

President's Corner

Dear Kids' Chance Supporters:

Kids' Chance, as the national umbrella organization for state Kids' Chance organizations, plays an important role in maintaining the strength of existing organizations and fostering the development of new state organizations. Ultimately, national fund raising will provide funds for state organizations to utilize for their scholarship grants. It is in the best interest of all state organizations to work together to reach children across the country with parents or guardians who have suffered serious workplace injuries.

This year's annual conference in St. Louis has an agenda that focuses on this role and identifies how we can help each other to ethically and effectively attain these goals. We will all be stronger for it. We hope you will join us in the Gateway City!

In the time since the 2009 national conference in Charleston, West Virginia, Kids' Chance has made a great deal of progress in the areas of outreach and branding. We're happy to report that the national organization continues to grow.

In this issue of *News from Kids' Chance*, we would like to take this opportunity to share with you a few highlights from the past year.

Sincerely,
Kathy West
President
Kids' Chance

Conference Set for April 30-May 1 in St. Louis

Each year, Kids' Chance holds a national conference where representatives from current and prospective Kid's Chance organizations gather to network, share ideas and best practices, and learn about the latest innovations for non-profits.

The 2010 national conference, hosted by Kids' Chance of Missouri, will be held Friday, April 30-Saturday, May 1, in St. Louis. A robust and exciting program has been planned, complete with evening activities and a Workers' Memorial run/walk on Saturday morning.

Detailed conference information can be downloaded on the *Events* page of our Web site, www.kidschance.org.

Kids' Chance Social Media Presence Created

This year, Kids' Chance has established a presence on three social media Web sites: Facebook, Twitter and LinkedIn.

Facebook and Twitter are ideal outlets for reaching one of our target audiences, potential scholarship recipients. These sites also allow us to stay in touch with past recipients.

On LinkedIn, the Kids' Chance group is a great way for Kids' Chance stakeholders, including workers' compensation professionals and potential donors, to share information and stay tuned in to Kids' Chance developments.

We invite you to become our Facebook Fan, our Twitter Follower, and a member of our LinkedIn group. Kids' Chance already has more than 100 Facebook Fans. We look forward to seeing that number grow!

Kids' Chance Welcomes New Members

Kids' Chance is pleased to welcome two new members to the national organization, Ohio and Arkansas. The organization is now 13 members strong. We are currently working with several

other states that have expressed interest in forming Kids' Chance organizations.

Online Donation Option Now Available

Tax-deductible donations to Kids' Chance are now being accepted online via PayPal on the *Make a Gift* page of our Web site. Through PayPal, donations of any amount large or small may be made using Visa, Mastercard, Discover or American Express.

New Executive Director Hired



In April 2009, Jennifer Lavin joined Kids' Chance as executive director. Jennifer has spent 12 years in the fields of public

relations and event planning. She also has non-profit and fundraising experience.

A long time supporter of Kids' Chance, Jennifer was instrumental in coordinating the Kids' Chance of Maryland Oprah's Big Give campaign in 2008.

Since coming on board, Jennifer has developed a Kids' Chance national fact sheet and a streamlined new member's kit. She also works closely with our Web master keeping the site updated and tracking online traffic.

Jennifer has a degree in journalism from the University of Maryland, College Park. She is based in Baltimore, Maryland. She can be reached at execdir@kidschance.org.

Featured Photo



Attendees at the 2009 National Conference hosted by Kids' Chance of West Virginia.

Kids' Chance is a 501(c)(3) organization that was created for the purpose of creating, assisting and supporting Kids' Chance organizations throughout the United States and other similar programs that provide educational opportunities and scholarships for the children of workers seriously injured or killed on the job.