

[00:00:00.00] - Rachel Simon

Part of this work. And to be able to support organizations like yours who are doing the on the ground work of making sure kids in our community have what they need to thrive. So we're that, I like to think of it the icing on the cake to help you achieve your goals with the kids who you are working with. So without further ado, I'm going to go ahead and share my screen. I have a PowerPoint. We've got a big group today, and I'm really, really excited to be able to present our program to you and also answer your questions. Kianna is going to be keeping an eye on the chat for questions that come in, so we may pause briefly as we go on. I hope to be able to answer most of your questions through the presentation, and then we'll have time afterwards for question and answer as well. So without further ado, I'm going to go ahead and share my screen. And There we go. So we should see... Do you guys see the PowerPoint?

[00:01:22.16] - Attendee

Yes, we can see your PowerPoint.

[00:01:24.07] - Rachel Simon

All right, we're in business then. So we're going to go ahead and talk first about our mission. So [Tickets for Kids](#), we are a nonprofit organization similar to many of your organizations. We are an organization that's dedicated to creating equitable access to the cultural assets of our region for kids from under-resourced communities so they can both participate in and benefit from the cultural wealth of our community. We work with kids aged 0-25. That's one of the biggest questions I always get asked. What do you consider a kid? So 0-25 is our technical catchment for those kids A little bit of history about the organization. So we were founded back in 1994. We've been doing this work for quite a while, for over 30 years now. The genesis of the program, how it all got started, was our founder showed up at an event, looked around and saw empty seats and said, hey, is there a way we can connect these empty seats, these opportunities with kids in our community who otherwise their family wouldn't have the resources to access this type of experience? And that is at the core, still the work that we are doing today.

[00:02:48.21] - Rachel Simon

We transitioned from a private charity to a public nonprofit in 2002. Much of our growth has been through mergers. So we grew into the DMV area during the pandemic when we merged with a group called Most Valuable Kids DC. Some of you may have heard of them, some of you not. They've been around for quite a while and primarily focused on tickets to sporting events. When I came on in 2022, my mission was to grow the opportunities. So we have a lot of sporting. Of course, sports stadiums are large with lots of seats. But you also see that we've got lots of



opportunities for kids to access arts and culture, recreation, different types of experiences that are all ticketed. So as I mentioned, I came on board in April of 2022, and we are just continuing to grow our impact and our reach here in the DC area. As the regional manager, my responsibilities are threefold. I'm responsible for connecting with and bringing on board new partner organizations like yours, youth serving partners. I'm also responsible for going out and finding ticketing relationships, donors who want to donate the tickets to us to make them available to you, and then finding resources to keep our program going.

[00:04:15.20] - Rachel Simon

So that's a little bit about the organization itself. Our goal is to support you. So again, our model is that we accept donated tickets from all sorts of area organizations. We make those opportunities available to kids through partnerships with youth serving organizations like yours. So what we offer is the ability to streamline the process of finding opportunities of things to do with your kids and reaching things to do with your kids. We become an additional resource for you to help advance the goals of your organization. And when surveyed, 69 % of our Youth Serving Partners share that they would not be able to accomplish their developmental goals without working with Tickets 4 Kids and having access to these extra experiences. I saw there was a question about public versus private charity. A public charity means that we follow all of the guidelines that the IRS sets forward. We have to fill out the... We have to be audited and a whole number of different requirements from the IRS to be a public charity.

[00:05:41.03] - Rachel Simon

The tickets for kids model. So a little bit about how we operate. So I mentioned we offer opportunities for you to get tickets out to the kids who you're working with. We offer a simple, streamlined online application and onboarding process. Kianna actually just went through that, so she has a good feel for what that is all about. Once you as an organization would assign a main point of contact to manage the relationship between your organization and tickets for kids. That orientation is done via Zoom. There are no mandatory fees to participate in our program. We are a donor-funded program, and it's important to us that we don't put any additional barriers to accessing these enriching opportunities for your kids. So there are no fees to participate. I will say we have an annual fundraising appeal, just like everybody else, we are a nonprofit. So if you find value, if your organization finds value, you're always welcome to make a contribution to that annual appeal. Your organization would then utilize our program to make long term impact for the youth who you serve. And the only thing that we require of you is to report on feedback from the experiences. So after you use tickets, whether it's to a baseball game or to the symphony or to an amusement park, we ask you to come back and provide us with some feedback within a week, including testimonials.

