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## Fact Sheet

### **Background**

Festival of Children Foundation is a 501(c)(3) non-profit organization.

Founded in 2003 by Sandy Segerstrom Daniels, a leading business professional and children's advocate who saw an opportunity to bring charities together to collaborate.

Our organization fosters collaboration within a network of charities, companies, organizations and individuals.

100% of administrative costs are covered by committed funding allowing donations to go further in direct support of our programs that are offered at no cost to our member charities so they can dedicate more funds to directly improving and enriching the lives of youth and families.

### **Our Mission**

Festival of Children Foundation works to improve the lives of children by fostering collaboration within a network of charities, companies, organizations and individuals.

### ***We Strengthen the Network***

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### ***We Provide Financial Support***

We connect those with the vision to improve the lives of children to those with the resources to make it happen. We identify, fund and follow initiatives that have the greatest impact – with an eye that brings charities together collaboratively.

## Our Focus

We serve charities across the United States who are diverse in mission, thought, geography and size. Yet they all share a common goal—to improve the lives of children.

The charities we support are divided into five focus areas:

- Arts & Culture
- Health & Wellness
- Education & Development
- Environmental Education
- Social Services

## Our Impact

The charities in our network impact **37 million children** or 50% of our nation's kids. We help charities become well-funded, well-marketed, and efficient organizations. Their ability to succeed in these areas translates directly into their ability to help children.

### *We shine a spotlight on charities*

**32 million** people exposed to the children's charities through the Festival of Children® program

**4.2 million** people engaged through the NCAM Talent Challenge campaign

### *We invest in the success of charities*

**2,970** hours of free continued education given to non-profit staff through live seminars

**2,253** charities executives have received online training through our educational podcasts

### *We fund the dreams of charities*

**\$3.9 million** distributed to charities across the country

**183 high-impact** programs identified and funded

## Our Programs

### **Achieve Podcasts & Webinars**

Podcasts and webinars that build knowledge and skill sets vital for non-profit leadership to become better managers, savvier fundraisers, and leaders who can build self-sustaining organizations that are adept at meeting the challenges of a volatile economy and an evolving fundraising landscape.

### **Executive Training Seminars**

Half-day seminars that provide state-of-the-art education and best practices offered at no cost to non-profit leadership staff in the fields of leadership training and management, non-profit fundraising and development.

## **Festival of Children<sup>®</sup>**

A month-long event at the world-renowned South Coast Plaza for 75 charities to educate the community about the important work they are doing, conduct donor outreach, recruit volunteers and seek collaborative opportunities with like-minded organizations and individuals.

## **National Child Awareness Month**

Raising awareness and inspiring action for children's causes during the month of September.

## **National Child Awareness Month Challenge**

A challenge on social media platform Indi.com that calls individuals across the country to raise awareness for their favorite children's charity. Top submissions are awarded grants for their respective charities.

## **National Child Awareness Month Youth Ambassador Program**

Youth ambassadors from all 50 states and Washington, D.C. are selected, trained and commissioned to create projects that help solve critical issues facing children in their community.

## **Sharing the Spirit Holiday Party**

Holiday parties for children without permanent housing that also provide a hands-on opportunity for youth to volunteer and give back.

## **The Carousel of Possible Dreams**

An innovative and turnkey platform for charities to fundraise and cultivate new donors.

## **The Possible Dream**

An original grant-making program that finds, funds and follows the dreams of children's charities – from an inspired vision to a finished project with tangible results.

## **Milestones**

- September 2002:** First Festival of Children event at South Coast Plaza
- April 2003:** Festival of Children Foundation established as 501(c)(3)
- March 2004:** Festival of Children Foundation reaches 100 member organizations
- September 2007:** National expansion includes Festival of Children event in North Carolina
- November 2007:** The Possible Dream launched with The Orange County Register
- September 2008:** The US Senate designates September 2008 National Child Awareness Month
- September 2009:** First Carousel of Possible Dreams held at South Coast Plaza and at Central Park in New York City

- December 2011:** First "Sharing the Spirit Holiday Party" at South Coast Plaza with Miley Cyrus
- April 2012:** 10th Anniversary of Festival of Children Foundation
- June 2012:** Member Organizations in all 50 states
- August 2012:** First Carousel of Possible Dreams held in Chicago
- September 2012:** NCAM Youth Ambassador Program launched
- November 2013:** First Carousel of Possible Dreams at Disneyland Resort
- April 2014:** Over \$1 Million in grants given to member organizations
- November 2015:** Expert Panel with USC Center on Philanthropy and Public Policy
- September 2016:** 15th Festival of Children at South Coast Plaza
- September 2017:** 10<sup>th</sup> consecutive year of National Child Awareness Month
- February 2018:** Festival of Children Foundation expands The Carousel of Possible Dreams fundraiser to San Francisco – supporting 32 rare disease charities from around the country
- April 2018:** Festival of Children Foundation celebrates its 15<sup>th</sup> anniversary

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