Partner Toolkit



Thank you for your interest in working with Tickets for Kids. This toolkit provides resources and assets for our partners, sponsors and community advocates.

In the spirit of collaboration towards shared purpose, we hope this toolkit will help you promote the good work we are doing together. Feel free to reach out to us for additional assistance or special requests. We hope you find this resource helpful.

Thank you for helping to drive positive change for young people in our communities!

Welcome

The inspiration for Tickets for Kids came to founder Susan Weiner during a ballgame in Pittsburgh, PA in 1994. The empty seats seemed so wasteful. Couldn't those seats be filled by the community's under-resourced kids?

A nearly identical idea occurred in 2000 to Robb Neuenschwander, Twin Cities resident and avid University of Minnesota Gophers basketball fan. Robb founded Tix for Tots with a similar mission. Recognizing a shared vision, Tix for Tots merged into Tickets for Kids in 2016.

Then, in 2019 and 2021 respectively, NY-based Seats of Dreams and DC-based Most Valuable Kids were merged into Tickets for Kids, leveraging shared purpose for greater impact.

Through partnerships with approved and vetted nonprofits serving under-resourced kids and families, TFK has distributed more than 3.6 million tickets across 27 states, valued in excess of $83 million. These experiences have spanned arts & culture, education & STEM, sports & recreation, and family entertainment.

EXPERIENCES MATTER.
LET'S MAKE MORE HAPPEN.

Get to Know Us



ABOUT

Tickets for Kids provides free access for under-resourced-kids to attend the arts, cultural, educational, and athletic venues of their community. Through partnerships with youth-serving organizations across the U.S., we strive to make trips to museums, concerts, ballgames, science centers, zoos, and more part of every childhood. Through access, we provide experiences that can spark an interest, ignite a passion, and shape a future without limits.

OUR VISION

Communities where all children feel included, valued, and inspired to reach their full potential.

OUR MISSION

To provide equitable access for under-resourced youth to experiences that inspire hopes, dreams, and achievements for a lifetime.

OUR PILLARS

These six anchors are the values that drive our work.

1. Inspiration: When kids get to experience new things and see themselves reflected in the athletes, actors, singers, or any of the professionals who work in the places they visit, they can envision themselves on that same path.

2. Inclusion: Opening doors for those who are traditionally shut out of opportunities makes them feel more welcome and fully integrated into the community.

3. Educational Enrichment: Experiences at places like museums, science centers and zoos allow kids to apply knowledge with hands-on learning.

4. Cultural Expression: When kids see their cultural experiences and traditions recognized, they can celebrate their true selves.

5. Family Resilience: Giving families the ability to make core memories together builds resilience, offers protective factors and creates multi-generational impact.

6. Childhood Joy: Kids need to have fun growing up – especially those who face challenges like food insecurity, housing instability and violence in their neighborhoods.

More than a Ticket



Through access to meaningful life experiences, young people are emboldened to dream. They benefit from experiential learning, mentorship, and the development of interpersonal skills, and they are better prepared to forge ahead with greater confidence.

From early childhood through adolescence and youth, arts education can support the social and emotional needs of students, helping them better to cope with their feelings, to bounce back from adversity, and to show tolerance and compassion for others.*

Children who engage with the arts at a young age are "more likely to vote, volunteer or go on to further study later in life. It helps to improve cognitive abilities, develop skills and behaviors and benefits health."**

Growing up in a socially enriched, nurturing family environment has a positive association with cognitive function, even decades later, in part, through developing mastery, a sense of control over goals, behaviors, and problems in one's life. Research on resilience also suggests that mastery could be an important resource for those growing up with challenging circumstances by helping them recover, sustain a sense of purpose, and thrive.***

** National Endowment for the Arts (https://www.arts.gov/impact/arts-and-health)*
*** Report by the Cultural Learning Alliance (British): https://www.culturallearningalliance.org.uk/wp-content/uploads/2023/11/Arts-In-Schools-Executive-Summary.pdf*
**** National Institute of Health (Family Resilience): https://pmc.ncbi.nlm.nih.gov/articles/PMC7906946/#:~:text=We%20provide%20evidence%20that%20growing,and%20problems%20in%20one's%20life.*





