



# KIDS HELPING KIDS

S A C R A M E N T O

“We believe that learning is best by doing, and doing is best by serving others”



# Creativity and Innovation

## I. New & Improved Business Model

**THEN: 2016 Previously involved in SAGE**

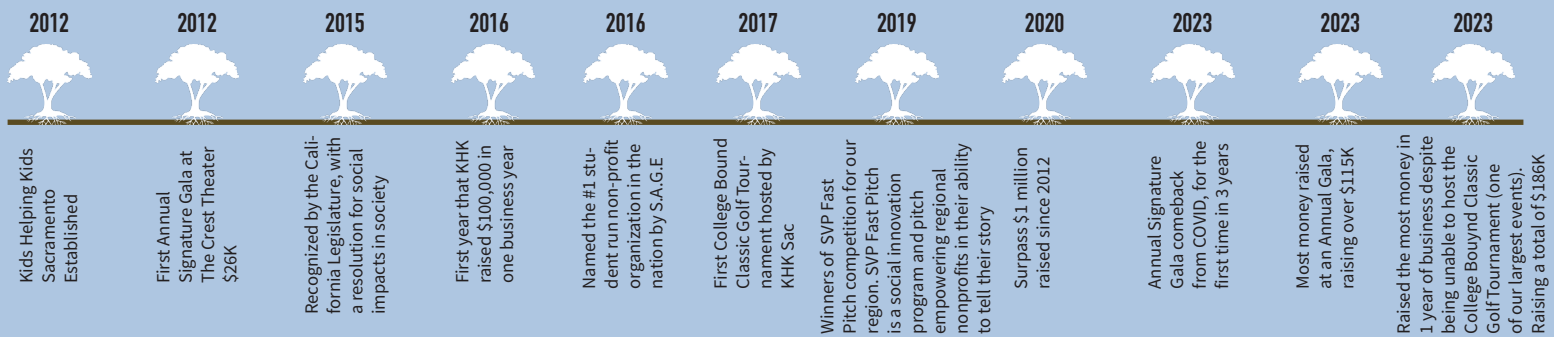
- Population served: **Grant and Aid cases and Schools Projects**
- Events: **Annual Signature Gala**, held at The Crest Theater (outdated, no parking, no curtains & technology on stage)
- Branches: **Productions, Marketing, Operations, Advancement, Outreach, Finance**
- Place of operation: back of a normal classroom; District Chromebooks, normal desks



**Now: 2017 to Present**

- Populations served: 4 specific populations of underserved children in our community & abroad: **Pediatric Cancer, Protege, College Bound, Global.**
- Events: **Gala at The Harris Center** (updated technology, greater amount of staff, great parking, modern architecture), **College Bound Classic Golf Tournament** (added in 2017)
- Branches: added **Event Services**; Branches: added Event Services; our capitalistic minded students, who are focused on raising revenue at our events via silent auctions and raffles.
- Place of operation: **The Center For Entrepreneurship**; an adequate amount of space to run a business with updated technology (Apple TVs, desktop IMacs, and multiple professional spaces to host board meetings) and a chill zone (couches, pool table, ping pong table, etc.)

## MILESTONE CHART



## II. Meeting An Unmet Need

Kids Helping Kids Sacramento meets four populations of unmet needs, both in our community and globally. These four populations include: Pediatric Cancer, Protege/Leadership Development, Homeless/At-Risk College Bound students, and Global partners in India, Cuba, and Nicaragua.

### The Unmet Needs that KHK meets:

**College Bound:** 1.7 million children in California, ages 12-17, are homeless every year. About 300,000-400,000 youth might be expected to be homeless on a single day.

**Pediatric Cancer:** 47 is the number of children in the US that are diagnosed with pediatric cancer each day. Out of all federal cancer research funding, only 4% of research funds go to pediatric cancer.

**Global:** More than half of India's population are victims of human trafficking. 40% of those citizens are under the age of 18.

