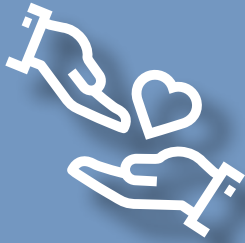




2019 ANNUAL REPORT



182,488 EXPERIENCES

PROVIDED TO DESERVING KIDS AND THEIR FAMILIES!



14 YEARS

OF GROWTH, COMMUNITY PARTNERSHIPS AND CHANGED LIVES



\$4.2 MILLION

VALUE OF TICKETS AND EXPERIENCES FOR KIDS



130 PARTNER AGENCIES

SUPPORTED BY MVK



Letter from the Board of Directors

2019 EXECUTIVE STAFF:

Sherri Jaffe Friedman
Chief Executive Officer

Missy Lyons
Program Coordinator

Julie Sheffer
Development Manager

Tamie Sullivan
Girls with Pearls Founder

2019 BOARD OF DIRECTORS:

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Chairman of the Board

Debbie Brant
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David Ammer
Ariella Cohen
Dawn Green
Audrey Holtzman
Sean Lynn
Erica Pearl Messer
Kim Morris
John Scott

Dear Friends,

Thanks to your generous support, 2019 was an exciting year. We provided 20,000+ experiences for deserving kids, formalized our Girls with Pearls program and created unique programs that introduced kids to the arts, exposed them to jobs and started conversations among teens and the police.

While we look back and celebrate our success in 2019, we would be remiss if we ignored the year ahead as 2020 has presented us all with a “new normal.” We are experiencing the disappointment of missed events, social isolation and missing many of the “extra things” in life that bring us joy. From Opening Day to upcoming concerts, plays and performances that we were looking forward to attending.

The isolation from these events is not new to the kids/families we serve. And, it is why we, at Most Valuable Kids, are more committed than ever to our mission. While we recognize that the year ahead will be filled with significant challenges, we will continue to think creatively to help the kids and families we serve. In the words of one of our partners, “We’re grateful to have an organization like Most Valuable Kids to help us all through this challenging time.”

We appreciate your commitment to our mission and hope you enjoy reading about the smiles you helped us create in 2019 and learning about our plans to support kids/families in need while social distancing measures interfere with our ability to come together as a community in 2020.

Thank you for your support of Most Valuable Kids!

With heartfelt thanks,
The MVK Board of Directors

FIFTH-THIRD BANK/CINCINNATI BENGALS PARTNERSHIP



“It was fun being on the field. I got to deliver the game ball and throw the ball with Who Dey!!! The ref gave me an NFL 100 pin too. It was awesome.”

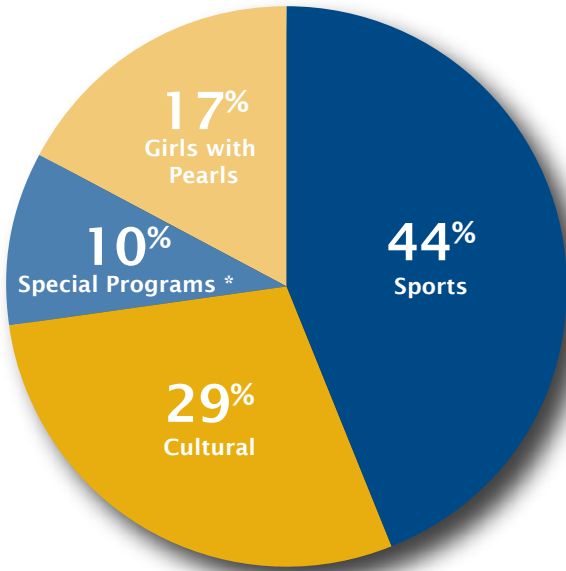
- Jahivionte, Rockdale Academy

We were honored to be the recipient of the Fifth Third Bank *Chip in for Cincinnati* Program. In addition to a generous financial donation, Fifth Third Bank enabled MVK to reward 300 kids/ chaperones with the opportunity to attend a home Bengals game. And, one lucky MVK kid, who was nominated and joined by his teacher, received an experience he will never forget — the opportunity to deliver the first official game ball of the season!