[00:07:14.23] - Rachel Simon

If you're allowed to share photographs, that's great. And then we have what we call our post-event report that you would complete on our portal after you use tickets. And as far as ticket donations go, We work with a whole variety of different venues, corporations, donate tickets, individuals. Pretty much if anyone has a ticket donation, we will take it. Once we receive that donation, we host an online portal that all of our partners have access to. So it's a self-service model. Once you're registered with us, you have access to make a ticket request for any of the events that are on our portal. You can log in 24/7 to make those requests, although we are only working Monday through Friday between 8: 30 and 5: 00 PM. Our ticketing team, I have a counterpart on our ticketing team up in Pittsburgh who's managing all of that day to day. So they are looking at the requests that come in, letting you know if we have the inventory to fill that request and then sending you the tickets. I do like to point out that a request is a request. When we will let you know if we can fulfill that request.

[00:08:31.15] - Rachel Simon

A request is not a guarantee. Our associates are working all day, every day to match requests to the inventory that we have and handle the logistics of getting the tickets out to the participants. So I will point out also the way that we work is tickets are sent to the main point of contact who manages the relationship between Tickets for Kids and your organization. Then you would be responsible for forwarding them on to the people who will be attending the event.

[00:09:03.24] - Kianna Bermudez

Rachel, we do have a few questions in the chat.

[00:09:06.00] - Rachel Simon

Okay.

[00:09:07.09] - Kianna Bermudez

I'll read them to you. Michael asked, what post-event feedback... Where did it go? What post-event feedback is most useful to your organization?

[00:09:17.03] - Rachel Simon



Anything that can really demonstrate the impact of the experience. We don't necessarily need to hear about how many home runs were made at the game. What we want to hear about are the conversations that the kids had with each other or that the adults and the kids had together. What did it mean for a child to have a first-time experience to something new? Did it inspire them? Were they excited about it? Anything that can really personalize what those experiences were all about is very, very helpful for us. And feedback that we provide back to the donors because the donors are not on contract with us. They do not have to donate the tickets. So we like to, on an ongoing basis, share what these moments mean to the kids who are getting to have them.

[00:10:05.10] - Kianna Bermudez

Perfect. We have another question from Deanna. Is there a maximum or minimum amount of tickets required to request?

[00:10:13.11] - Rachel Simon

Two tickets would be the minimum. The maximum would depend on the event itself. So sometimes we only have two tickets to an event, so that would be it. Sometimes there are, we'll say each group can only request up to 10 tickets for a given event. Each event is different. And we just recommend that you read the instructions on the portal and you'll know at that point what the requirements are. We say two tickets because it's always one adult and one child would be the minimum.

[00:10:47.21] - Kianna Bermudez

Great. Do you have the link to register for the portal?

[00:10:51.02] - Rachel Simon

We will provide that to you after the presentation.

[00:10:54.24] - Kianna Bermudez

How long does it take for a request to be confirmed?

[00:10:58.09] - Rachel Simon

That is a great question. It depends. So tickets come to us in a variety of ways. Sometimes I'll use the example of baseball because we're in baseball season right now. The team might say at the beginning of the year, these are the games we're giving you tickets for. This is the number of



tickets we can give per game. And we know that in April all the way through September. But then sometimes we'll get tickets. We can give you 50 tickets to an event coming up in three days. So we obviously have to prioritize events chronologically because we need to make sure that events that are coming up are prioritized. So you might put a request in now for a game in September, but you may not get approved for that until a little bit later in the season. Perfect.

