



# Most Valuable Kids of Greater New York, Inc.



INSPIRING KIDS WITH NEW EXPERIENCES

# Our Mission



**Most Valuable Kids (MVK)** operates with the simple premise that reward and recognition for positive behavior can be a strong motivator for children to repeat that behavior.

MVK's mission is to foster academic achievement and positive social behavior in children by reallocating unused event tickets to participating youth social service agencies in New York City, Northern New Jersey and Long Island for use as a merit system for the children they serve. The opportunity to attend professional or collegiate sporting events and cultural performances enhances self-esteem for these children and brings to life the merits of determination, perseverance, personal discipline and philanthropy – while also creating unforgettable memories that last a lifetime.



# Background and History

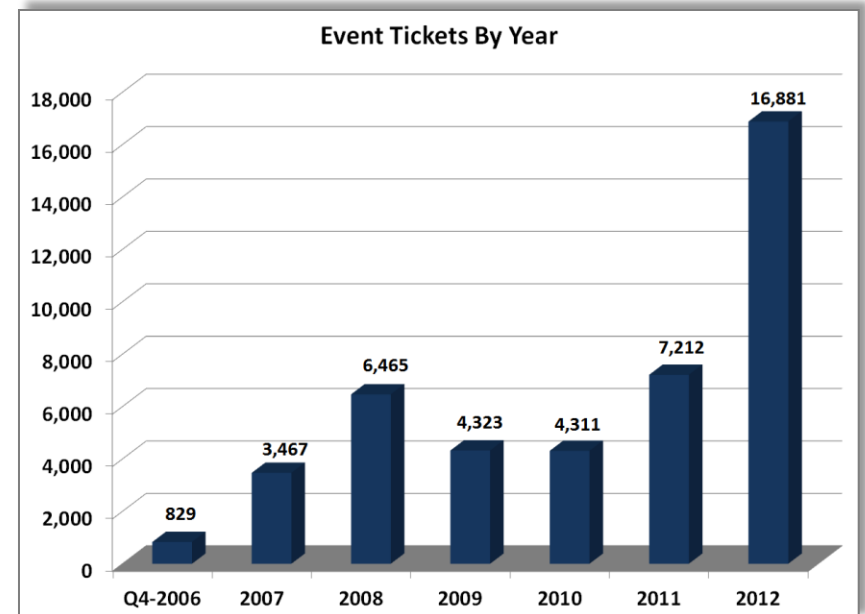
In 2001, Most Valuable Kids, Inc. (MVK) began as a non-profit organization to provide underprivileged children in the Washington D.C./Baltimore area with donated tickets to live sports and entertainment events. The formation of MVK emerged through the founders' interest in helping children enjoy a basic tenant of youth that most of us take for granted – the opportunity to attend and enjoy live spectator-oriented athletic and cultural events. More cities have caught on to this wonderful cause.



**Most Valuable Kids of Greater New York, Inc. (MVKNY)** is a 501(c)3 non-profit that completed its sixth anniversary in September 2012.

In those first six years, MVKNY has collected and distributed over **43,000** event tickets to recipient charities with a face value of well over **\$1.4 million**.

That's more than **43,000** opportunities to put a smile on a deserving child's face.



MVK sources unused event tickets and allocates them to qualified recipient agencies for the benefit of underserved children in the New York metropolitan area.

