

Annual Report

2021



<https://kidschoiceinc.org/>



support@kidschoiceinc.org



@KidsChoiceInc



@KidsChoiceInc

Dare to Dream



In 2017, I took a risk by bringing my dream into reality in Kids' Choice, Inc. — a Google Nonprofit digital platform where kids design and share educational resources to save money for college. Four years later, we find ourselves in the midst of a pandemic, and we witness education moving beyond traditional brick-and-mortar buildings. There has never been a more urgent need for enriching and engaging digital learning experiences. Kids' Choice is on the forefront to serve that need. Over these four years, we have moved from a local school and neighborhood organization to a steadily growing global community.



This growth has encouraged me to dream bigger - expand Kids' Choice, Inc. to benefit many more kids across the world. With this intention, I recently participated in a workshop to build a business plan. In this workshop, I collaborated with my mentors and drew up a plan to increase the members 8-10 times over the next 3 years.

While, Kids' Choice, Inc. is my dream, I have had support from my family and friends. Philanthropic support has come from Google, Visa, CBS and Georgia Council for the Arts. I would like to thank them all and seek their continued support in future.

Shalicia Thomas, CEO

“Live as though the world is created for you”

- Maya Angelou

The Company



Educational
Resource for
kids /
Content
Creators



Educational
Resource for
kids /
consumers

Educational
Programs
(Workshops)

