



# HOPE RISING

New Hope for Kids | Annual Report 2015



# WHO WE ARE

## Here to stay.

Since our origins in 1996, New Hope for Kids has become the largest independent grief support center in Florida. We concentrate on children, ages 3-18, and families coping with life-threatening illnesses and/or the death of loved ones. We are also one of the oldest wish-granting organizations in Central Florida, granting up to 50 wishes annually to children with terminal or life-threatening illnesses.

Our mission is to support children and families grieving the death of a loved one and to grant wishes to children with life-threatening illnesses in Central Florida.

## Creating hope.

The New Hope for Kids Grief Program helps children and families cope with the feelings of grief and loss after the death of a loved one. New Hope for Kids also grants wishes to children up to age 19 diagnosed with a life-threatening illness. Our Grief and Wish Programs work together to provide total family support. We offer parent support groups, community awareness projects, information and referral services, as well as summer camps for children and family events throughout the year.



# FINANCIALS

## Funded by you.

We are funded primarily through charitable donations by individuals, corporations, foundations and community service organizations in Central Florida. No funding is received from government agencies or the United Way. New Hope for Kids is governed by a volunteer board of directors from the Central Florida community.

New Hope for Kids

90%

of revenue goes directly to our program services

Other Non-Profits

70-80%

of revenue goes to their program services, with the rest applied to administrative costs

## Hope with every dollar.

360

children assisted in 2015

325

through grief facilitation

35

wishes granted

6,000

children assisted since 1996

5,025

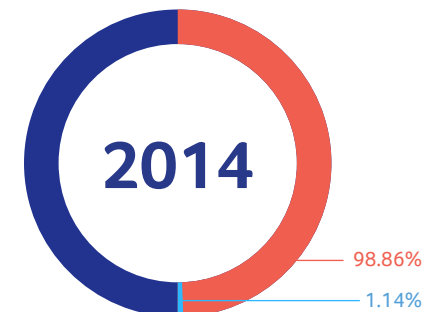
through grief facilitation

1,635

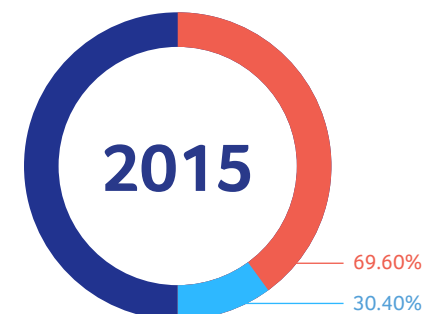
wishes granted

## Breakdown

Corporate & Individual Donations	\$297,822.00
Grants & Bequests	\$584,297.00
Participant Scholarships	\$73,560.00
Special Events (less direct expenses)	\$368,112.00
Interest Income	\$3,739.00
Endowment Income	\$57,407.00
Donated Services & In-Kind Contributions	\$549,767.00



TOTAL REVENUE **\$1,509,445.95**  
TOTAL EXPENSES **\$1,492,009.12**



TOTAL REVENUE **\$1,934,704.00**  
TOTAL EXPENSES **\$1,346,648.00**  
(revenue includes capital campaign donations)

**Total Revenue \$1,934,704.00**

Between  
2014 & 2015

**28.2%**  
Increase in  
Revenue

**10.8%**  
Decrease in  
Expenses

**29.2%**  
Increase in  
Surplus  
(as % of revenue)



# FUNDRAISING

## 2015 Events

Wine on Wednesday	\$18,492.00
Art of the Vine	\$160,906.44
BMW Drawing of Chance	\$111,769.43
Mascot Games	\$74,399.99
Holiday Bicycle Ride	\$1,943.07
Other Events	\$601.07

**Total Raised \$368,112.00**

## Mascot Games

New Hope for Kids is so happy when these big-hearted Mascots come to town. This past June was another phenomenal three day extravaganza of entertainment with 24 Mascots representing MLB, NFL, NBA, NHL, MLS and NCAA battling against each other on four separate teams including yellow, green, red and blue.

