

## ***Our Mission***

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Our mission is to elevate the quality of life through human enrichment experiences for families that have children with life-altering conditions.

## ***Our Story***

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Kidd Kraddick founded Kidd's Kids in 1991 with a dream to make a difference in the lives of children and their families who were dealing with life altering conditions.

Initially, the program began as a bus ride to Sea World in San Antonio, Texas. Thanks to the volunteer efforts from our partners, donors, and medical professionals along with the Kidd Kraddick Morning Show listeners' willingness to embrace our mission, Kidd's Kids has grown at an exponential rate.

This year, the foundation is celebrating its 25th anniversary and has sent over 1000 on a trip of a lifetime to Walt Disney World in Orlando, Florida. Our goals is to keep that number growing each year.



## ***Our Core Values***

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***Good In All***

***Give It All***

***Love To All***

***Strength Within All***

***Family Above All***

## Kidd's Kids Day

One day in October every year, the Kidd Kraddick Morning Show dedicates its air time to encouraging listeners to donate money for the annual Kidd's Kids trip in November. Known as "Kidd's Kids Day", this a large source of our funding. Growing in numbers every year, the listeners of the show donate their money for the cause. On this day, the Kidd Kraddick Morning Show talks about past trips, personal stories from children who have attended the trip, and encourages the audience to help change the lives of this year's Kidd's Kids.

**Last Year Alone, Over \$460,000 Was Raised On Kidd's Kids Day.**



The Kidd Kraddick Morning Show is based in DFW and played in over 65 markets nationwide, reaching 2 million listeners each week. The morning show has an app, website, Kidd TV and a podcast called KPod that reaches 1 million people each week.

## Statistics

### The Kidd Kraddick Morning Show

-  2M listeners/week
-  87.8K Followers
-  102K Followers
-  900.9K Likes
-  50K Subscriptions

### Kidd's Kids

-  18.4K Followers
-  20.4K Followers
-  69.7K Likes



## Kidd's Kids Trip

For over 25 years, Kidd's Kids has taken children with life-altering conditions and their families on an all-expense-paid trip to Walt Disney World® including airfare, hotel, park passes, all meals, transportation while in Florida, souvenirs, and special events including breakfast with Mickey and Minnie and a spectacular fireworks show! Kidd's Kids now takes over 50 families on this trip every November, with the goal of providing the trip of a lifetime.

**The Average Cost Per Family is \$10,000.**



## What The Families Are Saying

"Rowan came home from the trip not wondering when he could go back, but so fulfilled that he wanted to know how many more people could go next year, and how he could help get them there. He wanted as many kids as possible to experience what he did on his Kidd's Kids Trip. He has raised over \$18,000 since then to donate to Kidd's Kids. A trip you want to go on again is one thing - a trip you want everyone to experience is quite another! I think that speaks volumes as to what this organization is doing for families like ours."

**Carrie Windham, Mother of 2011 Kidd's Kid, Rowan**

"The Kidd's Kids Trip brought us much closer as a family. We still talk about it to this day. We made many life-long friendships with other people on the trip that we will cherish for years to come."

