Dear Friends,

I’m pleased to share with you Tickets for Kids’ 2017 Annual Report.

Compiling the data for this publication always presents a great opportunity to stop and reflect, however briefly, on the scale and scope of the past year’s activity. And what a year it was! An unprecedented 220,000 opportunities were made available to TFK Kids through the generous and consistent support of our friends and funders. Many thanks!

That remarkable milestone was brought about, in large part, by improvements in our tech capabilities. Time and resources were dedicated to improving these capabilities so we could offer more active, real-time, hands-on, experiential opportunities for kids to explore the world and their place in it.

As our partnerships with ticket providers, ticket recipients, volunteers, and financial supporters continue to grow, we’re humbled and encouraged by how dedicated this intricate and interactive network is to ensuring that TFK Kids get to experience a concert, a play, a ball game, a corn maze, or a cavern. Our collaboration is our success, and we’re grateful to every one of you. Thank you again for your investment.

Warm regards,

Jason J. Riley
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Tickets

New organizations contributing tickets in 2017 included the San Diego Padres baseball team in California, Ballet Chicago in Illinois, and Pittsburgh’s Kennywood amusement park in Pennsylvania.

Agencies

Last year TFK facilitated opportunities for Youth-Serving Organizations located in 40 states. Children received tickets through family support centers, after-school programs, summer camps, mentoring programs, early childhood care centers, foster care agencies, shelters, and residential and group homes.

TFK Q&A

If all the tickets are donated, what do you need money for?

Good question! This is usually asked because some assume that TFK purchases tickets. Actually, TFK purchases no tickets at all. Donation income is used to support program activity, which includes but isn’t limited to:

- Prospecting, relationship building, and negotiating to acquire tickets
- Vetting and training agency partners
- Maintaining and monitoring an online request portal (TECH!)
- Event scheduling and ticket distribution
- Post-event tracking
- Donor acknowledgment

It costs us about $4.25 for each opportunity distributed, which means we were able to generate 8.2 times our 2017 operating budget of $84,540 in ticket value!

Incomes

In 2017, Tickets for Kids received charitable contributions through Foundation, Corporate, and Government Grants, Corporate Sponsorships, Fundraising Events, and Annual Giving Campaigns.

Donors

TFK partnered with 1,900 Youth-Serving Organizations across 40 states.

Individual Donors

A big thank you to the 1,238 individuals last year who, by donating as few as two tickets at a time, contributed to the 16,611 tickets valued at $1,096,950 that sent TFK Kids everywhere for experiences ranging from ballet performances to monster truck rallies.

Likewise, more than 500 individuals supported TFK through annual giving campaigns, fundraising events, United Way contributions, workplace giving initiatives, and other creative ways to contribute $84,540 to open doors for kids all across the U.S. THANK YOU!

In-Kind Gifts

In 2017, TFK received in-kind gifts (tickets received) valued at $6,932,778.

Money

Averaging $30.12 per ticket, TFK was able to generate $4,255,637 in ticket revenue.

Total

TFK received $6,664,537 in total donations for the 220,873 tickets distributed to 1,900 agencies, shelters, and residential and group homes.

Top 30 Institutional Donors

1. San Diego Padres
2. Major League Baseball
3. Cavaliers
4. New Jersey Devils
5. Pittsburgh Zoo & PPG Aquarium
6. Feld Entertainment
7. Pittsburgh Pirates
8. TeamSınıle
9. Carnegie Science Center
10. Blue Man Group Chicago
11. Cirque du Soleil
12. Cleveland Indians
13. ProCamps Worldwide
14. Washington Redskins
15. Allied Integrated Marketing
16. Philadelphia Phillies
17. Giant Eagle
18. Minnesota United FC
19. Vıtor Entertainment Group
20. Wells Fargo Center
21. Minnesota Twins
22. National Aviary
23. Pittsburgh Ballet Theatre
24. Pittsburgh Steelers
25. Sin Hırp Group Boston
26. Bushnell Center for the Performing Arts
27. Atlantic 10
28. Carnegie Museums of Pittsburgh
29. Cleveland Monsters
30. University of Pittsburgh Department of Athletics