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
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 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
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

Our Programs
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.

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 in Washington D.C.
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: 10th 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 15th anniversary

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