[00:11:48.21] - Kianna Bermudez

I have a few more questions for you, Rachel. Can you share a link to the slides?

[00:11:55.07] - Kianna Bermudez

Yes.

[00:11:58.01] - Kianna Bermudez

I work at a high school. Do we You need chaperones always to attend select events?

[00:12:02.22] - Rachel Simon

Yes. You will always need to have somebody over the age of 21 accompanying the kids.

[00:12:08.18] - Kianna Bermudez

What if you were the one who wants to host the event and work with tickets for kids to give out tickets, or is this just for sports events?

[00:12:16.08] - Rachel Simon

Yes, we'd be happy to work with you on any events that you might have that you have tickets for.

[00:12:24.21] - Kianna Bermudez

And what is the frequency of updates for the events?

[00:12:30.19] - Rachel Simon

Let's see if updates for the events. Can you clarify that?

[00:12:36.03] - Kianna Bermudez



Because I'm not exactly sure. Deanna, do you want to come up from you and ask that if you're in a space where you can?

[00:12:40.24] - Attendee

Yes. So what I was... Okay, so this is the context of the question. I'm planning to do an attendance awareness campaign next year at my school. At the end of the quarter, if there's a certain event that can serve as an incentive for those students who have most improved attendance and so knowing the frequency of updates of events in advance to plan.

[00:13:06.20] - Rachel Simon

As soon as we know if we have a donation, we'll put it on the portal. One thing that it's one thing that is a little counterintuitive, but we ask you to only request tickets for people who are able and confirm that they can attend the event if the ticket is awarded. So when our school partners, especially, use tickets as an incentive, it's more like, okay, we get to the end of the year, you get to pick of what's available. You could pick an event to go to, to put a ticket request in for. But we can't guarantee that we're going to be able to give you tickets to something that far ahead of time. So it's more like, here's what's available, and it for you to pick from that you could put a request in for.

[00:14:06.24] - Kianna Bermudez

Thank you, Rachel. We have one more question, and then we'll continue, and you all can keep sending them in, and I'll update them for Rachel when we have another time to pause. Last question for this section is, is there a number of times we need to request tickets in a year in order to remain in your system?

[00:14:22.24] - Rachel Simon

Great question. We have no minimums, no maximums. We basically use the on the back-end technology. If you have not logged into the system in two years, then we will reach out to find out if you're still interested in remaining a partner with us. But there are no minimums or maximums for actually making ticket requests.

[00:14:49.22] - Kianna Bermudez

All right. Thank you, Rachel. I think that's all the questions. I think I caught up on all of them. If I miss anyone's questions, feel free to direct message me. Great.

[00:15:00.02] - Rachel Simon

Okay.

[00:15:01.22] - Kianna Bermudez

We have someone with a hand raised. Dasha? Oh, you lowered your hand. Never mind.

[00:15:10.21] - Attendee

Yeah, sorry. My connection is acting a little wonky. Do you mind sending me the recorded version of this info session, please?

[00:15:21.08] - Kianna Bermudez

We did. We are recording it and we will upload it and have it sent out within the next few business days. Good question.

[00:15:30.12] - Attendee

Thank you.

[00:15:31.13] - Kianna Bermudez

Of course.

[00:15:34.04] - Rachel Simon

All right, so to put everything together, this is how our program works. Tickets for Kids will onboard youth serving partners which is yours, that are supporting kids in our community who can use our help. We host an online portal where once you're registered, you will be able to find all of the events and make a ticket request. You log in, you review events, you make requests. If you are approved for tickets, we will send you that notice along with the directions of how to access the tickets. Some tickets are mobile tickets, some tickets will be picked up at the box office. So we send you the instructions of how you will access your tickets. That goes to the main contact who will then forward the tickets to the chaperone, slash, recipients who are attending the event. One of the biggest questions I get asked is, does staff need to be present at all of these events? And the answer is no. We only ask there be a chaperone who is a trusted adult over the age of 21 to accompany the kids on the experience. And we just ask that you have the chaperone be responsible for providing you the feedback that you're looking for.

