



Memories for Kids

YEAR IN REVIEW

2023

OVERALL SUMMARY

Executive Director Letter

As I write this, I am currently just 8 months into my role as Executive Director of Memories for Kids. My initial goals were to increase awareness of Memories for Kids to gain more referrals for families we could serve. We were significantly impacted by the travel decline during the COVID pandemic and needed to revive our community awareness and travel experiences for creating memories. We did just that during the second half of 2023. What follows in this report will show a complete return to prior levels of memories completed, and an even stronger comeback on referrals.

While this is fantastic news, this also means that our fundraising efforts will become even more important as we prepare to meet the demands and opportunities of increased awareness and referrals. We have never turned away a family memory for lack of funds. We executed several events in 2023 to help fund our mission:

- Trivia Night
- Cinco de Mayo Day of Celebration and Giving
- Topgolf for a Top Cause
- Tribute Campaign

Throughout 2023, we were able to create 26 memories for children with a parent facing stage IV cancer. Fourteen families were able to take a break from cancer and create travel experience memories. Children of twelve families received special keepsake items, such as necklaces or keyrings with their parent's fingerprint and signature engraved. I am proud of the impact our organization has had, and look forward to continued growth, thanks to the support of many businesses and individuals.

Many thanks to the Governing Board for their continued support and direction. I would also like to thank the Guild Board, who continues to be the largest fundraising support for Memories for Kids. Both are crucial to the success of the organization. I would also like to express gratitude for the Youth Advisory Board and College Advisory Board, who work to bring awareness and fundraise amongst the young adult population in the community.

I'm very much looking forward to 2024 and all that this year has in store!

Thank You,



Megan Riebe Reay

GOVERNING BOARD 2023

Memories for Kids relies on volunteers to serve its mission, enhance program efficiency, and instill the spirit of giving in the Omaha community. Our Governing Board is composed of dedicated individuals who are passionate about providing memorable experiences to children who have a parent with stage IV cancer. These volunteers share the common goal of making a positive impact on the lives of these children and their families.



LISA GRAVELLE
FOUNDER



ANN CHRISTIANSEN
PRESIDENT



MAUREEN ERECKSON
PRESIDENT-ELECT



SCOTT DWYER
SECRETARY



ERIN SAUTER
TREASURER



TOODY MOFFATT
ADVISOR



MEGAN RIEBE REAY
EXECUTIVE DIRECTOR



MARGARET MCCLENNY
GUILD PRESIDENT



NATALIE BARTMAN



PAM BEARDSLEE



JULIE FORSTER



CLAY HOBERMAN



KATIE HUTCHINS



AMANDA IWANSKY



KRISTIN LEWIS



KARA PLUMB



JULIE POULOS



CARRIE ROBERTS



BRENDA SMITH



KATIE TOWNLEY



MEG URSICK

MAKING A DIFFERENCE

Memories for Kids is a charitable organization committed to creating lifelong memories for children who have a parent with stage IV cancer. The mission has been made possible by the overwhelming support of our community, and allows Memories for Kids to serve all of Nebraska and western Iowa.