**A 501 (c)(3)
Company**

**Tax Deductions for
parents & Teachers**



People & Sponsors



**Shalicia
Thomas**

Founder & CEO

**Dr. Cynthia
Thomas**

Writer & Board Member

**Mr. LaDarius
Boykin**

Artist & Board Member

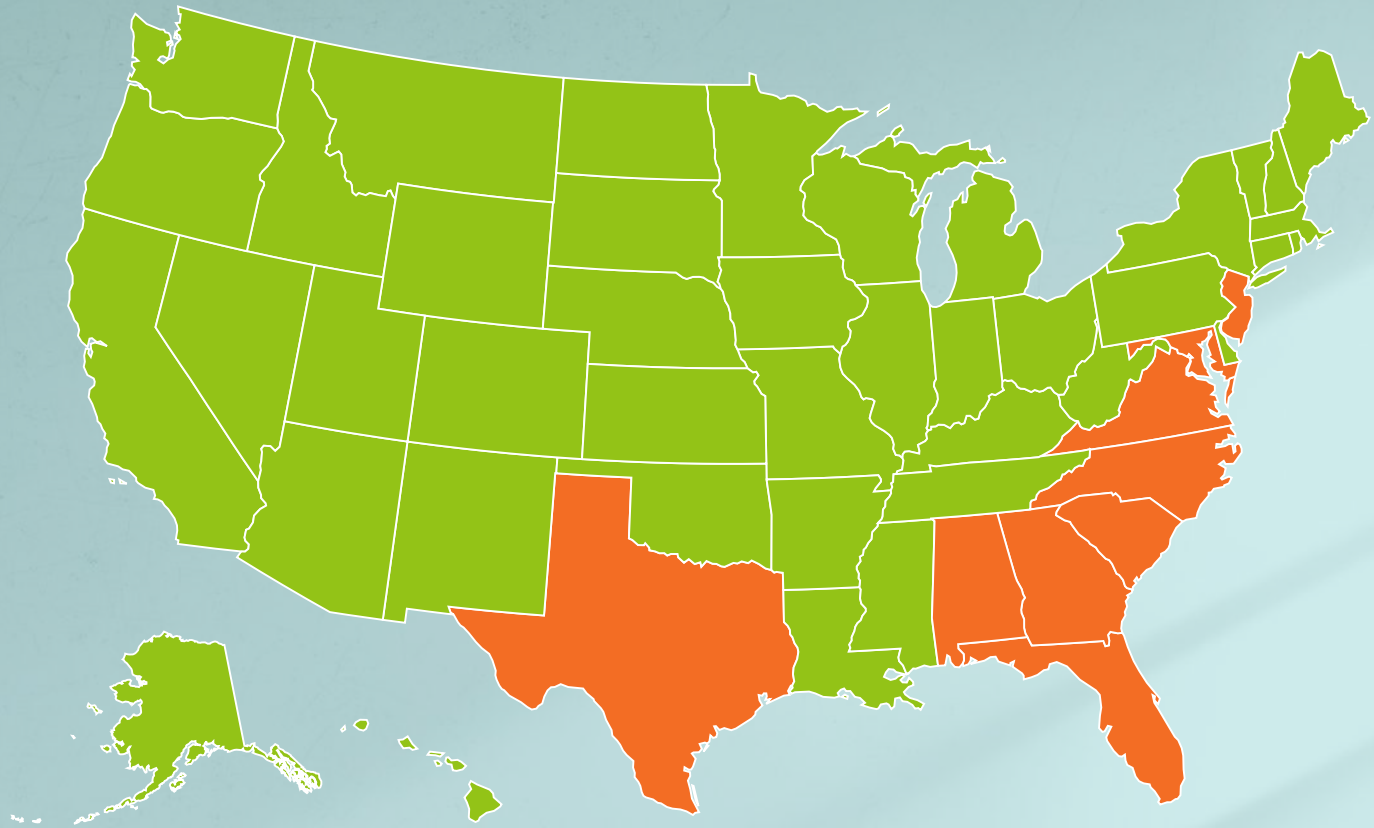
Sponsors



Regional Expansion



Launch of website enhanced reachability and we expanded within the the United States and beyond to Kuwait, UK and India



