ANNIE@FORKIDSFOUNDATION.ORG



SUSTAINABILITY PLAN

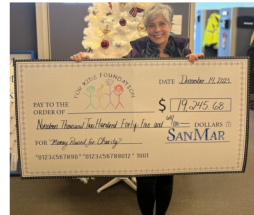
STEWARDSHIP, COMMUNITY INVOLVEMENT AND AFFILIATIONS

We maximize our Program gifts and grants, always researching alternative funding sources. We collaborate with local organizations to identify children in need and work to find the best solution.

We leverage technology to connect virtually with children's service providers across Northern Nevada.

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 nonprofits, like For Kids Foundation. For more information about this unique program, visit:

gratisgives.com



Businesses Supporting Us Through GratisGives™

- 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

- No. 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

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



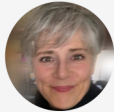
Michelle Harrington



Mike Norman



Kyle Robertson



Annie Goni-Stewart
Executive Director
since January 2018

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.

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>

Planned Giving: Consider leaving a gift in your Will or Living Trust.

Donate Appreciated Stock or

Other Assets: Contact us for information.

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

Sponsorships Available: Support our Golf Tournament, 5/10/24, with **Title Sponsor Jensen Electric.**

Annie Goni-Stewart, Exec. Director

For Kids Foundation

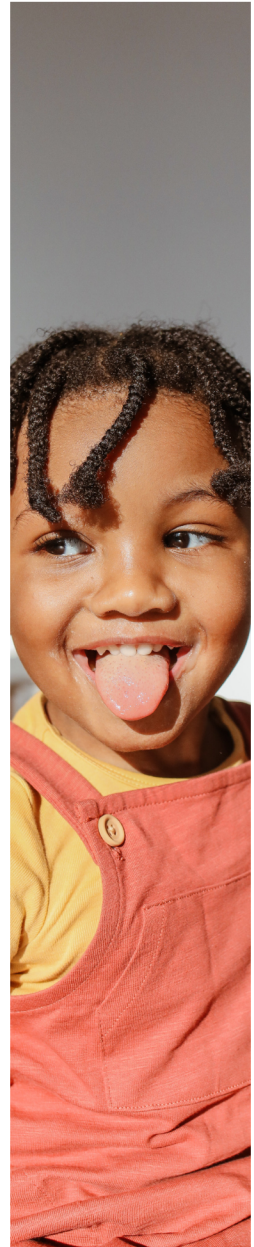
P.O. Box 5153, Reno, NV 89513

Office: 775-741-5231

<https://forkidsfoundation.org>

annie@forkidsfoundation.org

Follow us on social media:



Federal Tax ID: 75-3093964