



Watermark for Kids is a nonprofit organization committed to helping underserved kids thrive.

2020 West Rudasill Road • Tucson, Arizona 85704  
Phone: 520-924-8018 • Fax: 520-877-2269  
Email: [nicola@watermarkforkids.org](mailto:nicola@watermarkforkids.org) • [watermarkforkids.org](http://watermarkforkids.org)

## COMMITTED TO HELPING UNDERSERVED KIDS THRIVE

Watermark for Kids is a nonprofit organization committed to empowering underserved kids to express their character, leadership, creativity, compassion and spirit – to express their true selves and thrive.

### WATERMARK FOR KIDS IS BUILT ON THREE FUNDAMENTAL PRINCIPLES:

1. All children have an innate greatness and deserve the opportunity to shine.
2. Children are our future leaders and true leadership starts with serving others.
3. The power of the human spirit can change the world.

Watermark Kids and their Watermark for Kids coaches are the heart and soul of the organization and through their vision, compassion and energy, we are changing the world, one child at a time.



### FUNDING OUR FUTURE LEADERS

- Watermark for Kids has helped more than **300** youth.
- Our Thrive Classic! Golf Tournament raises nearly **\$60,000** annually.
- More than **15** students in low income school districts have received laptops.
- More than **3,600** backpacks have been filled with food and essential school supplies.
- Dozens of kids have received shoes and grooming supplies.
- Youth have benefited from a vast variety of awards specifically targeted to their needs, dreams and passions.



## CHANGING THE WORLD — ONE KID AT A TIME

Watermark for Kids is a 501(c)(3) nonprofit organization recognized by the State of Arizona and the Internal Revenue Service as described in Section 501(c)(3) of the Internal Revenue Code.

Through Watermark for Kids, youth are encouraged to build character, strengthen their leadership skills and express their creativity, compassion and spirit. Kids submit applications describing their vision, and Watermark for Kids provides the financial support to make each kid's vision a reality.

# WHO ARE WATERMARK KIDS?

Watermark Kids are committed to thriving and making a difference in the world. They range in age from 6 to 22, and they come from all different backgrounds. Watermark for Kids awards are as unique and varied as the kids who receive them. Here are a few examples of children who are thriving, thanks to Watermark for Kids.



## ELLIOT, Tampa, Florida

Elliot is a gifted gymnast who is going places. Her first stop is International Gymnastics Camp in Pennsylvania. Already an Olympic hopeful at age 8. Elliot worked hard to raise her own funds to attend the weeklong camp, which helps build gymnasts' self-confidence on and off the mat. Watermark for Kids helped her close the gap.

## TREVAUGHN, Springfield, Massachusetts

Trevaughn has loved music his entire life. For as long as he can remember, he has wanted to learn to play the guitar. He writes in his application, "Learning to play guitar would help me be open-minded, learn new things, express myself and boost my self-confidence." Trevaughn is looking forward to playing the guitar and helping other people learn. He also wants to someday tell another youth about the Watermark for Kids program so they'll have the same opportunity to express themselves, learn, grow and thrive. Watermark for Kids was happy to award Trevaughn with a guitar and lessons to get him on his feet as a budding young player.



## CATHERINE Tarboro, North Carolina

When Catherine was born with spina bifida, doctors told her parents she would never walk. After eight surgeries, she proved them wrong. She walks today but requires a wheelchair for most activities, including competing in high school track. Watermark for Kids purchased a sports wheelchair so Catherine can compete and inspire others, with the ultimate goal of attending college on a sports scholarship.



### **DAN, East Longmeadow, Massachusetts**

Dan Hesser never let the fact that he was born with spina bifida get him down. After undergoing 20 corrective surgeries, Dan can walk with the use of crutches. He dreamed of getting behind the wheel, but the cost of special hand control equipment plus six hours of adaptive driving school was financially out of reach. That's where Watermark for Kids stepped in. Dan enrolled in driving school, passed with flying colors and saved some money to fix up a car his grandpa gave him. Now that he can drive on his own, Dan increased his college course load, can work more hours to pay for the cost of books and expenses, and he can drive to ballgames, the gym and to his Sled Hockey League practices, where he met a great friend, Corey. Dan was inspired to help Corey through Watermark for Kids, and became Corey's Watermark for Kids coach.



### **JASMINE, Tucson, Arizona**

Jasmine has always been a dedicated student. She works hard in school and her favorite things are helping others learn how to read and making friends. While attending Circus Kid Camp as a Watermark Kid, Jasmine loved learning all the different skills including globe walking, aerial silks, poi spinning, drumming and stilt walking. She says the best thing she learned in camp was that when something looks hard, it is really just a challenge to practice and have confidence in yourself because you can probably learn to do it and have a lot of fun.



### **INDIA, Southfield, Michigan**

At 10, when most kids her age are content playing make believe, India is busy believing in herself and taking bold steps to shape her future. If she has her way, India's path will lead her straight to Harvard and onto the U.S. Supreme Court bench. So, when the opportunity arose for India to attend the National Young Scholars Program at Northern Illinois University, the straight-A fifth-grader was determined to find a way to attend. Together with her Watermark for Kids coach, she contacted Watermark for Kids, and we made it happen. Now, she's one step closer to realizing her dream.





## BECOME A WATERMARK KID

We want to hear your story. To apply for the program, complete the application and the Coach Affidavit on [watermarkforkids.org](http://watermarkforkids.org). Use your application to tell us more about how you want to express your compassion, leadership, creativity, spirit and more. And be sure to tell us how Watermark for Kids can help you achieve your vision.

We encourage kids who are financially underserved to apply for funding, so we can help empower them to express themselves in a way that positively impacts their lives. For those youth who might not be considered financially underserved, we encourage you to submit your projects to help change other kids' lives and show your leadership and compassion.

Watermark for Kids connects applicants to their local Watermark community to complete the process. We encourage kids to visit, share dreams and goals, and plan community-based fundraisers. Watermark kids often visit the community to present their achievements or give a special performance to develop their public speaking skills and showcase their talents. Everyone benefits from and enjoys the intergenerational experience.



## **BECOME A WATERMARK FOR KIDS COACH**

Watermark for Kids coaches are committed to the success of their Watermark Kid. Coaches ensure kids have a positive learning experience while preserving the vision and integrity of the program.

**Ready to join us? Visit [watermarkforkids.org](http://watermarkforkids.org), email [nicola@watermarkforkids.org](mailto:nicola@watermarkforkids.org), or call 520-924-8018 to learn more.**

## HOW TO HELP

We need your help. Donate your time, services or funds. Where does the money go, including donations? Our administrative costs are underwritten by corporate donations from Watermark Retirement Communities. You can rest assured knowing that 100 percent of your contributions directly benefit Watermark for Kids.

Watermark for Kids has a partnership with AmazonSmile, where you can donate directly by shopping with Amazon. This website has the same products, prices and features as Amazon.com. Amazon donates 0.5 percent of the purchase price of eligible products to the Watermark for Kids general fund.