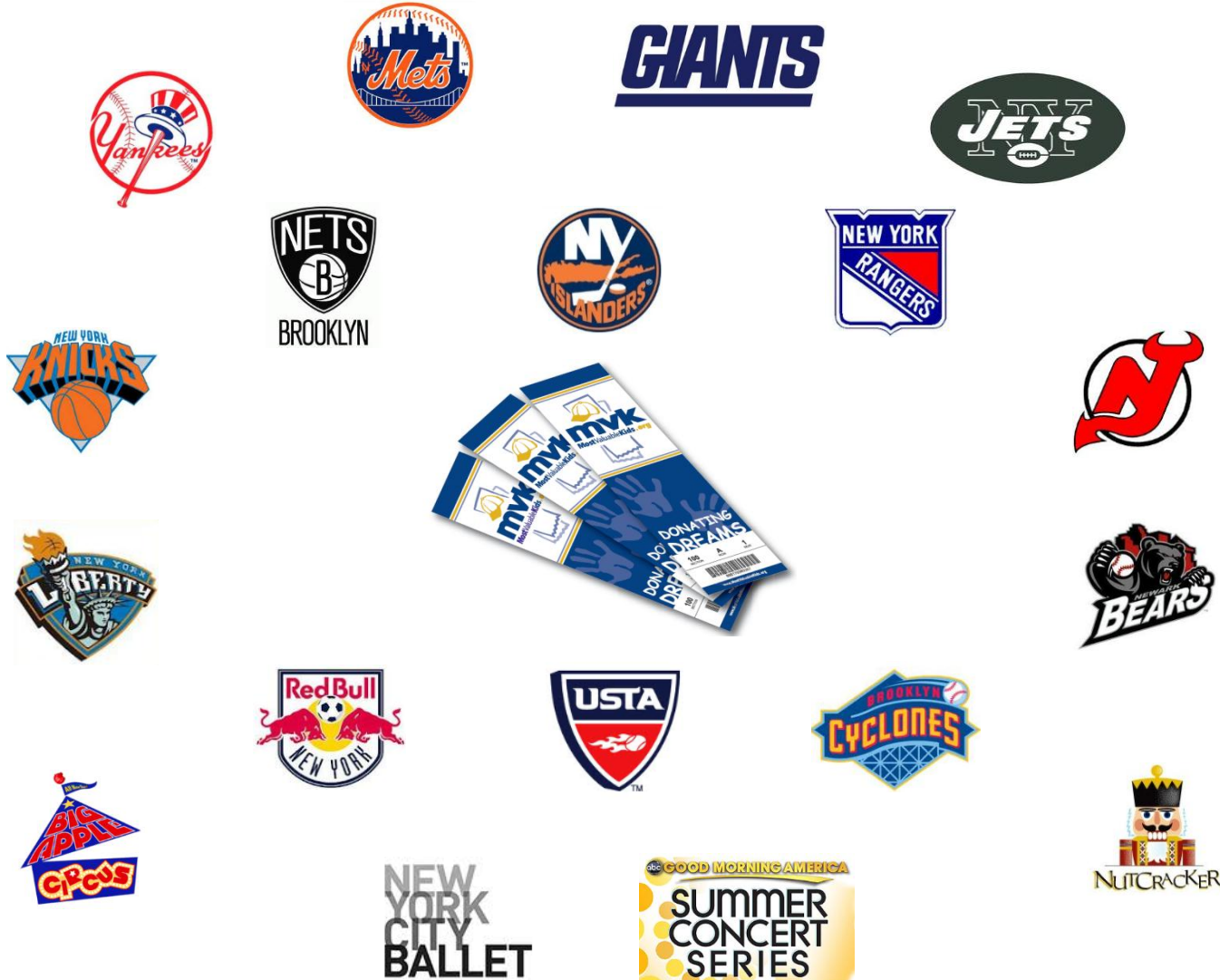
## A simple online process:

- 1) Ticket holders donate tickets through the MVK website (*and are automatically issued a tax deduction receipt*).
- 2) Recipient organizations claim available tickets.
- 3) MVK distributes the tickets and monitors their use by the organizations.
- 4) Deserving children attend events as a reward for their achievement.

## A “win-win” for everyone:

- **For the kids...** Children receive rewards and recognition for their positive behavior through the non-profit organizations that serve them, and receive the opportunity to expand their interest in sports and culture.
- **For the ticket donor...** An easy tax-deductible outlet for ticket holders to donate tickets that might otherwise go unused to children in need, thereby providing a valuable community service that brings a smile to a child's face.
- **For the teams and venues...** MVK helps to fill a large amount of seats that go unused with energetic new fans for life.

# Representative Events



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## Partnerships (donations directly from team websites)

- **NY Mets:** Donations from team and season ticket holders
- **NY Yankees:** Donations from season ticket holders
- **NY Islanders:** Special “Most Valuable Kid” events, and donations from season ticket holders.



## 2012 was MVKNY's biggest year ever!!

~17,000 event experiences that would have otherwise gone unused were distributed to local kids...

