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Festival of Children
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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 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 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

3,938 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

\$4.6 million distributed to charities across the country

223 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
- May 2019:** Fundraising dinner in Washington DC featuring celebrity chef Bryan Voltaggio with special guest Ryan Kerrigan benefitting No Kid Hungry
- July 2020:** Festival of Children Foundation launched “Let’s Pony Up for the Kids” – a national fundraising campaign to support charities that suffered negative economic impact during the COVID-19 pandemic

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