**Jon Newman, Father of 2013 Kidd's Kid, Chelsea**



Our Partners

Major Partners



Media Partners



Official Dentistry of Kidd's Kids

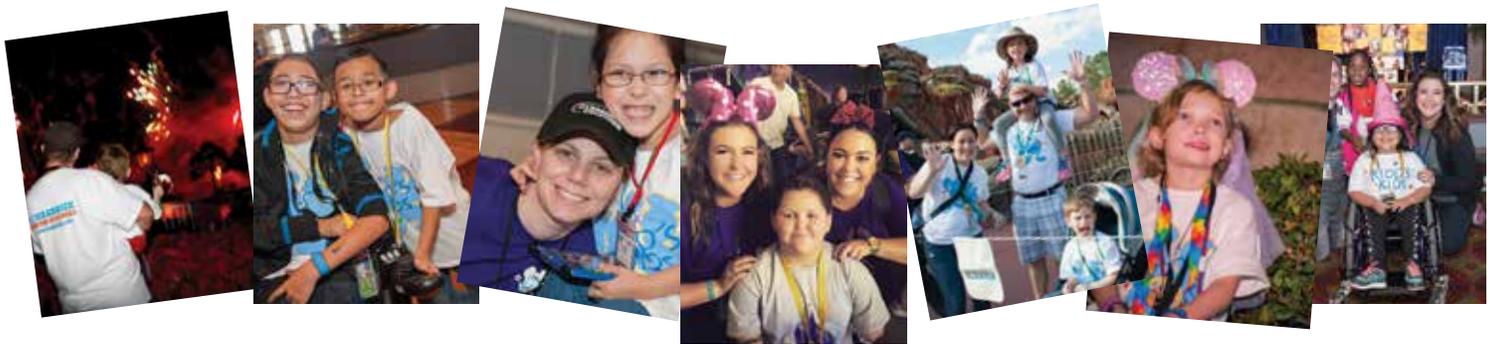
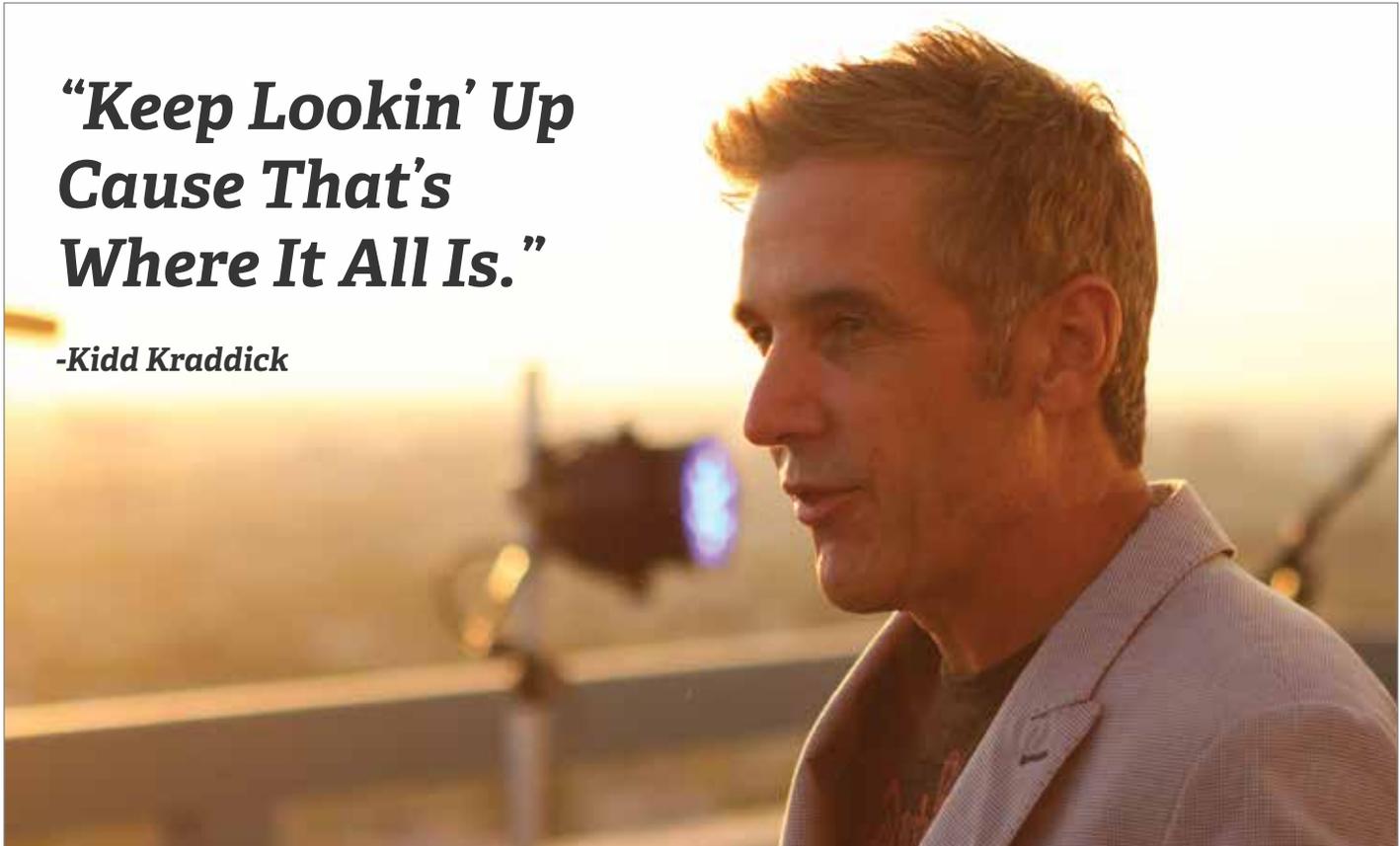


Trip Sponsors



***“Keep Lookin’ Up  
Cause That’s  
Where It All Is.”***

***-Kidd Kraddick***



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