We expanded our community ticket program with the Mets. • We had a successful first year as a season ticket partner for the Yankees. • We've enjoyed Mike Bossy's seats at Islander games. • We sat behind the bench at a Ranger game. • We attended opening day at Citifield and Yankee Stadium. • We were there when Johan threw his no hitter. • We were there when the Yankees clinched the playoffs. • We ran the bases and toured both stadiums with some fantastic MLB umpires. • We were VIPs at every Good Morning America summer concert. • We stood front row center as Taylor Swift took over Times Square. • We cheered the NY Liberty from some of the best seats in the house. • We sent a great group kids to Gillette Stadium to watch the Patriots in a private suite. • We cheered for the Jets and the Giants in seats that has us on the turf! • We've been to the Barclay Center to cheer on the Nets in private suites as well as some awesome house seats. • We've sat in the new suites at MSG to watch the Knicks and WWE. • We've been to Broadway, Madonna, The Wall and Lincoln Center.

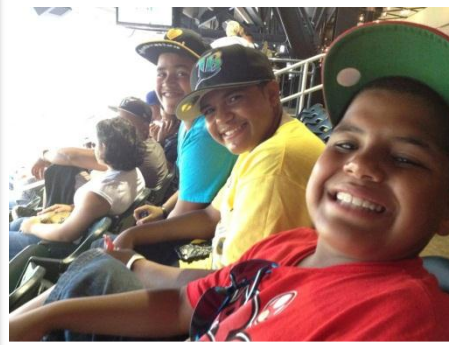
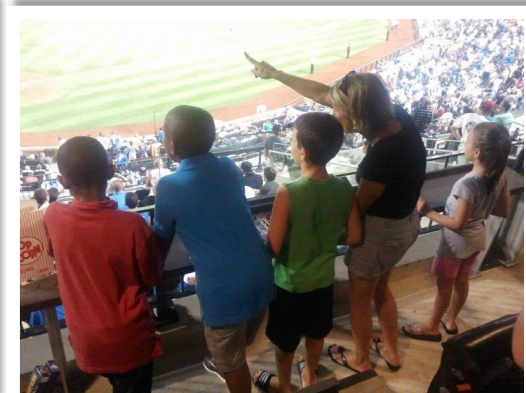
# Unforgettable Experiences



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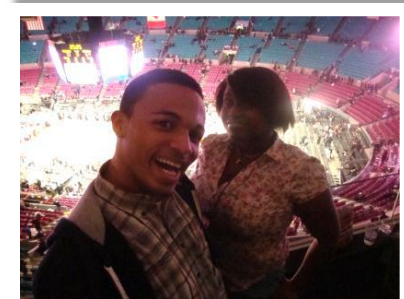
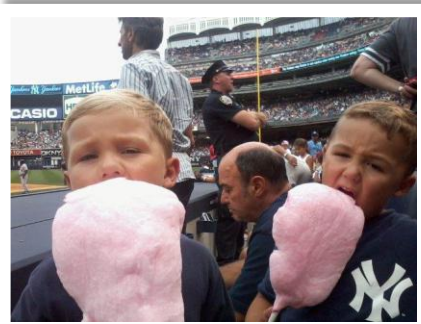
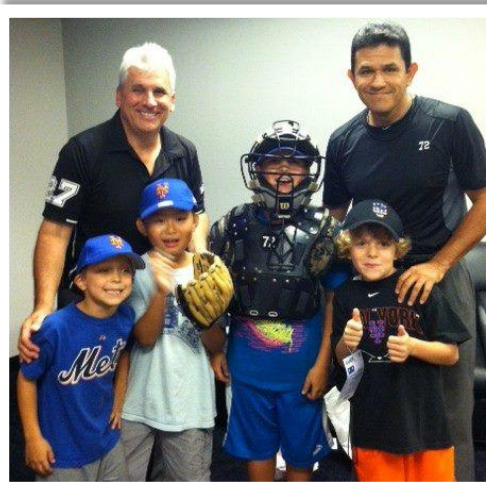


“I want to thank you on behalf of my two teammates for the opportunity to attend the Giants game. It was an amazing experience, and we had a lot of fun. None of us have ever had the chance to see an actual NFL game and it was, hands down, one of the best experiences we’ve ever had in our lives.” Herbert Corzantes, Dequane June, and Jose Wilmore





# Unforgettable Experiences



# Recipient Agencies



We provide qualified recipient agencies an unparalleled reward system for the children they serve.

Without exception, each recipient agency is a 501(c)(3) tax-exempt organization that depends on the philanthropic generosity of others and state or local support for their operational livelihood.