[00:16:50.08] - Rachel Simon

So that's one of the biggest questions I do get. The Tickets for Kids office is open Monday through Friday, 8: 30 AM to 05: 00 PM. All of your questions, anything that needs to happen, needs to happen during those times. A lot of events are on the weekends. So we really ask that you pay attention to events that are coming up on the weekend and be sure to contact us before the end of the day on Friday if you have any questions. So that is a little bit about the program and just in a nutshell, how it all works. Some Some of our current partners, I haven't even updated this with all of them, we continue to grow and it's very exciting. So you can see that we have everything from Broadway, children's theater, ballet, Shakespeare, places like Lego Discovery Center, Botanical Garden, Spy Museum, many of our area professional sports teams, as well as collegiate programs are working with us. So it's really exciting to continue to grow these opportunities and make these opportunities available for your kids. I mentioned a little bit about collecting feedback. Here are a couple of examples of things that we've gotten that are meaningful.

[00:18:17.06] - Rachel Simon

So when you're collecting that feedback from the chaperone, whoever is accompanying the children on the event, it doesn't have to be a book. A couple sentences can really say a lot. So we are a foster family. We're so glad to be able to take our kids to this game. It was one of our fosters kids' first time going to a Nats game. We really enjoyed it. Everything is so expensive these days. So getting these tickets gifted was a real treat. That's something that's valuable. That's helpful. That helps define what we do and why we do it. So somebody had specifically asked about what's valuable feedback, and this is what we're looking for here. And that is the end of the presentation. I wanted to keep it short and simple. We're happy to provide you with a copy of this presentation. My contact information is on here. We also include a link to the online application. And yeah, I think that that's what we have for today.

[00:19:24.24] - Kianna Bermudez

We do have some questions in the chat. I also did just share the link for the for the application. So some questions that we have in the chat. Can we request tickets on behalf of the families we work with?

[00:19:37.16] - Rachel Simon

Yes, you can.

[00:19:39.11] - Kianna Bermudez



Awesome. If we volunteer with multiple organizations, do we have to choose one as our main affiliation for your system?

[00:19:46.21] - Rachel Simon

Each organization would need to onboard with us. You can manage that relationship with different organizations, but the reason being is that we have to vet. So part of our mission to specifically support underserved communities. And part of that application, we ask you to provide who you are serving, and that is our due diligence. So when you come on board with us, before you get your login credentials, you'll sign off on what we call our letter of agreement. So it's similar to an MOU, and it's what you're agreeing to as being part of our program. And so you agree to not share your login or request tickets for folks outside of your organization. But we welcome as many organizations that qualify to be a part of our program. And we would love to have all those organizations on board with us.

[00:20:44.09] - Kianna Bermudez

Perfect. Let me see. There were a few more. We work with foster children. Would a foster parent be able to attend with a child or children in their care?

[00:20:56.17] - Rachel Simon

Absolutely. Any trusted adult, family member, mentor, staff member, program officer, any trusted adult, you know your kids, you know who's part of their world and who's trusted. Absolutely, you can give tickets to kids to attend events with their trusted adults.

[00:21:21.05] - Attendee

Beautiful. Is it common for events to have more than 10 tickets available or is it more common to be under 10?

[00:21:31.12] - Rachel Simon

Each event is different. So we might get more than 10 tickets, but we might not be able to give every group 10 tickets, if that makes sense. So we really try and be as equitable as possible in making the ticket assignments. So I'm going to use an example for a very, very popular event every year when it comes around, we work with Disney on Ice. So Disney on Ice might come, we might get 100 tickets to Disney on Ice, but we might limit the number of tickets that you can request to that because we always get more requests than we are able to give out. So we might say each group can request up to five tickets for that event or up to 10 tickets for that event. So it



just varies. We do get a lot of events where we get more than 10 tickets, too, though. If you think baseball, if you think basketball, these are big arenas and we do get more than 10 tickets to many games throughout the year for those types of events.

