



*Festival of Children  
Foundation*

# Festival of Children Foundation

## About

**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.

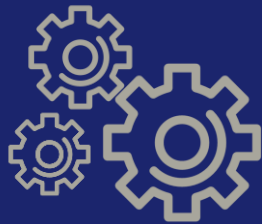
We help charities become well-funded, well-marketed and efficient organizations. Their ability to succeed in these areas translates directly into their ability to help children.

**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.

# Festival of Children Foundation

## At a Glance

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 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 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.



# Festival of Children Foundation

## 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

The charities in our network impact **37 million children** or **50% of our nation's kids**.



*Festival of Children  
Foundation*



# Festival of Children Foundation

## Our Impact

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**

**44 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**

**4,782 hours** of free continued education has been given to non-profit staff through live seminars

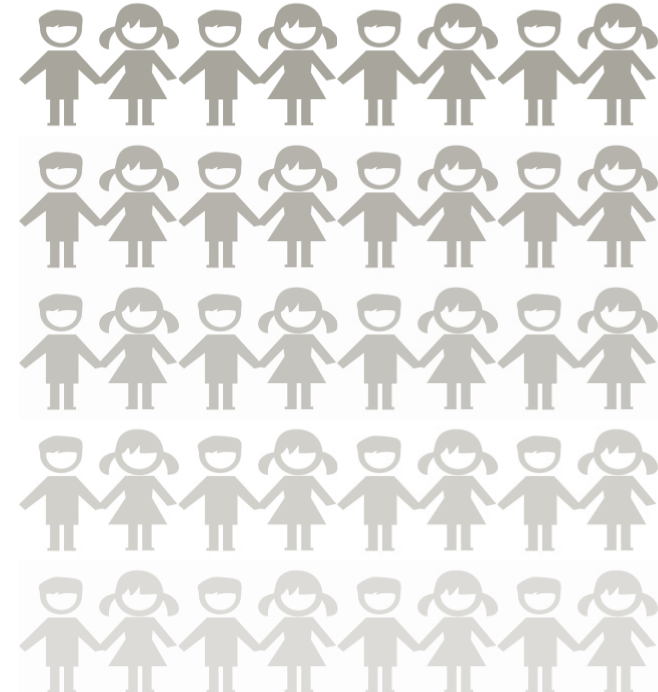
**900 charities executives** have received online training through our educational podcasts

### **We fund the dreams of charities**

**\$5.3 million** distributed to charities across the country

**246 high-impact programs** identified and funded

**37 MILLION  
KIDS**



# Festival of Children Foundation

Partner with Us

---

## Why Partner with Festival of Children Foundation?

### Your Support Goes Further

**You join our Founder**, Sandy Segerstrom Daniels, in her vision to create a network of well-funded, well-marketed, and efficient organizations. Their ability to succeed in these areas translates directly into their ability to help children.

**100% of our administrative expenses** are covered by designated funding, allowing your investment to go directly to programs.

All of our programs are offered for **free to the charities** so they can direct more resources to helping kids.

By partnering with Festival of Children Foundation, you are helping **hundreds of charities** that impact **millions of children**.

# Festival of Children Foundation

Partner with Us

---

## Why Partner with Festival of Children Foundation?

### Your Impact Is Maximized

**Our programs** are designed to efficiently use resources to make the most positive impact and are scalable with further investment from like-minded partners.

**Our programs** raise millions of dollars for innovative programs and cultivate new donors for the long-term sustainability of charities.

**Our programs** deliver knowledge-building and skills sets that are vital for non-profit leadership to become better managers, savvier fundraisers, and leaders that are adept at meeting the challenges of a volatile economy and an evolving fundraising landscape.

**Our programs** bring charities to the attention of millions of people so they educate the public about the important work they are doing, conduct donor outreach, recruit volunteers and seek collaborative opportunities with likeminded organizations and individuals.

# Festival of Children Foundation

## Our Programs

### **Executive Training Seminars**

Executive Training Seminars deliver knowledge-building and skills sets that are vital for non-profit leadership to meet the challenges of a volatile economy and an evolving fundraising landscape.

### **Festival of Children®**

Festival of Children® is a month-long celebration of childhood that offers free activities, celebrity appearances and live performances that delight children and adults alike while showcasing youth-serving organizations that proudly serve children in the community.

### **Kid in Focus**

Kid in Focus offers professionally produced videos to our member charities to help them connect to a new and wider audience.

### **National Child Awareness Month**

National Child Awareness Month is celebrated each September to raise awareness and focus America's attention on our greatest asset – our children.

### **Sharing the Spirit Holiday Party**

Sharing the Spirit are 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**

The Carousel of Possible Dreams is a unique opportunity designed to give 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!



# Festival of Children Foundation

**Together, dreams are possible.**