“Mascot Games is a wonderful, unique asset of New Hope for Kids and our community,” states Ron Kaplan,

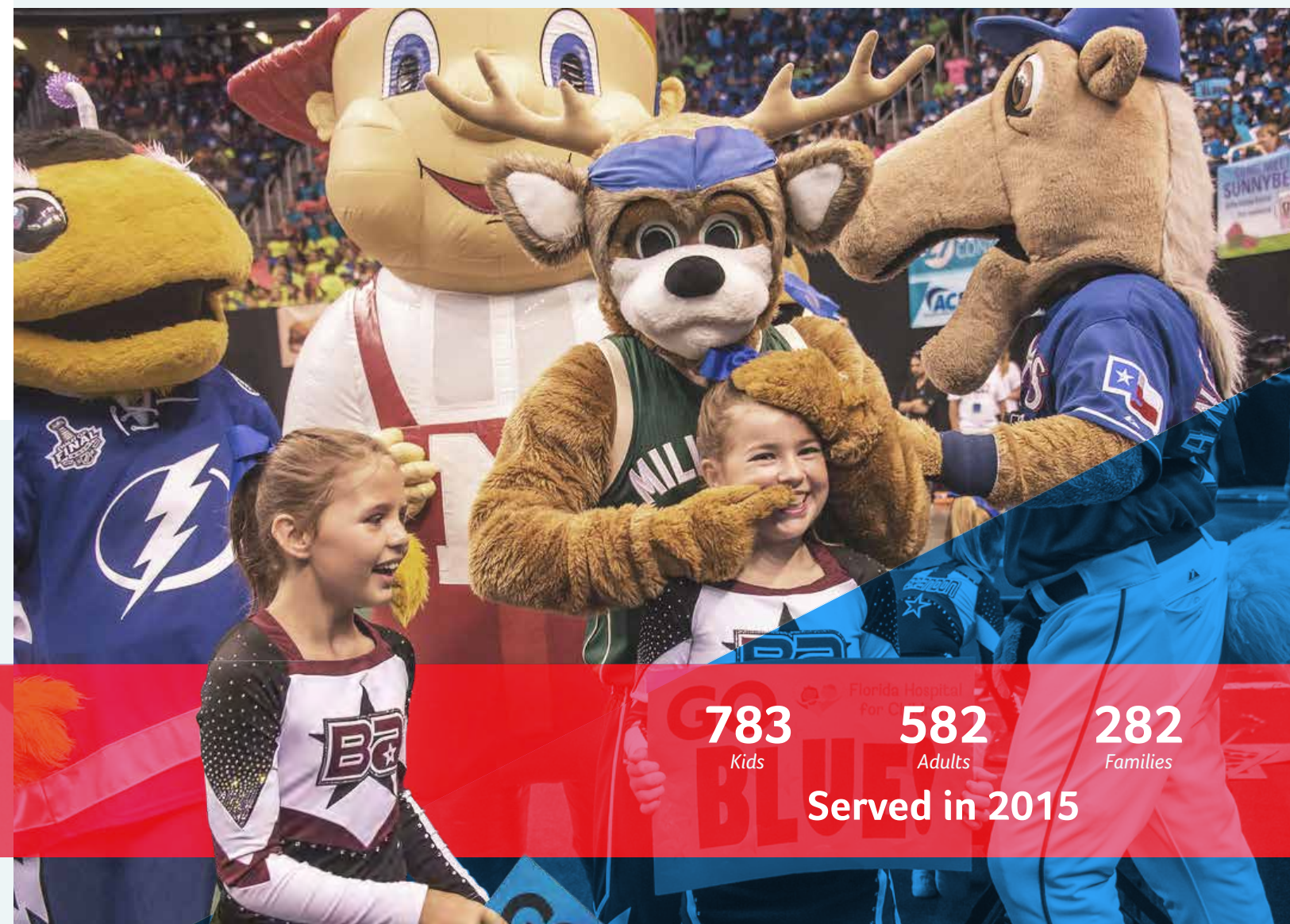


who assists with the Mascot Games sponsorships. “Our Mascot Games corporate partnerships not only allow sponsors to market themselves but as important also resulting in increased awareness of New Hope in the corporate community, stronger corporate ties and additional support throughout the year. Plus, as the Mayor of Orlando commented, ours is perhaps the loudest event held at Amway Center Arena. Our sponsorships can be customized too which help integrate our mission and their message.”