[00:22:45.13] - Kianna Bermudez

We have a few more questions for you. If we work with a group of kids and we want to take them to those events, but not with parents, but instead staff members, and let's say it were 10 kids, how would that work?

[00:22:59.18] - Rachel Simon

Well, you would request the tickets and then you would take the kids to the event if your tickets were approved. I'm not sure.

[00:23:10.07] - Kianna Bermudez

And something I'd add on to that is that on some of the events have limits as to the ratios. Some need a one to one ratio. So one adult with one young person. Some might have different.

[00:23:25.23] - Rachel Simon

So sometimes the way the tickets come to us might be in sets of two. We might have 20 tickets to a performance for a Broadway show, but they're all in sets of two. As Kianna mentioned, in that case, we would need to have an adult and a child meeting a one-to-one ratio because you're going to be spread out throughout the theater. You're not all going to be sitting together. So we try and be as communicative as possible when we put that event on the portal, meaning that if there is a ratio requirement like that, we want you to know so that when you're recruiting people for the event, you know who to be looking for. And then the the other part of that is we really try and be as descriptive as possible with the content for performances, especially theater, music, age appropriateness, best enjoyed by ages 5 to 8 or only appropriate for ages 13 plus, things of that nature. So You'll always see that in the event description if it is something for a specific audience.

[00:24:38.14] - Kianna Bermudez

All right. Is there a limit to how many tickets per event?

[00:24:43.23] - Rachel Simon

That will depend on the event.

[00:24:47.10] - Kianna Bermudez

What is the time frame in completing the feedback report?

[00:24:51.11] - Rachel Simon

Yes, we ask you to complete that feedback report within five business days. In order to be eligible to to get tickets, you have to be current on your reporting. Perfect.

[00:25:09.08] - Kianna Bermudez

If a partnership may not be possible with Tickets for Kids, is there still a way to volunteer, perhaps as chaperone to events?

[00:25:19.14] - Rachel Simon

Not really, because the tickets are all matched to kids through partnerships with organizations that we are working with. We don't really have volunteer opportunities, if that makes sense. We're handling things behind the scenes, getting the tickets. We procure those tickets and we get them matched to kids through relationships with organizations. So if your organization is not working with us, you would have to find an organization who you could work with to do that.

[00:25:59.15] - Kianna Bermudez

All All right, and someone shared that they host therapeutic art classes for kids and parents and role models and caregivers, and they'd love to give tickets through Tickets for Kids, and would love to talk to you more about that. What's a good way for folks to contact you, Rachel?

[00:26:19.05] - Rachel Simon

Yes. You can reach me directly at my email address. Chat.

[00:26:34.18] - Kianna Bermudez

Perfect. While you're doing that, we do have someone that has a question they'd like to ask verbally. Erica, feel free to come up here.

[00:26:44.22] - Attendee



I'm sorry this is an obvious question, but when you guys give a certain amount of tickets, if there's 10, does that include the adult or chaperone that comes with?

[00:26:53.08] - Rachel Simon

That's not a silly question. Yes, it includes all of the people. So when you fill out your ticket request, you'll let us know. We've got two chaperones and eight kids, two adults and eight kids going to the event. Then we know what the breakdown is.

[00:27:09.03] - Attendee

Don't we have to know beforehand, give you the information of how many adults will be there?

[00:27:12.15] - Rachel Simon

Yes. And the reason being We want you to confirm that the people who you're requesting tickets for are eligible to go to the event are able and available. That really saves a whole lot of time with unused tickets or tickets that have to be returned. So it is one of the key things that we ask you to do is make sure that you have people who can attend. And then a way to mitigate the no-show tickets is if you have backup people. So maybe you only get 10 tickets, but you have 20 people who are interested. You can always put them on a backup list if you get a cancelation.

