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Contact:  
Cassady Taylor, Festival of Children Foundation  
(714) 438-3205, ctaylor@festivalofchildren.org

## U.S. Senate Designates September as National Child Awareness Month for 19th Consecutive Year

Resolution recognizes the vital contributions of charities and organizations serving children and youth across the United States

**COSTA MESA, Calif. (August 11, 2026)** – For the 19th consecutive year, the United States Senate has designated September as National Child Awareness Month (NCAM), recognizing the vital work of charities and youth-serving organizations dedicated to improving the lives of children and young people across the country.

[S.Res. 845](#) officially designates September 2026 as “National Child Awareness Month” and recognizes the contributions of organizations that serve children and youth, underscoring their importance to the future of the United States. The resolution also calls attention to the individuals, volunteers and organizations working every day to address the needs of children and strengthen the communities in which they live.

“Every child has tremendous worth and potential, and for nearly two decades, the Senate has supported the charities, nonprofits, and outreach organizations that make their futures even brighter,” said Senator James Lankford. “The volunteers and staff who invest in America’s youth demonstrate the Oklahoma Standard. This month – and every month – we recognize the work they do to strengthen our families and empower the next generation of leaders.”

National Child Awareness Month traces its roots to 2002, when Sandy Segerstrom Daniels, managing partner of C.J. Segerstrom & Sons / South Coast Plaza and founder and executive director of Festival of Children Foundation (FOCF), launched the initiative as a local effort in Orange County, California.

Daniels pursued the initiative to refocus attention on the needs of children across America while raising awareness of the charities working to serve them. What began as a local effort quickly expanded into a statewide initiative and ultimately became a national observance.

In 2008, the U.S. Senate unanimously passed its first resolution designating September as National Child Awareness Month. The Senate has continued to designate September as NCAM every year since. The 2026 resolution was carried by U.S. Senator James Lankford (R-OK), with Senator Margaret Hassan (D-NH) listed as a co-sponsor.

“National Child Awareness Month began with a simple belief: that when we pay attention to the needs of children and support the organizations serving them, we strengthen the future of our entire country,” said Sandy Segerstrom Daniels, founder and executive director of Festival of Children Foundation. “I am grateful to Senator Lankford and the Senate for continuing to elevate this important cause. Their recognition gives greater visibility to the extraordinary work being done every day on behalf of children and reminds all of us that creating a better future for children is a responsibility we share.”

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2026 National Child Awareness Month/2-2-2-2

Today, Festival of Children Foundation supports nearly 500 children's charities across the country and works to bring greater awareness to the network of organizations dedicated to improving the lives of children and youth.

National Child Awareness Month provides an opportunity to recognize those organizations and the people behind their work, while encouraging communities, companies and individuals to learn more about the challenges facing children and support the organizations working to address them.

### **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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