



*Festival of Children  
Foundation*

# Festival of Children Foundation

## About

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**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.

# Festival of Children Foundation

## At a Glance

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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

The power of our organization lies in our ability to bring charities, companies, organizations and individuals together and use the strength of our numbers to effect change.



### We Raise Awareness

We shine a spotlight on the most critical issues facing children today and help our members to better address them by engaging the general public.



### 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.

# Festival of Children Foundation

## 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

The charities in our network impact **37 million children** or **50% of our nation's kids**.



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# Festival of Children Foundation

## Our Impact

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

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

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

### We invest in the success of charities

**3,690 hours** of free continued education given to non-profit staff through live seminars

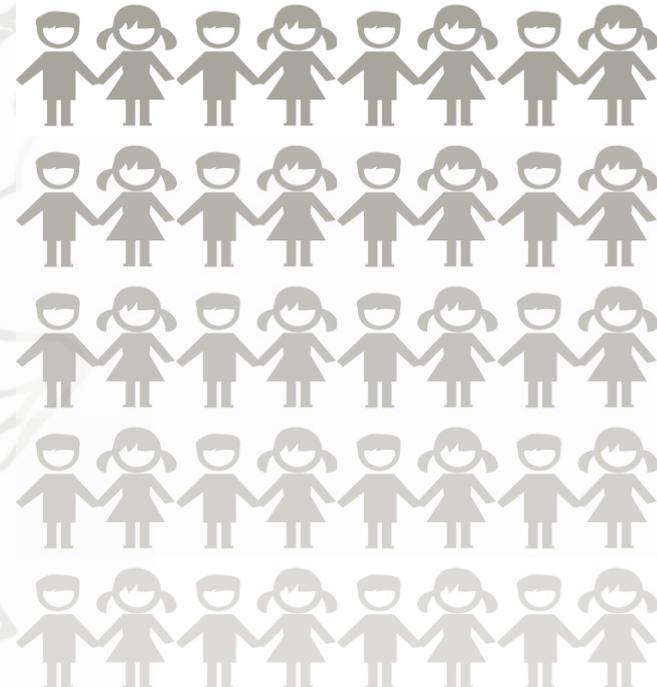
**900 charities executives** have received online training through our educational podcasts

### We fund the dreams of charities

**\$4.5 million** distributed to charities across the country

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

**37** MILLION  
KIDS



# Festival of Children Foundation

## Partner with Us

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### Why Partner with Festival of Children Foundation?

#### Your Support Goes Further

**You join our Founder**, Sandy Segerstrom Daniels, in her vision to create a network of well-funded, well-marketed, and efficient organizations. Their ability to succeed in these areas translates directly into their ability to help children.

**100% of our administrative expenses** are covered by designated funding, allowing your investment to go directly to programs.

All of our programs are offered for **free to the charities** so they can direct more resources to helping kids.

By partnering with Festival of Children Foundation, you are helping **hundreds of charities** that impact **millions of children**.

# Festival of Children Foundation

## Partner with Us

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### Why Partner with Festival of Children Foundation?

#### Your Impact Is Maximized

**Our programs** are designed to efficiently use resources to make the most positive impact and are scalable with further investment from like-minded partners.

**Our programs** raise millions of dollars for innovative programs and cultivate new donors for the long-term sustainability of charities.

**Our programs** deliver knowledge-building and skills sets that are vital for non-profit leadership to become better managers, savvier fundraisers, and leaders that are adept at meeting the challenges of a volatile economy and an evolving fundraising landscape.

**Our programs** bring charities to the attention of millions of people so they educate the public about the important work they are doing, conduct donor outreach, recruit volunteers and seek collaborative opportunities with likeminded organizations and individuals.

# Festival of Children Foundation

## Our Programs

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### **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®**

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 national action for children's causes during the month of September.

### **National Child Awareness Month Challenge**

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

### **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**

A unique opportunity designed to give our charities an exciting and innovative way to raise funds and cultivate new donors. As a team, supporters of the organization rush onto a carousel – going around and around 50 times! For the weeks leading up to the carousel ride, each member of the team collects pledges online for committing to this dizzying feat! The goal is to raise enough money to fully fund a tangible, measurable program or a “Possible Dream” – and have fun!

### **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.

# Festival of Children Foundation

**Together, dreams are possible.**



Festival of Children Foundation is a nonprofit, tax-exempt corporation under Section 501(c)(3). Federal Tax I.D.

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