

For Immediate Release

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United States Senate Designates September as National Child Awareness Month for the 15th Consecutive Year

COSTA MESA, Calif. (August 1, 2022) – With unanimous consent, the United States Senate has designated September as National Child Awareness Month (NCAM) for the 15th consecutive year ([S. Res. 733](#)). 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), Chuck Grassley (R-IA), Jeanne Shaheen (D-NH), Shelley Capito (R-WV), Mike Braun (R-IN), Alex Padilla (D-CA), Ben Ray Lujan (D-NM) and Margaret Hassan (D-NH).

“September is National Child Awareness Month – a time for us to stop and say thank you to those who care for our children,” said Senator Lankford. “I am grateful for those who pitch in to build up the next generation of Americans through core support, care, mentorship, encouragement, and hope”.

“National Child Awareness Month allows us to celebrate the critical role played by charities and non-profits in helping improve the lives of children across the country,” said Senator Feinstein. “I’m happy to again join Senator Lankford in recognizing these groups that assist children and youth-serving organizations as they help prepare children for success in school and beyond.”

“To have September designated as National Child Awareness Month for the 15th consecutive year truly underscores the critical role charities have in lives of children and the future of our nation,” said Sandy Segerstrom Daniels, founder and executive director of Festival of Children Foundation. “I am grateful to Senator Feinstein and the co-sponsors of this resolution for the awareness and support it will create for charities across the nation”.

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

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

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