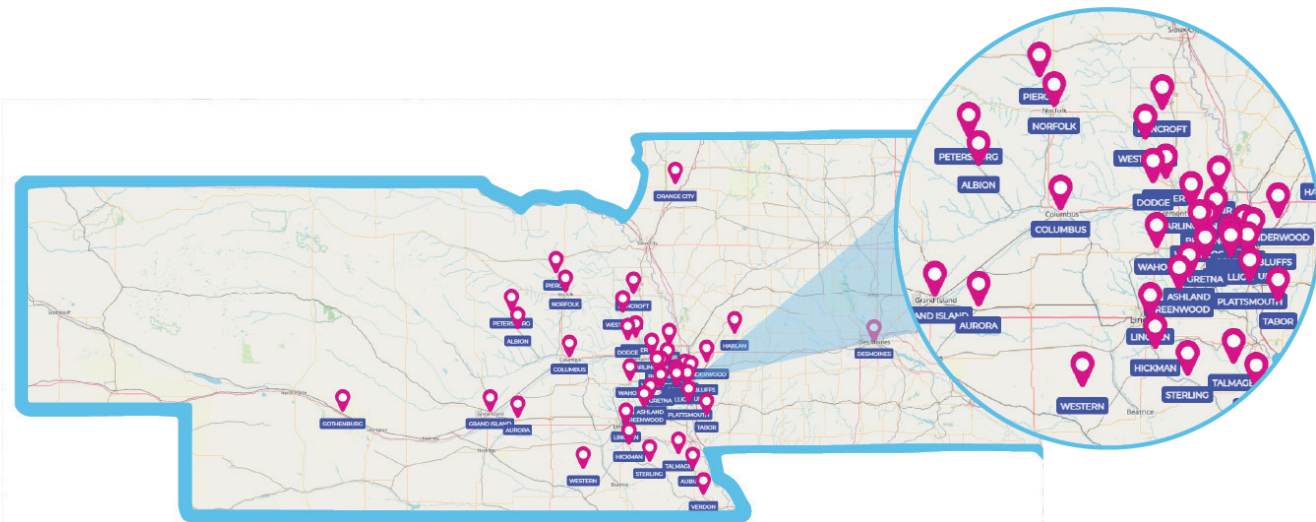
511

CHILDREN IMPACTED

*SINCE THE
BEGINNING*

150

FAMILY MEMORIES CREATED



52

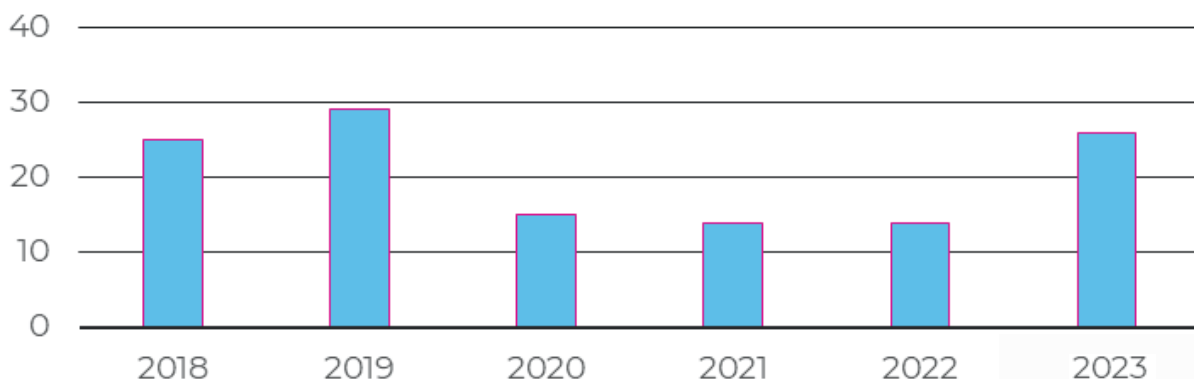
REFERRALS RECEIVED

IN 2023

26

TOTAL MEMORIES FULFILLED

Number of Memories per Year



LIFELONG MEMORIES

In 2023, Memories for Kids was able to create 26 cherished memories for children with parents facing stage IV cancer. Among them, 14 families were able to take a much-needed break from the demands of cancer and embark on unforgettable travel experiences. Additionally, 12 children received special keepsake items, such as necklaces or keyrings, engraved with their parent's fingerprint and signature. Memories for Kids takes immense pride in the positive impact the organization has and appreciates the generous support of numerous businesses and individuals. Looking ahead, Memories for Kids aims to expand efforts and create even more meaningful memories for families in need.



GUILD BOARD



Memories For Kids Guild Board puts the FUN in fundraising! MFK Guild Board members are a group of community volunteers dedicated to supporting the mission of Memories for Kids through volunteerism, fundraising, and promoting community awareness to help create lifelong memories for children who have a parent with stage IV cancer. The Guild Board members make an impact in families lives and provide a break from the challenges of navigating a cancer journey. The Guild Board plans and executes its largest fundraiser centered around a Day of Giving on or near Cinco de Mayo, as well as a Trivia Night event and several dine-out events each year.