### What we do to meet these needs and make a difference in each of these populations:

**College Bound:** The College Bound Classic Golf Tournament is our annual fundraising event for our population of homeless, fostercare, and at-risk youth who are pursuing a higher education with college. This year, despite being unable to host the tournament, we still have been persistent and dedicated with our passion to support this cause and raised \$29K to give to this population in the form of our College Bound Scholarship. Scholarship winners receive a new laptop, a \$300 target shopping spree (supervised) for dorm necessities, and a \$200 grocery store gift card.

**Pediatric Cancer:** Kids Helping Kids Sacramento's Annual Signature Gala gives at least \$50k yearly for our pediatric cancer population. This year, our gala raised a total of \$115k in gross revenue for this population. In the past 11 years, we have donated over \$230K in total to Keaton's Child Cancer Alliance.

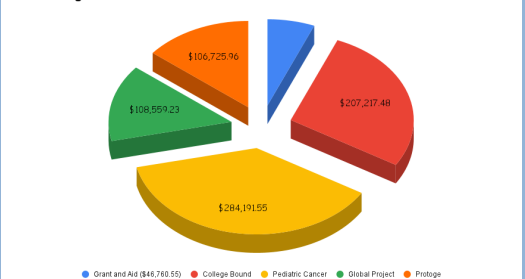
**Global:** Set Beautiful Free, and Love Light and Melody are two international programs that we work with to support underserved children Globally. Set beautiful Free is based in Bombay, India. They work to fight, and hopefully eradicate, human trafficking. Love Light and Melody is based in Nicaragua, and works to provide safehouses for children in dangerous situations. Kids helping Kids supports these programs by giving 10% of our net profit at the end of our business year to our global populations. This amount has previously been at least \$10k.

**Protege:** Through our leadership development program, we serve at local elementary schools, and other places in our community. We work to provide sustainability training through our gardens project and host philanthropy lessons on how to serve their community and give back with what they earn from their hard work. Leadership development includes our Junior Apprenticeship Program, who our senior class works closely with to prepare the next class for success in running the business.

## III. Critical Thinking and Problem Solving

Kids Helping Kids redesigned the Kids Helping Kids business model as the world folded under the pandemic. *The world shut down, we didn't; we adapted and overcame the hardships that came along.* We went virtual, and hosted an online raffle, raising over \$30k to support our pediatric cancer populations. We created a way to host our College Bound Classic Golf Tournament, adhering to strict pandemic safety guidelines, to ensure safety and to practice precaution. Raising a total of over \$200k over the two years in the pandemic. Coming back from the pandemic; we see a need in a community member, 17 year old Bryce. He had a passion for baseball and was fighting pediatric cancer. We were creative with our idea to provide his family with financial assistance; and hosted the Bryce Strong Fall Classic Wiffle Ball Tournament, to honor Bryce's passion for baseball. We were able to give the family over \$13k.

KHK Giving 2012-Present



## IV. Potential To Inspire Change

Kids Helping Kids offers the world new and innovative ways to support different populations of underserved children. Giving the so-called “best years of our lives” as high school students, *to helping others and changing the world for the better*. An effect of our hard work is giving adults hope for the younger generation, and our ability to be proactive in doing good in the world. A hope of ours is to influence our environment in a positive way, and influence other students in our high school to join us in making a difference. Being in Kids Helping Kids is being a part of Kids Helping Kids for life. There is always a support system there.

# Social Impact

## I. Sustainable Business Practices

We are environmentally sustainable with our materials used at events, and during day-to-day operations. We keep a majority of materials used to put on our annual events, and build off of them in future years. We limit our consumption as much as possible, knowing that the more money we spend on materials, the less money that we can support our populations with.

The *Garden Project* is a part of our Protege Population that allows elementary school children to develop a better understanding of both nature and business. After the crops grow, the kids host a farmer’s market at their school and learn to appreciate the value of a business. The kids use the funds raised from their markets to purchase books and supplies for their school, teaching them philanthropy and the importance of giving back to their community.