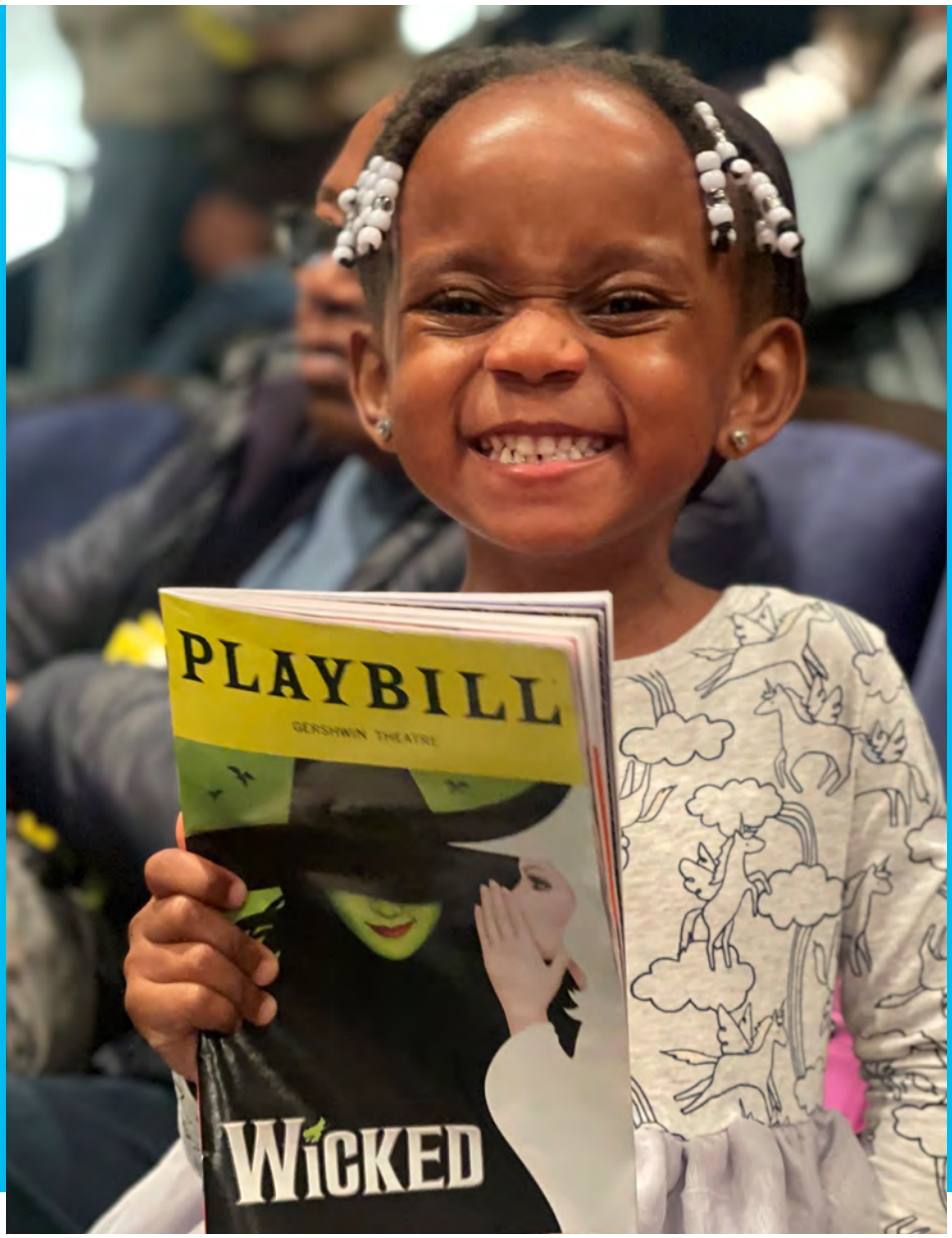
PROUD PARTNER

TICKETS for KIDS® CHARITIES

Thank you for your partnership!

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CLICK HERE

FOR YOUR PARTNER TOOLKIT ASSETS AND LET'S GET STARTED!

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