Through various events and activities, MFK Guild Board members work tirelessly to raise funds that go towards providing these families with once-in-a-lifetime experiences that they will cherish forever. From trips to amusement parks, to family vacations and special outings, Memories for Kids strives to create lasting memories that bring joy and happiness to families who are dealing with the difficult realities of cancer. The work of the Guild Board is crucial in helping to provide these families with a much-needed break from the stresses and challenges of coping with a loved one's illness. By supporting Memories for Kids, you can make a real difference in the lives of families who need it most.

SPRING EVENT

Without the Guild Board's support, Memories for Kids would not be able to continue its mission. The Guild Board's dedication to this cause is inspiring and its hard work is greatly appreciated. The funds raised from this event go towards creating lifelong memories. MFK is honored to have such a wonderful group of supporters and we cannot thank them enough.



TOTAL RAISED \$97,465.



A DAY TO CELEBRATE AND GIVE

Join the Memories for Kids Guild for a Cinco de Mayo Fiesta day of celebration and giving! Our seventh annual spring event will be held on Friday May 5, 2023. It will be a day to celebrate our sponsors and donors, family memory recipients, and the work and mission of Memories for Kids.

At 10:30 a.m., a virtual mimosa toast will kick off the day, followed by sponsor shout-outs, real-time updates on the donation tracker, and videos of past memory recipients. The day will culminate with an in-person Cinco de Mayo happy hour starting at 5 p.m., at Champions Run, 13800 Eagle Run Drive, in Omaha.

While the last couple of years have been unprecedented, memory requests to help families in need has not changed. Families have enjoyed trips near and far, to Okoboji and Honey Creek, IA, Colorado, California, Wyoming and Florida. We have also given keepsake items, such as fingerprint necklaces and photo blankets, when a parent is in hospice. These experiences help children create a lasting positive memory with their family during a time that is otherwise very difficult and filled with sadness. Help us continue to create lifelong memories by giving today.

Memories for Kids is celebrating 12 years of creating lifelong memories.

Thank you for your support!

SPRING EVENT

Jeff Hanson™

Changing the World Through Art™

Painting donated by the **David Spence Cancer Foundation.**



A Jeff Hanson-style painting was auctioned off at the Spring Event. The winner of the live auction was Julie Foster. Ms. Forster serves on the Memories for Kids Governing Board and is a long-time supporter. Her acquisition of the painting is a testament to her continued kindness and generosity.

This painting raised \$5,000 in support of the mission of Memories for Kids.

SPRING EVENT



PEDRO FAMILY HONORED



EVENT SPONSORS

GOLD SPONSORS

Amy and Bryan Neary

SILVER SPONSORS

Ann and Dennis Christiansen

Katie and Grant Hutchins

Anonymous



METHODIST

BRONZE SPONSORS



Hematology & Oncology Consultants, P.C.



Enchanted
Honeymoons • Destination Weddings • Leisure Travel



Midwest Technology Solutions, Inc.



\$10,000 MATCH DONATION!



TRIVIA NIGHT

The Memories for Kids Guild hosted the 4th Annual Trivia Night on January 19th. Participants compete for bragging rights answering trivia questions from Mike Monday of Monday Night Games. This event has proven to be a fun friend-raiser for Memories for Kids.

MEMORIES FOR KIDS
GUILD BOARD PRESENTS

4th Annual Trivia Night!

A benefit for Memories for Kids

THANK
YOU!



COMMUNITY SUPPORT

PAPILLION JUNIOR WOMAN'S CLUB



The Papillion Junior Women's Club awarded a grant to Memories for Kids for \$750 that will help provide fingerprint necklaces and other keepsake items to children facing the loss of a parent due to stage IV cancer. Thank you for the support!

BELLEVUE UNIVERSITY LIBRARY

The Bellevue University Library collected donations for Memories for Kids over the holiday season. These items will help fill backpacks with fun items for kids traveling to make memories with their parents fighting stage IV cancer. Thank you to Jessica at the library and all of those who donated!!



