

TICKETS *for* KIDS® Charities

Frequently Asked Questions

- **WHO WE ARE:** Tickets for Kids® Charities (TFK) was founded in 1994 to provide opportunities for low-income children to participate in events and activities routinely accessed by their more affluent peers. TFK has built networks of partnerships to provide tickets to children while enhancing capacity for the nonprofits serving them across the U.S.
- **HOW IT WORKS:** TFK obtains donated tickets from individuals and venues and distributes the tickets through approved social service agency partners like Y programs, Boys & Girls Clubs, Big Brothers/Big Sisters and thousands of smaller grass-roots organizations and Title 1 schools serving low-income and at-risk children. All partner organizations are vetted, trained, and held to high standards of accountability. Tickets are distributed according to guidelines established by the ticket provider, i.e. e-tickets, letters of admission, or physical tickets at Will Call.
- **HOW MANY:** Since its inception, TFK has distributed more than 3 million tickets valued in excess of \$64.1 million to disadvantaged children and their families. In 2018, TFK distributed more than 194,000 tickets valued at over \$6.6 million, and partnered with youth-serving organizations in 33 states.
- **WHO PAYS:** TFK is donor funded and charges no fee for service.
- **HOW MUCH:** TFK's operating cost for each distributed ticket is approximately \$4.00, which means an unforgettable experience for a child is provided for little more than the price of a cup of coffee. The average (retail) value of each TFK ticket is \$36. Through the TFK model, a \$1,000 gift generates 276 opportunities (tickets) valued at \$36 each, or \$8,832 in ticket value.
- **WHAT CASH CONTRIBUTIONS PAY FOR:** The TFK model provides accountability mechanisms when creating no-cost access, and this requires hands-on attention to relationships. Instead of paying for tickets, contributions are invested in our programming. This includes the staff who develop partnerships with ticket donors, which makes it possible to obtain tickets that have value more than eight times greater than the contribution made to acquire them. The \$6.6 million in tickets provided to kids in 2018 was made possible on an annual operating budget of \$800,000 – making the TFK model much more efficient and impactful than purchasing the tickets outright. Our program also includes the processes of screening the organizations requesting tickets, training them on the expectations of use, reviewing their post-event reports, and holding them to the levels of accountability that make it possible for us to honor the intent of the ticket donors. Finally, contributions support the IT infrastructure that allows organizations to access the opportunities provided by tickets donors, and where accountability measures are tracked and reviewed (post-event reports, kids' feedback, integration of the ticketed activity with educational outcomes, etc.).
- **WHY VENUES AGREE TO DONATE TICKETS:** Some venues have community access programs and other ways by which they provide no-cost admission to certain groups, so we work with each venue to complement their existing program and create greater reach. Others don't have the capacity to field hundreds of requests for donated tickets, so we provide that service. Additionally, venues rarely have the capacity to vet, train, and follow-up with those receiving the tickets as we do through the TFK program. Venues value this, indicating that we are not only helping them meet their community engagement goals, but doing so in a way that's providing a greater number of kids first-time access.

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Frequently Asked Questions (continued)

- **WHY DONATE TO TFK IF YOU'RE ALREADY SUPPORTING THE THEATER, MUSEUM, ORCHESTRA, ETC.:** Thank you for supporting the arts and cultural institutions of your community, keep up this important work! What your contribution to TFK will do is expose even more children to the venues and cultural resources that you love. It will do this in the context of a supportive community with whom the children have regular interaction, and who can foster the development of interests sparked as a result of these experiences. Further, 67% of our ticket donors indicate that we are helping them to build future audience bases, which will help ensure the longevity of these organizations.
- **HOW THIS IS MORE THAN A "ONE-OFF" EXPERIENCE:** On some occasions, yes, it's an opportunity for a kid to be a kid, but the importance of a sense of social inclusion and self-worth cannot be overestimated for the particularly vulnerable populations being served through TFK. The kids receiving these opportunities are experiencing poverty (89%), unstable housing (68%) and other forms of trauma (67%). TFK experiences give them the opportunity to see the world through a different lens, and think a little differently about what their place in this world could be.

An investment in TFK is also an investment in the 2,000+ youth-serving organizations we partner with to provide the donated experiences. 88% of these organizations indicate that the opportunities provided through TFK free up resources for them to reinvest in their core programming. 48% of the events attended are chosen by the organization because they align directly with their educational goals.

Tickets for Kids® Charities is a registered 501 (c)(3) nonprofit, EIN #02-0559825.
We are proud to have earned GuideStar's Platinum Seal of Transparency.