*Active recipient organizations include:*

- After 21 Programs, Inc.
- Baychester Middle school
- Big Brothers Big Sisters NYC
- Boys Town, NY
- Bronx Charter School for the Arts
- Bushwick Impact
- Cardinal Hayes High School
- Catholic Charities/Regina Residence
- Central Queens YM & YWHA
- Convent Avenue Family Living Center
- Country Roads Foundation, Inc.
- Cristo Rey Brooklyn High School
- Family and Children's Association
- Fiver Children's Foundation
- Friends of the Children NY
- Future Leaders Institute Charter School
- Glen Cove Boys & Girls Club
- Global Potential
- Grenville Baker Boys & Girls Club
- High School for Leadership & Public Service
- Hispanic Family Services NYC
- Hope For Youth
- Little Sisters of the Assumption Family Health
- Long Island Council on Alcoholism & Drug Dependence
- Lutheran Church of the Redeemer Youth Group
- Lymphoma Research Foundation
- Madison Square Boys and Girls Club
- Manhasset/Great Neck E.O.C.
- Marty Lyons Foundation
- Mineola Youth and Family Services
- Morris Heights Health Center
- New Alternatives for Children
- New York City Mission Society
- North Shore Child/Family Guidance Center
- NYC Department of Education
- Our Lady of Mt. Carmel Youth Ministries Group
- Oyster Bay/East Norwich Boys and Girls Club
- Project Rousseau
- SCAN New York
- SCO Family of Services
- Shelter Our Sisters
- Shiloh
- Sports & Arts In Schools Foundation
- St. Mary's Foundation for Children
- SUMMA
- Teen Opportunity Program- Vacamas Programs
- The Marty Lyons Foundation
- U.S. Veterans Marine Corps. Long Island
- Vacamas Programs for Youth

## **Executive Director: Rae Anne McLaughlin**

Rae Anne has worked with MVK for 5 years. A longtime advocate for displaced youth, she has spent the last 20 years developing and implementing youth residential programs serving the New York State Runaway and Homeless division, Office of Mental Health, and Nassau County Foster Care. She brings a deep understanding of the importance of structuring at-risk and under-served youth leisure time as a means of ensuring successful entry into adulthood. Rae Anne has a rich history of working with government agencies advocating for change in educational laws and standards for under-privileged and under-served children. Rae Anne attended Adelphi University and holds a CASAC certification from the South Oaks Institute. She was a TCI (Therapeutic Crisis Intervention) trainer from 2002-2006, is extensively trained in the McKinney Vento Act, and has worked with government agencies to improve laws protecting homeless children.

## **Board of Directors**

### **Gary Freilich (Board President)**

*Microsoft , Executive Director – TEACH*

### **Vasilios Karabatsos**

*Alethea Cleantech Advisors – Partner/CFO*

### **Danny Frank**

*Citi – Senior VP & Global Manager for Client Entertainment*

### **Gregg Bernard**

*Senior VP – Vimeo*

### **Steven N. Davi**

*Counsel – Farrell Fritz, P.C.*

### **Candice Beaumont**

*Managing Director – L Investments*

## **Advisors**

### **Michael S. Fields**

*(Founder-MVKNY, Board President 2006-2008)*

*MSF Enterprises, LLC*

### **Jesse Gurevich**

*(Board President 2008-2011)*

*Entrepreneur*

### **Scott Bloom**

*Bloom Real Estate Group*

## *Sourcing New Experiences*

- Reach out to more season ticket holders (double season ticket donations)
- Open Broadway ticket venues
- Open MSG beyond Liberty

## *Governance*

- Continue recruiting executive board and advisory members to assist with broadening MVK's reach

## *Fundraising*

- Recruit food vendors (i.e. Aramark) to underwrite food at the venues for children through couponing
- Recruit two or more corporate sponsors to underwrite \$150k yearly budget

# Contact Information



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*Board Treasurer*  
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vasilios@mostvaluablekids.org

Dear Mr. Jesse and Most Valuable Kids;

I am writing this letter to thank you for your contributions. The tickets to the Giants final game in the stadium has given me an experience I will never forget. The game was the first american football game I have ever been to. On that day I learned new things and I met new people. One thing I learned was, what is a field goal and how many points it is worth. What you are doing is putting smiles on peoples faces and thats something I will never forget as a Fiver childrens foundation member.



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