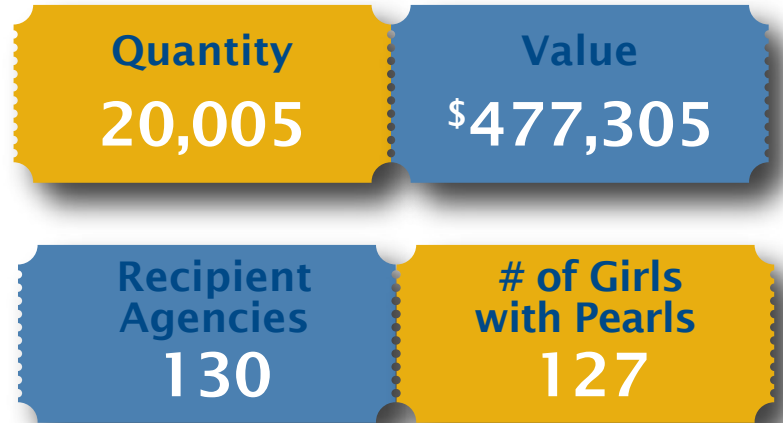
2019 Highlights

DIVERSITY OF EXPERIENCES



**MVK Special Programs, above-and-beyond tickets, that are featured on pages 6 - 9.*

2019 TICKETS & EXPERIENCES



500 kids/chaperones had a great time at our Ultimate Reds Event. All kids received t-shirts, snack packs, tickets to the game and an on-field parade!



Thanks to our friends at the Cincinnati Ballet, we filled the Aronoff Center with 2000+ kids for a special performance of Aladdin, complete with ballerina meet-and-greets, photos stations, snacks and more!



1,200+ kids received snack packs to enjoy at various events thanks to employees at TQL!



342 kids enjoyed a summer blockbuster, complete with popcorn and a drink, thanks to Envision Cinemas!

2019 MVK Recipient Agencies

MVK partners with 100+ non-profit agencies to provide deserving kids with rewarding opportunities. Our partners provide services to kids in low-income neighborhoods and include schools, recreation centers, foster care agencies, homeless shelters, mentoring agencies, mental health programs and more. We are proud to collaborate with the agencies below, who collectively serve more than 100,000 at-risk kids in Greater Cincinnati:



Batavia Middle School
Cincinnati Museum Center
Elevations Enrichment Program
F.A.S.T
Greater Cincinnati Behavioral Health Services

National Association of Blacks in Criminal Justice
North College Hill Elementary
Over-the-Rhine Community Housing
S.O.U.L.F.U.L. Inc.

Three Rivers Local School District
You See Starfish
Villages at Roll Hill Community Center
Washington United Church of Christ

"One of our wish kids who claimed tickets to a Reds game is battling interventricular hemorrhage, resulting in seizures. He has serious behavioral issues and has a hard time sitting still. This was his first ever Reds game and his mom noted that he paid attention, enjoyed watching the game, and just had genuine fun. He has had a lot of his childhood taken away because of his diagnoses, but MVK helped give a piece of that childhood back."



"10 members from our program were able to attend a Broadway show at the Aronoff. One of the kids shared that she had recently passed the venue and thought how fancy everyone was and that she would never have the opportunity to participate in an event there. How she felt that she didn't belong in a place like that. Literally DAYS later she had the opportunity to go to the venue and see her first show!! Changed belief system - just like that! She is worthy!! he does belong!!"



MVK Programs - Making an Impact!

Collaboration with our partner agencies is making a difference in the lives of kids.

