

Most Valuable Kids of Greater New York

Inspiring Kids With New Experiences

Most Valuable Kids of Greater New York (MVK)

operates with the simple premise that reward and recognition for positive behavior can be a strong motivator for children to repeat that behavior.



What we do:

For over nine years, we have offered hope, motivation and positive reinforcement to at-risk and underserved children by providing them with sporting and cultural event experiences as a reward for their academic achievement and positive social behavior.



The impact of our reward and recognition program is well documented... it helps keep children focused, enhances their self-esteem, assists in teaching personal discipline and best of all, creates memories that last a lifetime.

A simple mission with tremendous results!

History:

- ✓ MVK is a 501(c)3 not-for-profit organization founded in Washington, D.C. in 2001, having since expanded to six cities (*with more to come*).
- ✓ MVK's New York chapter is now in its **10th year**.
- ✓ Since 2007, we re-allocated over **144,000** event experiences to local youth agencies with a face value of more than **\$8 million**.

That's more than **144,000** deserving children being rewarded for their academic achievement and positive social behavior.

From 2012 - March 2016...

117,000 Reward Experiences

\$7 Million Face Value



Who we serve & how we work:

We collect thousands of event tickets from our generous donor network and allocate them to qualified recipients.

- ✓ **Event Donors:** include individuals, corporations, suite holders, teams and venues who generously donate their event tickets year-round for a worthy cause.
- ✓ **Recipients:** include approximately 100 qualified not-for-profit agencies serving underprivileged and at-risk children in the New York City area.

A simple online process:

1. Ticket holders donate through the MVK website (*and receive an automatic tax-deduction receipt*).
2. MVK delivers the tickets to its qualified agencies and monitors their use through a strict set of policies.
3. **The most important part...**
Deserving children are recognized and rewarded for their achievement.



A “win-win” for everyone:

With federal, state and local funding for supplemental reward programs dwindling (or non-existent), we play an integral role to provide positive reinforcement. The end-result is a win-win:

- ✓ **Deserving children:** are provided positive experiences through sports and culture to help them stay focused on the joys of life and the promise their future can hold.
- ✓ **Recipient agencies:** are provided with free tools to help promote positive youth development and inspire children to excel.
- ✓ **Ticket donors:** are provided an easy online *tax-deductible* outlet to donate tickets that might otherwise go unused, thereby supporting a valuable community service.
- ✓ **Teams and venues:** fill a large amount of seats that often go unused with energetic new fans for life.



2016 Goals:

- Provide **40,000** event experiences to local agencies to continue rewarding the deserving children they serve.
- Raise \$150,000 to provide much needed **meal vouchers** for program participants so that they may provide these children with a more complete and rewarding event experience.
- Execute **corporate partnerships** to expand the quality and reach of these life-changing experiences.

Every child deserves the opportunity to experience the magic of a live sports or cultural event, regardless of his or her financial means. Help MVK continue to make a difference by becoming an MVK Sponsor.

Contact:

Please contact us for more information on how you can become part of our successful program that is helping to reward thousands of deserving children in the greater New York City area.

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