

APRIL 2021

We enjoy putting out this monthly newsletter but we want to make sure it is serving your needs. If you have any thoughts about how we can make it better, please share them by replying to this email. Thanks!

A (VERBATIM) NOTE FROM A THANKFUL MOM

"Rosa and I go to Macy's today to get her new cloths for going back to school. She never was able to pick out her own cloths before because I don't make lots of money. We smelled the perfumes also. We were there for 3 hours. I hug you, Alice."

OUR FIRST "AFFILIATE"

Over a year ago, we were contacted by the father of a young woman who was killed by a drunk driver. He was impressed with our work and he said he wanted to set up a charity in her name that was similar to ours. We've been consulting with them all of this time and "Katie's Kids" is now up and running in Clark County, Ohio.

We do not have official affiliates but we are honored that they have taken our model and are already fulfilling requests for kids in that area (they have no plans on expanding).

See katieskids14.org for more info.

WELCOME OUR NEW PUBLIC RELATIONS PERSON

When you receive good publicity like we have in the last year, you need to build on that success. So, we are pleased to announce that we have hired our first public relations representative, Ms. Alice Walton.

Alice lives in Austin, TX and runs www.waltonstrategies.com. To begin, she will work for us on a part time basis with the goal of generating more referrals and more donations via the national media.

FINANCIAL UPDATE

Thus far this year we have already spent approximately \$ 103,000 on children across the country. That puts us ahead of last year's pace. Our income remains steady with help from people like comedian Patton Oswalt, who recently donated \$4,000 of the proceeds from his one man online show a few weeks ago!

In addition, Standard & Strange, a high-end men's fashion retailer, held a

charity raffle for us that raised several thousand dollars. On a separate note, we are just about to conclude our audit for 2020.

SPIDER-MAN TO THE RESCUE

New York's famous wall-crawler came to the rescue recently for one of Alice's Kids. An emotionally challenged child recently broke his glasses and we were happy to pay for a replacement set.

At one point, however, the teacher mentioned how he was a big fan of Spider-Man. So, we took the request a step further and not only sent him a \$100 Disney gift card to buy Spider-Man paraphernalia, but we also got this special message to be sent to the boy from his favorite Super Hero!

ALICE'S KIDS

Alice's Kids is a 501(c)3 non-profit organization that seeks to enhance the self-esteem of children in need by providing them with targeted individual assistance to facilitate their participation in scholastic, recreational and social activities.