[00:27:49.19] - Attendee

So when you say return tickets, for some reason we find out we can't when an emergency comes up, there's a process so that you guys know, Hey, we don't want to waste them. We can give them back.

[00:27:59.03] - Rachel Simon

Exactly. Exactly. Because there's often, oftentimes we have to say no to some people. So we might have groups that are sitting in the wings if you can't use the tickets. Our goal in a perfect world is to have 100 % ticket usage. If possible, we know stuff happens. We don't work on the weekends and the bus might break down. It happens. The key to a successful relationship between your organization and Tickets for Kids is transparency. So if that happens, please let us know so we can help manage that relationship with the donor because they all know based on the scan rates and technology and whatnot, if those tickets are used. So we really try and get in front of that and really being in partnership with you and having that close relationship and transparency helps us manage the relationship with the donors. I see in the chat a quick We have a question that are tickets distributed on a first-come, first-served basis?

[00:29:03.07] - Rachel Simon

And the answer is 100% no. We really, really try and be thoughtful with that ticket distribution. I'll go back to that Disney on Ice. For example, let's say your group got tickets to Disney on Ice in the fall and we had to say no to a whole bunch of people in the fall. We're not going to prioritize your group in the spring. We're going to prioritize groups we had to say no to in the fall. So we can really spread that out and make sure that everybody gets access to it. Sometimes we have more tickets than we can give out. So everyone gets to get the tickets. Other than, we would have to return any unused tickets to the donor. So that's how we work. We really try and be thoughtful and be equitable in how those tickets are given out. We also understand that you guys are not just sitting in front of your computer waiting for us to send you information about tickets. So from a communication standpoint, we do send out a weekly digest talking about all of the opportunities that are available in our DMV area. So you can get a snapshot of what's out there and then log in to make a request if something looks interesting.

[00:30:15.23] - Rachel Simon

I will also point out that Tickets for Kids is a national organization and you do have access to tickets in other regions. Once you're a partner with us, if you want to go, let's say you're taking kids on a college visit to Pittsburgh, you might want to request tickets for a Penguin's game when you're up there. You do have access and you are eligible to request tickets for tickets outside of our region. All right. I see it. Oh, you got it. I saw one other question about your community engagement coordinator at affordable housing, serving multiple communities. Let's talk offline about that because that's a We do have some ways to support organizations that are a little decentralized in that manner. Jordan, I'm happy to connect with you about that.

[00:31:12.23] - Kianna Bermudez

All right, friends. Well, Rachel and I are going to hang on if anyone continues to have questions, but we will be following up with you with the slides, with the link for the application, the recording as well in the next few business days. And that email might come from someone that's not either of us. So just keep an eye out for that. But Rachel and I will continue to hang out if you have any questions. Yeah, thank you so much for joining us.

[00:31:41.05] - Rachel Simon

Thanks, everybody. Really nice to meet you. I'm excited to work with you Thanks,

[00:31:47.01] - Kianna Bermudez

Erin. I see your hand.

[00:31:49.02] - Attendee

Yes, I just had a question. Where's the office or the headquarters located?

[00:31:54.07] - Rachel Simon

For tickets for kids? Yes, ma'am. Our headquarters is in Pittsburgh. That's where we were I work locally here in Falls Church, just out of my home. I'm the only employee that actually works in the DMV area.

[00:32:08.13] - Attendee

That sounds fun. Yeah. Thank you. Thanks.

[00:32:14.14] - Kianna Bermudez

Lonnie, And I saw your question in the chat, are there any LGBTQIA pride events?

[00:32:24.05] - Rachel Simon

We do not have any pride events. There was a concert, but it was canceled.

[00:32:35.02] - Kianna Bermudez

Anyone else have any questions for us All right, thank you again for joining us. If anything comes up, feel free to email myself or Rachel. Rachel will be your best point in contact for Tickets for Kids, obviously. But if you have trouble finding her email or anything, I can definitely on over. Thank you so much for coming all of us. Thank you, everybody.