

WHAT A WONDERFUL WORLD

Last year the Foundation focused on the fact that it is not about us, it is about them; referring to our focus on the kids we serve. In keeping to our focus and fulfilling our mission the board decided to make some adjustments to help further this cause. Take for instance the logo change; which we are proud of and we have already heard and seen a better response to this subtle change.

We have also added a couple of new members to our board, which has been monumental in a lot of our recent success over the past year. The addition to the board has provided us with new opportunities, professional experience and new, fresh ideas for us to look at. Welcome to the Foundation Beverly Black and Michelle Whitlock, we truly are blessed with your commitment to our mission.

Our pledge to helping these kids has grown along with our Foundation. We have seen much success as well as a lot more support from various areas of our community.

As a foundation and a collective board we have decided to expand our reach beyond just the cancer unit. We will remain focused on the cancer patients, nevertheless we have been and will continue to help wherever we can, because it's what we do. Helping kids get healthy and still have fun as a kid.

~Sean Hoover



BY THE NUMBERS

- *Over \$34,000 spent on the kids!*
- *74% of funds raised went right back to helping the kids*
- *3 Grants were awarded for special projects*
- *Over 8500 website visitors each month*
- *Hundreds of gifts/toys given over the year*

www.4thekidsfoundation.org

THANK YOU!

TO OUR DONORS & SUPPORTERS

As one of the original "For the Kids Foundation" directors, I would like to thank all of the "donors" who have once again set the tone for the year by helping us have a successful non-profit foundation to assist local children and families during a crucial time in their lives.

We are fortunate to have you contribute your time and your financial donations towards a very special cause. On behalf of the Directors of "For the Kids Foundation", I express heartfelt thanks for all you have done for the foundation in 2014. Your support of the organization is truly appreciated by those who need it most, the hundreds of children and families who we get to help year round. Even more significantly, of course, your contribution strengthens our ability to continue and further evolve with our assistance to local area facilities.

Your support means so much to "For the Kids Foundation". Almost every member of our society has known at least one child or someone with a child suffering from childhood cancer. Fortunately, many individuals have also known people to have recovered from the disease with the help of cutting-edge medical diagnosis and treatment.

It is the goal of "For the Foundation" to support the continuation of such innovative practices by keeping the fight against cancer in the spotlight of public discussion and by raising funds to contribute to the institutions and facilities at the forefront of the field to help those children and families make it through treatment.

Next year, "For the Kids Foundation" will continue its fundraising march. We are always looking for individuals to join our efforts in the fight against this disease. We hope you can help us spread the word to find additional supporters. The more donations we can find, the more attention and financial support our cause will receive.

We appreciate your time and consideration in support of this important cause. Thank You!

~Roger Valdivia



Treasure Box with new, hand crafted sign



A Happy Family who attended the Magic Show

WEBSITE

Our website has seen a very large increase in activity over the last eight months. Have you seen it lately? With tons of information and pictures showing much of our work, we are proud to have seen a steady increase in the number of visitors to our website. In 2014 we have seen an average of 10,000 visitors each month. Check it out!

WHAT WE DO, TOGETHER

It seems so repetitive, we continue to do what we do because you continue to do what you do. The individuals and organizations that have supported our efforts this year have been amazing! Our fund raisers have been great. We continued with and expanded the Guns and Hoses hockey game; we changed and added a twist to our golf tournament; and then the new item, thanks to Evans Entertainment....the Comedy and Magic Show, wonderful!

We have expanded our relationship with the Lee Memorial Health System Foundation, we are expanding our reach outside just oncology and hematology into all the areas of pediatric care provided by the Golisano Children's Hospital, more treasure chest, more band aids and more pajamas!

We applied for and received grants this year. We are thankful for those and the specific items they will fund. We spent a day at Kids Fest in Cape Coral. We passed out balloons, toys and information. I received a blessing at that event. For the first time in the seven plus years we have been doing what we do, I met a Mom and patient away from the hospital for the first time. They were looking at a group of pictures we had on display and she said, "This is you guys!" We visited for quite some time, she was grateful, I was grateful.

Our presence is at the hospital every minute of every day, whether it is through the child themed band aids, the toy chest or the support we provide to the child life specialists. One event a year provides me with all the energy I need for the next twelve months; Spring Bling, it was again an amazing event. The volunteers, the vendors providing their services, but mostly the kids and their families. I was privileged to spend time talking with some of the parents. I was moved.

It's still about SMILES, thankfulness and gratitude! We shall continue and I know you will also!

~Woody Woodward



Balloon Art at Spring Bling 2014



A packed car full of items for the kids.



Loading up carts and emptying shelves for the kids.

LEAVING OUR MARK

FOUNDATION GIVES DONATION TO NAME ROOM

This past year the board members of the foundation agreed to and entered into contract to support the building of the new facility at The Golisano Children's Hospital of SW Florida. What does this mean? We will leave our mark forever in the name of helping sick kids. With the construction under way of the all new and dedicated facility here in SW Florida, all pediatric patients will finally be housed in a comfortable and child friendly environment, built especially for them. For The Kids Foundation has taken part in making a donation to the building of the new hospital and in honor of our support we will have our own named room. We are excited to be an integral part of the new facility and having the ability to help fund the new facility.

**FOR THE KIDS
FOUNDATION**
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