HOW DOES MVK IMPACT THE KIDS YOU SERVE

REWARDS HARD WORK



"I had group of teens who were rewarded for being a part of our teen program. All year they were involved in educational programs, community service and other recreational activities. When the year concluded we were able to send them to the Bunbury concert on the river as a reward."
- **Hartwell Recreation Center**



MVK
exposes kids
to new
opportunities

STRENGTHENS RELATIONSHIPS / ENHANCES SELF-ESTEEM



"One of our clients was in a transitional status, and was temporarily staying at a homeless shelter. As he had no place to bring his child, he had not seen the child for quite some time. With MVK's help, he was able to not only see his child, but also take him to a Bengals game. Since then, the client has found employment and stable housing. He is now able to see his child on a regular basis. However, his son is still talking about cheering for the Bengals with his Dad at the game!"
- **Talbert House - Fatherhood Project**



MVK
strengthens
relationships
between kids
and adults

ENCOURAGES KIDS TO DREAM BIG



"One of our goals is to secure futures. Exposing kids to various arts opportunities, such as plays, helped us achieve that goal as it gave many of our foster children, mostly our teens, something to think about their futures beyond sports and crime."
- **SAFY**



MVK
encourages
kids to
dream big



MVK
helps our
partner
agencies
save money!

WHAT OUR NON-PROFIT PARTNERS WANT YOU TO KNOW ABOUT MVK:

"Some of our families have adopted children, biological children and foster children and it is very expensive for them to enjoy any events. MVK allows them to participate in our community."
- **Foster Care Agency**

"MVK provides activities for mentors, mentees and families. Our grant does not allow us to do activities that cost money. Without MVK's support, our program would not be able to experience many great events in our community!"
- **Youth Organization**



MVK Programs - Above-and-Beyond Tickets

MVK creates unique programs, above-and-beyond tickets, to deepen the impact in our key mission areas. This includes programs that introduce kids to jobs, setting goals for the future, police/race relations and our very own MVK Girls with Pearls Program. See below how your financial support directly benefits deserving kids in 2019:

Sparks in the Arts



- 120 kids received a behind-the-scenes tour of the Aronoff Center
- Kids learned about careers in the arts and different forms of music!

Cops and Teens



- 100 teens engaged in meaningful conversations with Police Officers
- Following important discussions, they enjoyed pizza and games at Scene 75!

Pancake Dinners



- 200 kids enjoyed pancake dinners at IHOP and Sugar n' Spice
- Focus of events included holiday themes, teacher reward dinners and restaurant etiquette lessons.

Delta Trip to the North Pole



- 120 kids received a magical holiday experience thanks to our friends at Delta
- Kids boarded a plane, "took off and landed" at the North Pole and received holiday gifts from Santa and Mrs. Claus!

NEW PROGRAM

Girls With Pearls



WHAT IS MKV'S GIRLS WITH PEARLS PROGRAM?

Girls with Pearls (GWP) is a weekly, school-based female empowerment program designed to foster leadership for girls, grades 4-6, and help them plan for a bright future through education, personal responsibility and social awareness. GWP incorporates the national evidence-based Smart Girls curriculum, provided by Boys & Girls Clubs of America. Each girl receives a strand of imitation pearls to proudly wear to outwardly identify her as a leader.

Rockdale Academy Principal, Belinda Tubbs Wallace, leads the Pearl Ceremony, which was attended by parents & family members. Leadership at the school level is critical to the success of the program.

THE PEARLS VALUES:

- P**urpose
- E**mpowerment
- A**ttitude
- R**esponsibility
- L**eadership
- S**ervice



A grant from Scripps Howard Foundation funds the Girls with Pearls Library, creating in-room resources to send books home to encourage reading.

PROGRAM HIGHLIGHTS:

- 8 inner-city schools; 127 girls enrolled
- 2,000 + experiences including weekly meetings
- Girls selected by Teachers/Principal
- Mandatory speakers in important topics
- Field trips to expose girls to college, jobs & cultural events



Tonya Banks, one of our mandatory speakers, talks to the girls about short & long term goals. Together, they create vision boards that adorn the GWP rooms at all 8 schools.

2019 Ninja Warrior Event



Our second annual Ninja Warrior Event was a huge success, raising \$64,000 while bringing together 400 MVK kids and donor families for a night of fitness, fun and friendship to support our mission. Special thanks to The Barbash Family Foundation, our title sponsor, and all of our wonderful financial sponsors, event chairs and host families who made our sold-out event possible (featured on page 10).



The evening was a chance for kids to be kids: playing Dodgeball, Wiffel ball and competing against themselves on the Ninja obstacle course!



Kids went home with their own "swag bag" full of all kinds of fun items generously donated for our event.