## II. Measuring Results of Impact

We believe that “**Learning is best by doing and doing is best by serving others**”; meaning that not only are we raising these large sums of funds for each of our populations, but we are still high school students learning essential entrepreneurial skills through the process. Not to mention how well Kids Helping Kids sets their members up for success in life, starting with their next step: college. Some of our member’s most notable college acceptances include; Stanford, Harvard, Duke, Leeds London, USC, Pepperdine and multiple of the most prestigious Universities of California (UCs); UC Los Angeles, UC Davis, UC Irvine, UC Berkeley, UC San Diego and UC Santa Barbara.

In 2019 Kids Helping Kids Sacramento competed in the *SVP Fastpitch Competition* against multiple nonprofits in the Sacramento region, including Habitat for Humanity. We finished first in the competition, being named **#1 Non-profit** in the Sacramento region. This proves the impact that we have made in our surrounding community, as recognized by our region and other non profit organizations.

The amount of money that we are able to use to support each one of our populations proves the impact of our hard work and success in fundraising. Over the past 11 years, we have touched the lives of \_\_\_ children within our pediatric cancer population, \_\_\_ with our college bound population, and \_\_\_ with our college bound population.

## III. UN’s SDG

*How Kids Helping Kids Sacramento Meets the Criteria of the United Nations’ Sustainable Development Goals (SDGs):*

**UN SDG #3: Good Health and Well Being;** As identified in the “meeting an unmet need” sector, we meet the criteria for this SDG by providing assistance to better children’s health for both our Global Population, and our Pediatric Cancer Population.

**UN SDG #4: Quality Education;** An overview of our protege, college bound, and global populations can be found in the “meeting an unmet need” sector. We provide many opportunities to various groups in various levels of education, to pursue a higher education and develop entrepreneurial skills.

**UN SDG #5: Gender Equality;** Kids Helping Kids works diligently to empower young women to pursue high caliber corporate roles in their futures. Over the past 11 years, we have had 10 female CEOs. Annually, a majority of our SMTs are female. One of our board members, Laura Brady, previously had a large hand in the development of Salesforce’s CMO Club. This club includes all Chief Marketing Officers of Fortune 500 companies across the globe, and Mrs. Brady secured us an opportunity to be a part of it. In many other ways, she is an inspiring force of female leadership and corporate success, and she mentors all of the young women in Kids Helping Kids to follow in her footsteps.

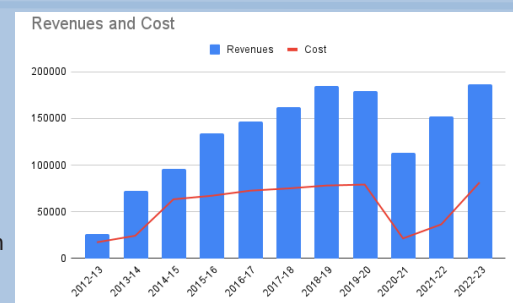
# Business Operations

## I. Sales & Marketing

Kids Helping Kids’ Ability to sell out **850 theater seats** and sell over **80 silent auction experiences showcases** our skills in both departments of sales and marketing.

We have a **Chief Marketing Officer** who has a team and works closely with our production team to create and publish all material that is posted on our social media, Youtube and Website.

For our silent auction at all events, we use an online bidding platform; *Givesmart*. This process is entirely online and allows people to register weeks before the event to get in their first bids as well as allowing people who are not able to attend the event an opportunity to still support our cause through bidding. Our use of Givesmart at our recent event helped us raised \$38K. Using Givesmart improved our Silent Auction Revenue by 23%.



Instagram & Facebook



## II. Accounting/Measuring The Results of Business

### Operations

Our **Chief Financial Officer** manages all of our budgets, profits, taxes, and determines the quantity of children and families that we can help, through determining our NET revenue. The CFO has the duties of a corporate CFO, such as:

- Board member fiscal oversight
- Annual Tax return submissions
- Mentorship collaboration with public accountant
- Cost to revenue ratios
- 501(c)3 filing with the IRS
- Management of a \$200k budget.

Corporate pitches with large businesses in the US reveals the viability of our business as seen by large corporations, and industry professionals. This is shown by businesses deciding to partner with us at amounts between \$1k - \$20k based on the marketing opportunities we provide, our cause, and our status as a 501(c)3



### III. Strategic Planning

Our **Chief Operations Officer** oversees the details and organization of each event. They work with corporate professionals and put on high caliber events that raises tens of thousands of dollars.