CHIPOTLE FUNDRAISER



In April, the Chipotle at 808 North 102nd Street, in Omaha, donated \$122 from daily sales. The revenue generated by this Omaha Chipotle branch is a testament to the restaurant's dedication to providing delicious food and a positive dining experience.

RUNZA

The Runza location at 10505 Pacific Street, in Omaha, donated \$400 from sales during a one-day fundraiser. It was heartwarming to see so many members of the community come together to support a great cause.



COMMUNITY SUPPORT

GIVING TUESDAY



GIVING TUESDAY...GIVING MEMORIES!
Giving Tuesday amplified donations thanks to amazing community support. Thank you to WOWT 6 News and Share Omaha! for sharing a glimpse into how Memories for Kids transforms families' lives -- one memory at a time.
Total Donations = \$5,303

DETURK FAMILY - WOWT FEATURED FAMILY



TAGG - TOGETHER A GREATER GOOD

TAGG works with many amazing local businesses who donate a percentage of purchases to the participant's non-profit of choice!

TAGG from any device, upload receipts and selected Memories for Kids as your donation directive! TAGG donated \$77 to MFK in 2023.

Will you
TAGG for us?
Easiest way to raise funds

Where to TAGG



ADVISORY BOARDS

YOUTH AND COLLEGE

The **Youth Advisory Board** consists of high school students who possess a passion for assisting Memories for Kids in creating unforgettable memories for children who have a parent with stage IV cancer. The YAB Board consists of members from the Omaha community at the following schools:

- Marian High School
- Westside High School
- Elkhorn South High School
- Elkhorn North High School
- Creighton Preparatory High School
- Mount Michael Benedictine School
- Millard West High School
- Roncalli High School

The Board members function as a Board by electing officers, developing agendas, and conducting meetings utilizing Roberts Rules of Order. The Board also plans and executes a fundraiser for Memories for Kids. This coming fall, the YAB is planning their first dodgeball tournament. Previous years this group has implemented Steps Around the World and Footgolf fundraisers.



The **College Advisory Board** is a brand-new group of almost 100 young adults at Creighton University, who are eager to bring awareness and fundraising to Memories for Kids.

The CAB believes that MFK is an incredibly important cause, and they are excited to use their skills and resources to make a difference.



TOP GOLF FOR A TOP CAUSE



TOPGOLF FOR A TOP CAUSE



Topgolf SPONSOR

HELP SUPPORT MEMORIES FOR KIDS!

SUNDAY, OCTOBER 15th - 3:00 - 6:00



Topgolf Ticket

CREATING LIFELONG MEMORIES FOR CHILDREN WHO HAVE A PARENT WITH STAGE IV CANCER.

The Topgolf event on October 15th was a great success, with a total of 14 teams participating. It was great to see our supporters on the green, swinging their clubs and having a great time while raising funds for Memories for Kids.

TOTAL RAISED \$16,450

THANK YOU SPONSORS!

★ TOP SPONSORS FOR A TOP CAUSE! ★



**Kara and Troy
Plumb**

**Krista and Mickey
Anderson**

Anonymous

CREATING LIFELONG MEMORIES

MEMORIES FOR KIDS

TRIBUTE CAMPAIGN

MEMORIES FOR KIDS

CREATING LIFELONG MEMORIES FOR CHILDREN WHO HAVE A PARENT WITH STAGE IV CANCER.



TRIBUTE CAMPAIGN

Paying tribute to inspiring and influential individuals is a noble endeavor. Memories for Kids Annual Tribute Campaign is a unique way to commemorate a loved one, caregiver, or champion. Contributions support families coping with cancer by providing them with a much-needed break.

Donors honor or remember someone who has had a positive impact on their lives or others. Tributes are acknowledged on our Tribute Page, as well as at our Spring Event. We celebrate the lives of these remarkable individuals.

TOTAL
271
TRIBUTES
DEDICATED



FOLLOW US



Memories for Kids



REFER A FAMILY



DONATE



Memories for Kids

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memoriesforkids.org