Many of our favorite Cincinnati mascots were on hand to share in and participate in all the fun!



There were plenty of smiles to be found throughout the evening thanks to the hard work of our amazing event chairs Ari Cohen, Jill Dumes and Jaime Goldstein.

UPDATE

2020 NINJA EVENT

Unfortunately, due to COVID-19, we had to cancel our 15th Anniversary Celebration, including our 3rd Annual Ninja event, presented by the Barbash Family Foundation. We are so thankful for our AMAZING sponsors who have agreed to stick with us to support our mission during this crazy time!

We look forward to rescheduling our event, when appropriate. Our plans include several smaller Ninja Warrior Events that incorporate fitness and fun. **DETAILS TO FOLLOW WHEN WE FINALIZE OUR PLANS.**



COVID-19 UPDATE

MOST VALUABLE KIDS GETS CREATIVE IN 2020!



MVK PEP RALLY

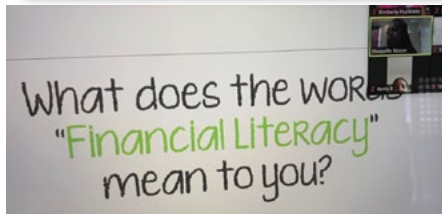
We conducted our first-ever socially distanced “Pep Rally” to provide 200 kids/families with summer fun packs, arts and crafts packs and personal hygiene items. Our MVK “Pep Rally” enabled the agencies we serve to reward kids with needed items and provide a special outing. This collaborative effort brought many generous donors and MVK partners together to provide for kids in our community. We plan to continue to meet the needs of our partners by collecting items and distributing them in an experiential way — stay tuned for details of our Fall event!



OTHER EXPERIENCES OFFERED



- Monthly Contests
- Virtual Programs
- Supply Drive of Needed Items
 - Books and Games
 - Arts/Crafts
 - Outdoor Equipment
 - Personal Hygiene Items
- MVK Staff Superstar Award



Want to help? Contact Sherri at sherri@mostvaluablekids.org to learn more about coordinating your own collection of items to benefit the kids we serve!



WE ARE A SMALL ORGANIZATION WITH A BIG IMPACT AND WE NEED YOUR SUPPORT!

In 2020, your dollars will provide kids with at-home, socially-distanced experiences that encourage positive play and reward them for engaging with educators, mentors and adults who encourage them to dream big. We hope we can count on YOU!

Please make your donation today at www.mostvaluablekids.org/cincinnati to help uplift underserved kids in our community during these challenging times!

THANK YOU TO ALL OUR

MVK NATIONAL CHAMPIONS (\$10,000 AND ABOVE)



The Barbash
Family Foundation



Ira and Brenda Jaffe

Marjorie S. Fisher
Family Foundation



MVK ALL STARS (\$5,000 AND ABOVE)

Anonymous



Sherri and Tedd
Friedman



KATZ TELLER



MVK MOST VALUABLE PLAYERS (\$2,500 AND ABOVE)

DAVID AND
SUSAN AMMER

Deborah and
Peter Boylan

Bombe, Ltd.



RAY COMPAGNA &
CINDY UNKENHOLT

Dawn and
Andrew Green



Messer Family
Foundation



Union Savings Bank



FANS

(\$1,000 and above)

Beth and Brad Agin
Alison and Bret Caller
First Financial Bank
Cynthia and Harold Guttman
Hills Properties
John Henry Homes
Christine Yeaggy and Kirk
Koppenhoefer
Ellen and Mark Knue
Jessica and Joe Levine
Marsh & McLennan Agency
Millbridge Metals LLC.
Recreations Outlet
Rhonda and Larry Sheakley
Summertime Kids Grant Greater
Cincinnati Foundation
The Amberley Village Police and Fire
Tyler and Stephanie McMullen
Viking Partners, LLC
Wilbur and Miriam Cohen

FRIENDS

(\$500 and above)

John and Laurie Acklen
Dianne Brown
Cassady Schiller & Associates, Inc.
Creekwood Energy
Jillian and Joel Dumes
Steve and Suzanne Fedea
Beth and Louis Guttman
Pam and Neil Hoynes
Aly and David Jaffe
Daphne and Jason Jurgensen
Julie and Rick Kantor
Kent Morris Orthodontics

