



ANNUAL REPORT

2020



www.kidschoiceinc.org



support@kidschoiceinc.org



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CEO's Message



As a Teacher of the Year for New Manchester Elementary in Douglasville, I witness firsthand the necessity of risk-taking in education. Not only do I challenge my students to have the courage to test new ideas, I also believe that we as educators must take the risk of staying open to trying new things, open to growing ourselves, as educators, and giving our students freedom. One of my core values is creating opportunities for my students to take ownership of and pride in their learning experiences.

One way of creating opportunities to kids is my entrepreneurial not-for-profit venture, Kids' Choice, Inc. which imbibes the philosophy that kids know kids, and they know how to speak to one another in a language that they understand.

Our 2020 planned physical events got derailed due to Covid-19. But we adapted by moving these events online and allowing for much needed community experience to the kids cooped up at home. Our website saw increased traffic and our platform reached higher memberships. It is heartening to see my dream is reaching wider and is helping more students during these difficult times.

Shalicia Thomas, CEO



STORY OF US

The Company



Kids Create



Kids' Choice, Inc.



Savings for
college

The People

Shalicia
Thomas

CEO

Dr. Cynthia
Thomas

Board Member

Mr. LaDarius
Boykin

Board Member

The Sponsors

Google



National
Endowment
for the Arts
arts.gov



Summary of 2020

Workshop:

- Received a grant for a workshop from Arts Work and Georgia Council of the Arts for Writing.
- Live workshop planned for Summer of 2020 moved to virtual workshop in Fall of 2020 due to Covid-19.
- Success with full participation and winners were given prizes in terms of scholarships.

Disney:

- Live events were planned along with Disney with sponsorship of Disney tickets.
- These had to be cancelled due to Covid-19.
- In lieu of this sponsored tickets, Disney offered funding for future programming.

Virtual Presence



2,752

Website Visits



197

Members

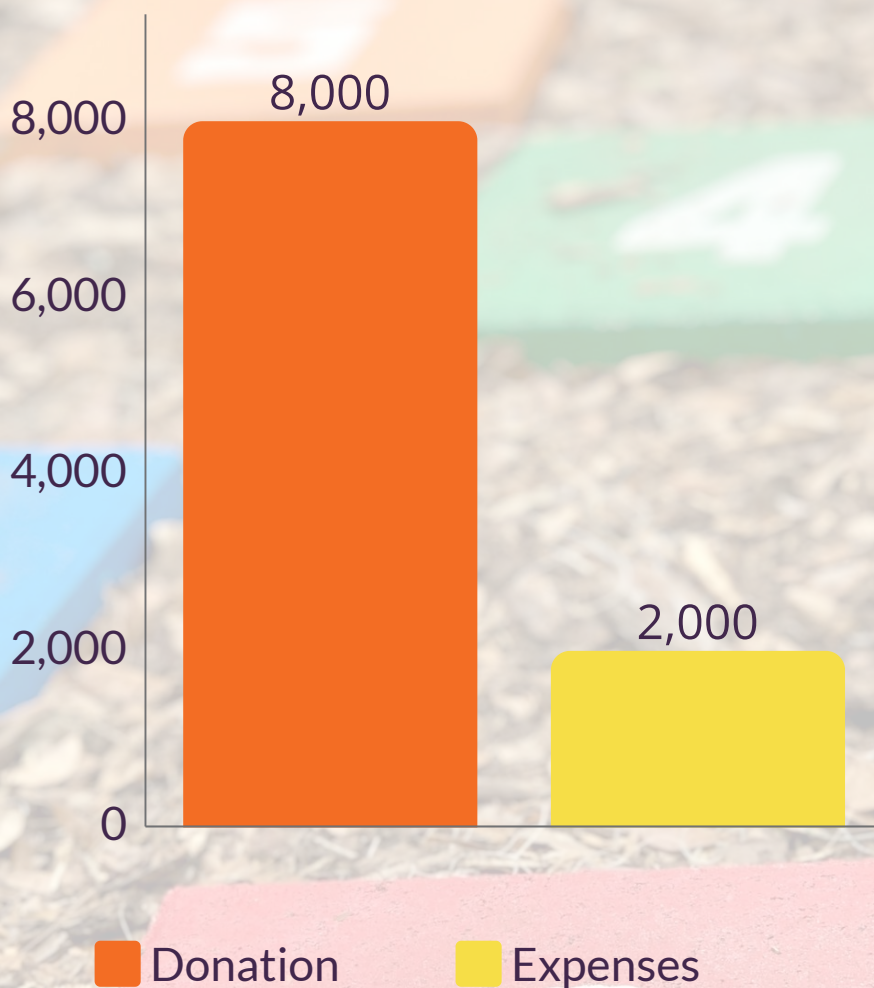


90%

Online Donations



FINANCIALS



Covid impact reduced the expenses and increased online activities supported higher donations as compared to previous years

Savings of current year will be utilized for operational efficiency and programming of next year.