More information at ticketsforkids.org



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2018 Ticket Donors: AFC Cleveland • African Dance and Drum Ensemble • Akron Civic Theater • Akron Zoo • Allegheny Co. Dept. of Parks Swimming Pools • Altoona Curve Baseball • Alumni Theater Company • Andy Warhol Museum • Aquarium of the Pacific • Audubon Society/Beechwood • Ballet Minnesota • Big Butler Fair • Blue Man Group Boston • Blue Man Group Chicago • Boston Red Sox • Bushnell Performing Arts Center • Canton Charge • Carnegie Museums of Pittsburgh • Carnegie Science Center • Castle Blood • Cavalia • Chamber Music Pittsburgh • Charlotte Motor Speedway Chicago Fire • Chicago Sky • Chicago Steel Hockey • Chicago White Sox • Children's Museum of Pittsburgh • ChiTAG • Cirque du Soleil • Clemente Museum • Cleveland Botanical Gardens • Cleveland Browns Football • Cleveland Cavaliers • Cleveland Gladiators Football • Cleveland Indians • Cleveland Metroparks Zoo • Cleveland Monsters • Cleveland Orchestra • Dakota County Historical Society • Damascus Theater Collective • Duquesne University Athletic Dept. • Elko Concerts • Erie BayHawks • Erie Otters Hockey • Erie Playhouse • Erie SeaWolves • Feld Entertainment • First Niagara Center • First Tee Pittsburgh • Flight Trampoline Park • Fort Ligonier • Fort Pitt Museum • Frick Art and Historical Center • Gemini Children's Theater Co. • Great Lakes Theater • Groove Productions • Heinz Field Tours • Heinz History Center • Hennepin Theatre Trust Presents • Hershey Entertainment • Hillman Center for Performing Arts • Idlewild & Soak Zone • Johnstown Tomahawks • Jordan World Circus • Kelly Strayhorn Theater • Kroll's Fall Harvest Farm • LeMoyné Multicultural Center • Lincoln Park Performing Arts Center • Live Nation OH • Madison Square Garden Company • Magic Ice, Inc. • Mahoning Valley Scrappers • Maltz Museum of Jewish Heritage • Mark Twain House & Museum • Mattress Factory • Meadowcroft Village • Mel Blount Youth Home Low Ropes Course • Minnesota Children's Museum • Minnesota Lynx • Minnesota Timberwolves • Minnesota Twins • Minnesota United FC • Minnesota Wild • Mixed Blood Theatre • MLB FanFest • Murrysville SportsZone • National Aviaary • National Baseball Hall of Fame Museum • National Collegiate Hockey Conference • National Fitness Productions • National Great Blacks in Wax Museum • Naval Academy Athletic Association • New Horizon Theater • New Jersey Devils • New York Cosmos • New York Mets • Old Economy Village • Opera Theater of Pittsburgh • Overly's Country Christmas • PA Trolley Museum • Pawtucket Red Sox • Philadelphia 76ers • Philadelphia Flyers • Philadelphia Phillies • Phipps Conservatory • PICT Classic Theatre • Pittsburgh Arts & Lecture Series • Pittsburgh Ballet Theatre • Pittsburgh Botanic Garden • Pittsburgh CLO • Pittsburgh Cultural Trust Presents • Pittsburgh History and Landmarks • Pittsburgh International Children's Theater • Pittsburgh Japanese Culture Society • Pittsburgh Musical Theater • Pittsburgh Opera, Inc. • Pittsburgh Parks Conservancy • Pittsburgh Penguins • Pittsburgh Pet Expo • Pittsburgh Pirates • Pittsburgh Public Theater • Pittsburgh Riverhounds • Pittsburgh Steelers • Pittsburgh Symphony Orchestra • Pittsburgh Zoo & PPG Aquarium • Pittsburgh's Pennsylvania Motor Speedway • PNC Park Tours • Point Park Playhouse • Powerhouse Science Center • PPG Paints Arena • Premier Productions • Pressley Ridge Operations Center • Prime Stage Theatre • Pro Football Hall of Fame • ProCamps Worldwide • PromoWest Productions • Prudential Center • Pyrotecnico • Quicken Loans Arena • Replay FX • River City Brass Band • RMU Island Sports Center • Romp n' Roll • Science Museum of Minnesota • Shadows Haunted Attraction • Shady Side Academy • Skate Zone Fun Center • Sky Zone • Soldiers & Sailors Memorial Hall Museum • Stages Theater Company • SteppingStone Theatre • Sun National Bank Center • Target Center • TeamSmile Dentistry Clinic • The Lyric • The New Children's Museum • Total Specialties USA, Inc. • Traxxas Monster Truck Destruction Tour • Undead Productions • University of Pittsburgh at Johnstown Athletics • University of Pittsburgh Dept. of Athletics • University of Pittsburgh Nationality Rooms • USA Gymnastics • Vanderbilt Museum & Planetarium • VStar Entertainment Productions • Warner Brothers Pictures • Washington Revels • Washington Wild Things • Waterfront Concerts/Collins Center • Wells Fargo Center Presents • West Virginia University Athletics • Western Reserve Historical Society • Westmoreland Cultural Trust Presents • Westmoreland Fair • Westmoreland Museum of American Art • WizardWorld, Inc. • Xcel Energy Center • Youngstown Phantoms Hockey ... AND MORE!