The Virtual Presence



Website Hits



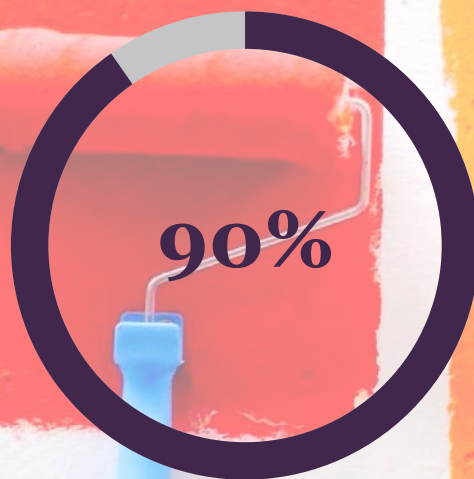
4,502

Members

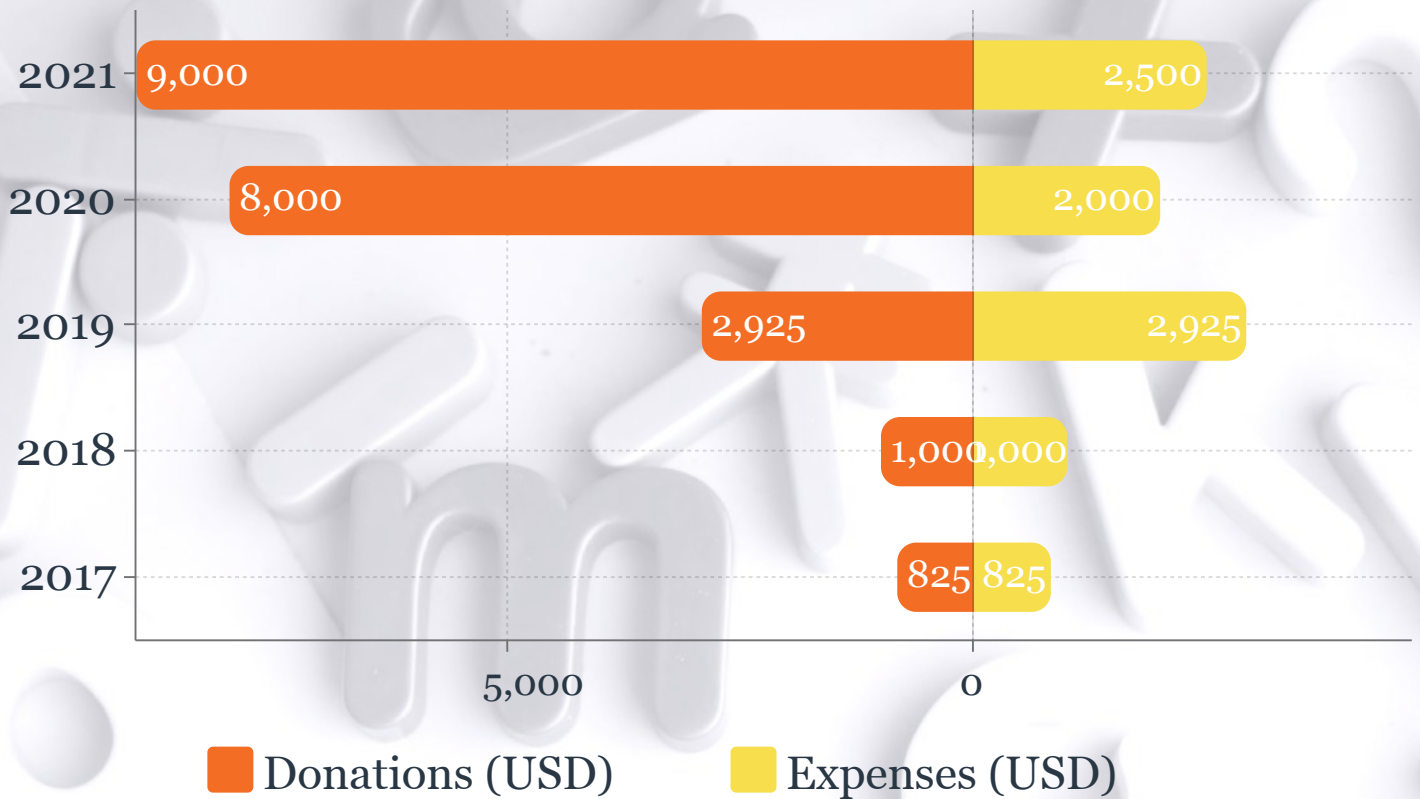


463

Online
Donations



90%



Covid impact and the website improvement resulted in increased online reach and donations

2021 Activities

Writing workshop slated for elementary-grade kids

Kid's Choice, a Georgia-based nonprofit dedicated to improving learning, has teamed up with Neva Lomason Memorial Library for a writing workshop for children.

The event will be held via Zoom on Saturday, Oct. 24, from noon to 1 p.m. It will feature author Evelyn Coleman, whose books focus on issues surrounding fairness, justice, prejudice, and love.

"I am thrilled to be a part of this very special event," Coleman said. "As a native of the south, I

works as "White Socks Only," "To Be a Drum," and the two American Girl books, "Shadows in Society Hill" and "The Cameo Necklace."

During the one-hour workshop, students in grades three through five will learn writing skills, including how to tell a good story and how to get published.

In conjunction with the writers' workshop, Kids' Choice, Inc., will also accept writing submissions or other creative works from young people. A special team will

"Kids' Choice is very excited to host this event and sponsor the writing contest for the first time," said Shalicia Thomas, Kids' Choice, Inc., founder and CEO. "We all have a story to tell, something to give, something to achieve, and some way to make a positive impact in our world. This event will give students, families, local partners, and national partners the opportunity to work together to help our students succeed. We encourage area families to join us for this important event."

The workshop is the first of



3 YEAR PLAN

Year 1

**Enhance
Website**



Year 2

**Increase
Reach
through
Advertising**



Year 3

**Increase
Content &
Members**