On Thursday, the NHFK Meet and Greet dinner was a magical time with New Hope families energetically gathering autographs of their favorites, including our ambassador STUFF from the Orlando Magic. Our children get very special attention from these Mascots and it makes it so special for the families to get so close to these popular furry friends.

Our appreciation goes out to the Orlando Magic’s STUFF who also serves as the Mascot Games Ambassador and the exceptional volunteer Special Ops Committee who dedicate themselves so tirelessly to this magical event.

*“Mascot Games is a wonderful, unique asset of New Hope for Kids and our community.”*



**783**  
Kids

**582**  
Adults

**282**  
Families

**Served in 2015**



# VOLUNTEERS

## Our life force.

Volunteers assist New Hope for Kids in fulfilling our mission to help Central Florida's children. We could not exist without our amazing family of volunteers who donate valuable time, energy and talent in a myriad of ways that reflect personal skills and gifts. Anyone can be a part of a New Hope for Kids wish through fundraising, donations or hosting a wish. Organizations, corporations and individuals are encouraged to sponsor a wish for a child.



**Making smiles, daily.**

## You can help, too.

Anyone can lend a hand to New Hope for Kids through volunteering, fundraising, donating or hosting a wish. Organizations, corporations and individuals are encouraged to sponsor a wish for a child.

**Volunteer at fundraising events**

**Become a grief facilitator**

**Sponsor a wish**

**Donate items for the children**

**Help with fundraising**

**Help at family events**

**Provide office support**

**Assist the Grief Center**

**Become a speaker**

**Plan wish parties**

**Become our next glimmer of hope.  
Call today.**

**Wish Program & Business Office**

Phone | (407) 331-3059

Fax | (407) 331-3063

**Center for Grieving Children**

Phone | (407) 599-0909

Fax | (407) 599-0904



# GRIEF PROGRAM

## Healing hearts.

Our basic philosophy recognizes that illness and death are a part of life. We understand that acknowledging one's grief is essential for a person to move towards hope, healing and renewal. We believe that each child has the potential to heal when provided with an accepting and supportive environment. New Hope for Kids does this through directed activities such as painting, discussion and journaling. We even have a "Hurricane Room" at our Grief Center for kids to vent extra energy. New Hope for Kids offers a place where mutual support is given and play, listening and sharing are used to foster acceptance.

Children who attend the Grief Program report feeling understood, supported and a decreased fear of death. They gain an enormous sense of relief from being able to discuss their experiences with peers who are going through the same range of feelings and emotions—something they cannot do at school or many times at home. The goal of our proven program is to help children help each other to face loss as a normal human experience while learning valuable life skills.



A key difference between our program and others is that our program focuses on attending support groups over a twelve-month period in the home-like setting of the Center for Grieving Children. We believe the grief process cannot be adequately addressed through short-term or in-school programs.

## 325

*children assisted through  
grief facilitation in 2015*

## 5,000+

*children assisted through  
grief facilitation since 1996*

## Testimonial

"Hello, my name is Marisa. My Father died in Operation Iraqi Freedom. I know all the adults around me are sad and I'm sad too, but I know that one of the things that helps me is when I get to do things that help me feel like a normal kid, like going to school and playing with my friends. I have a couple of friends at school whose dads died too. We don't talk about it much, but it helps me to be around them. We just understand each other. How I plan to get through the holidays is the same as what I do to help me all the time. I write notes to him. I pretend he is here with me and I have a book where I put all the notes I write to him. My mom bought me a photo frame and I put a special note he wrote to me in it. At night I read it to myself: Marisa, to my dearest beautiful daughter, I love you more than anything in this world. No matter whatever happens, I will always be there for you and will always love you. Love, Dad"

—Marisa, Grief Program Participant



# WISH GRANTING

## Better tomorrows.

In 1985, the Children's Wish Program was founded as a not-for-profit charity to grant wishes to children with life-threatening illnesses who have not yet reached their 19th birthday nor had a wish granted previously. A life-threatening illness is defined by New Hope for Kids as any illness which will in all likelihood shorten the child's full life expectancy.