#### Annual Calendar of Events:

- Sacs Got Talent: October - Replaced by Bryce Strong in 2022
- Annual Signature Gala: January
- College Bound Classic Golf Tournament: May



The **Chief Operations Officer** oversees outreach endeavors as well; including our protege population in which our **Director of Outreach** plans the lessons for each week.

We use **SWOT** (Strengths, Weaknesses, Opportunities, and Threats) to make sure every minute of the event is over-planned; with a plan A, plan B, and plan C.

Each SMT keeps track of every detail of their responsibilities throughout a file that gets passed down to the next year, so that all of that planning can be built on for the next year, rather than repeatedly re-done.

### IV. Structure and Organization Management

We have a **Chief Executive Officer** who oversees every branch, along with overseeing the development of the upcoming class, and running board meetings with our Board of Directors. The members of this Board are all members of the corporate world, and constantly mentor us in our business running skills. We have quarterly meetings where our budgets, allocation of funds, and event planning, are all approved by the board. They give input and advice on matters of Kids Helping Kids, and are a strong support system for our Senior Management Team. Our Executive Director and Vice President both remain the same throughout the duration of our business, which promotes consistency of business practice. The CEO manages retention of relationships with partners, working with Advancement closely in terms of Corporate Partners. These corporate partners include any business that align with Kids Helping Kids in terms of morals and missions. This includes: Salesforce, Samsung, Raley's, and many more that can be found on the bottom of the final page of this report.

## Likelihood That The Business Will Continue

### I. Succession Planning

This year we began the expansion of our business by starting up *Kids Helping Kids El Dorado Hills*. This is hopefully the first of many.

Kids Helping Kids has a process to smoothly transition from year to year. Our business model is unique in the fact that we change our leadership group and participant group annually. The senior (12th grade) class of the current year is who fills in the Senior Management Team Positions (SMTs). Juniors (11th grade) and sophomores (10th grade), make up the rest of the business, each falling into the branches of **Advancement, Productions, Marketing, Outreach, Marketing, and Event Services**. These Senior Management Team members mentor the Juniors and Sophomores in order to prepare them for success in the next year. Juniors are completely involved in the business, so they know all of the ins and outs when it's their turn to run the business.

The Seniors, who are selected through an extensive interview process, model best business practice and provide a built-in support mechanism to allow trial and error without harm to the business.

### II. Teamwork

Every year, our senior class mentors our junior class to ensure that the business and its students will be successful in the following year. This is done through our protege population, and through protege trips. These trips were made possible through connections with Alumni, proving the true loyalty and family Dynamic that Kids Helping Kids intentionally fosters.

Our commitment to teamwork starts at the top and trickles down to every student. We have two amazing role models, **Michael Gordon and Jay Lottes** who show us examples of great teamwork on a daily basis. From there our Board members are role models to our SMTs, our SMTs are role models for the rest of the seniors, and the seniors are role models for all juniors making a smooth transition through all of the years.

### III. Market Viability

Approximately **1 in 285 children in the U.S.** will be diagnosed with cancer before their 20th birthday.

Only **29% of homeless or foster at-risk** high school students end up going to college.

Almost **8 million people are trapped in human trafficking in India**, which is roughly the entire population of New York City.

These devastating statistics prove that the populations that we serve are in dire need of service. Sadly, these numbers *continue to grow each year*, showing that Kids Helping Kids' work will continue to be increasingly more necessary as time goes on. The nonprofit market is the 3rd largest workforce in the United States. This is a sustainable market to remain in, with no cause for concern of depletion.

### IV. Ethics & Integrity

Kids Helping Kids Sacramento is based on the belief system that **"Learning is best by doing, and doing is best by serving others."** Our ethical behavior consists of professionalism, and looking out for the underserved and underprivileged. Our ethics and integrity is highlighted in our work in our global population; India (human trafficking - work with *Set Beautiful Free*), Cuba (assist the disabled and deserted children of the island), Nicaragua (worked with *Love Light and Melody* to form a safehouse for children).

