

For Immediate Release

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## **United States Senate Designates September as National Child Awareness Month for the 14<sup>th</sup> Consecutive Year**

**COSTA MESA, Calif. (August 17, 2021)** – With unanimous consent, the United States Senate has designated September as National Child Awareness Month (NCAM) for the 14<sup>th</sup> consecutive year ([U.S. Senate Resolution 351](#)). The resolution serves to raise awareness for U.S. children’s charities and youth-serving organizations and recognize their efforts to create better futures for America’s children.

NCAM began in 2002 as a grassroots effort in Orange County, California, by Sandy Segerstrom Daniels, the founder and executive director of the national non-profit organization, Festival of Children Foundation (FOCF), which supports nearly 500 children’s charities across the country. Daniels wanted to refocus critical attention on improving the lives of all children in America and shine a light on the charities that serve them. The effort soon blossomed into a state and then national initiative.

In 2008, the U.S. Senate unanimously passed its first resolution designating September as National Child Awareness Month, which it has done every year since. The resolution is sponsored by U.S. Senator Dianne Feinstein (D-CA), who has sponsored the resolution each year. This year, the resolution’s co-sponsors include: Senators James Lankford (R-OK), Jeanne Shaheen (D-NH), Shelley Capito (R-WV), Jacky Rosen (D-NV), Mike Braun (R-IN), Alex Padilla (D-CA), and Margaret Hassan (D-NH).

“If you or your family member is of the tireless providers, volunteers, and supporters who bring our youth support, care, mentorship, hope, and encouragement, thank you for how you serve,” said Senator Lankford. This is an important moment for us to stand with you to maintain a strong foundation and network of support for children. I am glad to once again recognize September as Nation Child Awareness Month.”

“National Child Awareness Month was created to recognize and applaud the thousands of children’s charities in our country that work tirelessly to make a positive and lasting impact on our youth,” said Sandy Segerstrom Daniels, founder and executive director of Festival of Children Foundation. “It is also an opportunity to give back to the organizations that give our nation’s children so much.”

Since 2008, National Child Awareness Month has made a significant impact:

- 116,249 youth volunteers have been involved in NCAM service projects
- 1.8 million people benefited from NCAM service projects
- 157,890 volunteer service hours have been completed during NCAM
- \$451,500 in NCAM grants have been distributed to children’s charities

“Organizations like Festival of Children Foundation that invest in our children and help prepare them for success in school and life are invaluable,” said Senator Feinstein. “Our resolution dedicating September as ‘National Child Awareness Month’ recognizes the critical contributions these charities and nonprofits make to benefit the lives of millions of children across California and nationwide.”

**About Festival of Children Foundation**

Festival of Children Foundation is a 501(c)(3) nonprofit organization that serves to bring together and coordinate the efforts of charities, companies and individuals who work to improve the lives of children. 100% of the administrative costs are covered by designated funding, allowing donations to go further in direct support of programs and services that improve the lives of children nationwide. For more information please visit [www.festivalofchildren.org](http://www.festivalofchildren.org)

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