Unlike other wish-granting organizations, New Hope for Kids Wish Program is not affiliated with a national organization, but is an independent, locally based charity that focuses on Central Florida children. Occasionally a wish is granted out of state, but 90% or more are granted right here. That means the money that is raised by Central Florida community members goes right back into our economy. New Hope for Kids does not receive funds from State or Federal reimbursement and is not a United Way agency.

Because most of our wish recipients live in the vicinity, New Hope for Kids is able to provide additional services and support beyond the wish itself. We call ourselves the New Hope Kids Family, because we join together for regular activities to have fun, share resources and provide emotional support. These activities are designed to prevent the isolation and sense of hopelessness that often accompanies grief and illness. Families help each other while forming lasting relationships.



**1,400+**  
*wishes granted  
since 1996*

## Meet Marc.

Marc waited 6 months in the Florida Hospital Cardiac Care Unit for a new heart. It was a very trying time for him and his family. During this time, Marc's mom Jeannine requested a wish for him. I visited him and, though he could not form the words, he showed me a picture of a Portuguese Water Dog that he wanted for his wish.

Greg, Sirena and Greg's granddaughter Nicole went to work researching puppies, and found a little black female with a white marking. Marc appropriately named her Hope because she provided the hope he needed to wait for his heart. The day finally came, and Marc received a new heart and the beginning of a new life. His recovery has been miraculous.

**35**  
*wishes granted  
in 2015*

Although the New Hope for Kids Wish Program is not able to cure the life-threatening illnesses of their wish children, it is proud to grant wishes and provide follow-up support in order to lighten the burden for the children and their families and improve the quality of time remaining in the child's life.



# BUILDING NEW HOPE

## 2015 Milestones

### January 12

Architectural plans are submitted to the City of Maitland and the permit approval process begins.

### February 2

Board donations and pledges reach \$260,000.

### March 1

Edith Bush Charitable Foundation provides a \$200,000 grant for the renovation, receives naming rights for the Community Conference Room.

### March 5

The Harvey and Carol Massey Foundation and a local anonymous foundation each provide building grants of \$25,000.

### April 15

Naming Rights for 13 rooms have been pledged or paid for by donors.

### June

\$1.5 million raised of \$2.5 million fundraising goal.

### August 15

All permits are secured from the City of Maitland.

### August 31

Phase 1 of our building project begins.

### September 10

A New Hope for Kids board member anonymously offers a challenge grant: To match new donations up to \$100,000!



## More space. More hope.

It has long been the dream of New Hope for Kids to be able to help as many families as possible. With our new facility comes the realization of this dream.

More space means so many things to the families who need our help. Limited space in our current grief center only allows two age groups to meet at once. Families participating in our grief program who have children in all three age groups can attend on one night instead of coming back to attend a second night. Families with children in wheelchairs will be able to access all grief program areas. In addition, the frustration of waiting lists will no longer be a factor, as there will be plenty of room for everyone.

Children who wish to experience each grief program activity space on group nights will be able to do so because the actual spaces will be larger. Kids will no longer be disappointed to miss their turn in the

very popular Hurricane Room—there will be two.

More space also means we can add more elements to our grief program services: spaces for kids to express themselves creatively, to share their thoughts and feelings with fellow group members, and to gather together before group in the kitchen area. Adults will find spaces created especially for them as they set out on their grief journeys. A Community Room will allow New Hope for Kids to offer special learning opportunities to like-minded organizations, as well as providing space for special gatherings of civic groups who wish to learn more about our mission.

Our vision of bringing hope, healing and happiness to children and their families suffering grief or loss is being brought into focus like never before. Things we had only dreamed of for years are becoming a reality at last.



