

For Immediate Release

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## **United States Senate Designates September as National Child Awareness Month for the 16<sup>th</sup> Consecutive Year**

**COSTA MESA, Calif. (August 25, 2023)** – With unanimous consent, the United States Senate has designated September as National Child Awareness Month (NCAM) for the 16<sup>th</sup> consecutive year. [S.Res.313](#) officially designates September 2023 as "National Child Awareness Month" to promote awareness of charities that benefit children and youth-serving organizations throughout the United States and recognizes the efforts made by those charities and organizations on behalf of children and youth as critical contributions to the future of the United States.

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, with unanimous consent, passed its first resolution designating September as National Child Awareness Month, which it has done every year since. The resolution has been carried each of the 16 years by U.S. Senator Dianne Feinstein (D-CA). S.Res.313 co-sponsors include: Senators James Lankford (R-OK), Shelley Capito, (R-WV), Alex Padilla (D-CA), and Margaret Hassan (D-NH).

“Children are valuable, and for 16 consecutive years, the Senate has supported the charities, non-profits and outreach organizations that make their future event brighter,” said Senator James Lankford. “The volunteers and staff who invest in America’s youth embody the Oklahoma Standard. This month – and every month – we recognize the work they are doing to strengthen families and empower the next generation of leaders.”

"Empowering the future starts with nurturing the present. This National Child Awareness Month, I encourage everyone to come together and cultivate a world where every child's potential is recognized, their voices are heard, and their dreams are celebrated. Together, we can pave the way by supporting the charities that offer our youth a brighter tomorrow," 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](http://www.festivalofchildren.org)

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