# BOARD OF DIRECTORS

- Anthony Martin** | *Victoria Equities*
- Todd Husty** | *Physician*
- Wendy Connor** | *TRUE Marketing*
- Laura Fernandez Wooten** | *Orlando Sentinel*
- Barbara Peckett** | *iHeartMedia, Retired*
- Dave Joswick** | *New Hope for Kids*
- J. Gordon Arkin** | *Foley & Lardner, Retired Partner*
- Vickie Cartwright** | *Orange County Public Schools*
- Cassandra Doty** | *Yapor Realty*
- Steven Engel** | *Congregation of Reform Judaism*
- Jean Gallagher** | *Walt Disney World*
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- Joe Guzman** | *Ste. Michelle Wine Estates*
- Ruby Homayssi** | *United States Navy, Retired*
- Robert Q. Lee** | *Foley & Lardner*
- Pat Michaels** | *OneBlood*
- Geo Morales** | *Orlando Health*
- Dominic Nori** | *Private Wealth Management*
- Alan Paul** | *Paul Marketing Group*
- Elizabeth Schneider-Peele** | *GRB Enterprises, Inc.*
- Carolyn Turnbull** | *Vester & Wiler, CPAs*

- John Mantione** | *Fields BMW*
- John McEachron** | *Retired Developer*

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- Director Emeritus**
- Director Emeritus**

## Letter from the Executive Director



There’s a lot happening at New Hope for Kids! We have moved our business offices to the second floor of our 544 Mayo Avenue facility, where renovations are underway on the ground floor. Phase I of construction is expected to be completed in February 2016, creating our new Grief Program spaces. We have raised approximately \$1.5 MM of our \$2.5 MM goal that will allow us to complete the work of Phases I and II.

We still need your help! Support from our community to help us reach this goal is more important than ever. You may know of an individual, or a corporation, foundation or trust that may be willing to help with a cash or in-kind donation. There are opportunities to give on many levels, from a personalized brick in our “Path to Hope”, to sponsoring an activity room, all the way up to naming rights of the building itself! We have a \$100,000 dollar-for-dollar matching grant that doubles your donation, and if your employer has matching funds available, you could triple your donation!

Thanks to everyone that supported this year’s Art of the Vine and BMW Drawing of Chance, we raised a record \$272,675 to help fund our grief and wish

programs. On June 19th and 20th we held our 22nd annual Mascot Games, which was the most successful in the history of the event, raising an incredible \$74,000 to support New Hope for Kids.

All of our accomplishments could not have happened without the help of hundreds of very dedicated volunteers. Last year 19,254 volunteer hours were donated. That’s equivalent to 12 full time people, or a total employment cost of over \$450,000! Volunteers really are the heart of our organization, and we couldn’t function without them.

As we move forward, I want to encourage each of you to share our mission with others, to get involved if you can, and to help us get our new home finished.

With sincere thanks,  
**Dave Joswick**



# THANK YOU

## Our sponsors.

Corporations assist through direct donations, grants and sponsorships, employee gifts and gift matching, as well as fund raising projects. Some corporations sponsor an entire event or participate in fund raising events through the purchase of corporate tables, auction items and/or by contributing in-kind items or services. They also help by supplying us with volunteers and by publishing articles about New Hope for Kids' programs in their company newsletters. We are infinitely grateful for the help that our sponsors have provided to help our cause.



CENTRAL FLORIDA  
FOUNDATION



hannover **life**

Always moving forward.

## Our donors.

Individuals contribute to New Hope for Kids in a variety of ways: cash donations, gifts of stock or life insurance, real or tangible property, and in-kind services or goods such as printing, toys or art supplies. Others prefer to participate through fund raising events. Some even organize an event of their own to raise funds for New Hope for Kids! Donors also help ensure New Hope for Kids' future by setting up deferred giving plans such as bequests in their wills or trusts, charitable remainder trusts, life estates, or charitable lead trusts. This guarantees that New Hope for Kids will continue to be here to help children as long as the need exists. We couldn't do it without you!



# CONTACT US

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