Mannequin Charity Boutique
Marcus & Millichap
Bryna and Greg Miller
My Doctor, LLC.
Elise and Jon Randman
Jen and John Stein
Sibcy Cline Inc.
Nancy and John Silverman
Vigran Family Foundation
Kenneth Zisholz

BOOSTERS

(\$200 and above)

Rex and Sharon Bevis
Cavalier Distributing Co.
Andrew and Sunjoo Chun
Jessica and Chris Cicchinelli
Carol Sue and Steve Coden
Chad Connor
Cynthia and John Fay
Evelyn and Marc Fisher
Suzette and Michael Fisher
Amy and Jef Friedman
Lisa and Brent Goldstein
Pam and Brad Greenberg
Bradley Haas
Barbara and Guy Hild
Janet Howard
Jami Vallandingham and David Hoskins
Leadership Cincinnati Class 30
Gregory Landsman
Shary and Dr. Marc Levitt
Rini and Ernesto Levy
Barbara and Donald Miller
Phyllis and Howard Ringel
Christy and Shawn Ryan
Stacey and David Schimberg
Beth and Kevin Shaw

Simply Power Yoga
Tony Spence
Sherri and Mark Weiss
Sarah and David Wise
Susan Wheatley
Amy Diamond and Eddie Wolf
Michael and Erin Yeazell

MVK SUPPORTERS

(Under \$200)

84.51 Women's EDGE
Karen and Fred Abel
Erin Allen
Timothy Ammer
Jenifer Bahl
Linda and Andy Berger
Louanne Blumberg
Kari Boss
Joseph Brant
Carly and Jarrod Byer
Rachel and Rob Callif
Kathy and Louis Claybon
Clever Crazes for Kids
Mary Corley
Shawn and Kristin Crowley
Denise Kaplan
Katie de Alarcon
Vallie and Chris Freeman
Mert and Rick Friedman
Tricia and Ron Gold
Suzy and Bill Goldberg
Meryl and Mark Goldman
Jaime and Bryan Goldstein
Allison and Michael Gordon
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Kim and Greg Gruen
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Radhika Iyer

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Julie Jacobson-Ruby
Beverly and James Kanter
Geri and Andy Kolesar
Jamela Kelly
Jody Yetzer and Aly Kayne
Tessy Krebs
Kim and Marvin Lucas
GH and GD Lippold
Lisa Robin Jewellery
Marcia and Robert Lukin
Melanie Mcclea
Tyler and Stephanie McMullen
Adi Nulsen
PEO Sisterhood - Chapter BF
PEO Sisterhood - Chapter EG
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Eve Pearl
Jennifer Peri
Nancylee Preston
Jennifer and Bob Ringel
Brenda and Rob Rolf
Barbara and Jeffrey Strauss
Susan Shorr
Jenny Saskin
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Lisa Scovic
Martha and Lee Schimberg
Nicole and Kai Schneider
Steven and Rachel Schild
Hope Taft
Shawn Tully
Carrie and Mike Vanden Boom
Julia Ventura
Beverly and Stanley Wilson
Brandy Wonderling
Donna Welsch
Melissa and Daniel Webber
Sarah and David Wise

GENEROUS 2019 DONORS

TICKET/IN-KIND

MVPS

(\$5,000 and above)

Anthony Munoz Foundation
Broadway in Cincinnati
Cincinnati Arts Association
Cincinnati Ballet
Cincinnati Bengals
Envision Cinemas Bar & Grille
Fifth Third Bank
IHOP Cincinnati
Jewel Never Broken Foundation
Party Princess Productions
Promowest Live
Scene 75 Cincinnati
The Cincinnati Reds
Tire Discounters
U.S. Bank Arena
Dick Weiland

TICKET/IN-KIND

FANS

(\$1,000 and above)

3CDC Cincinnati
84.51 Women's EDGE
Brian Adams and Jilda Vargus
Troy and Katie Blackburn
Calico Theatre
Kevin and Martha Carroll
Cincinnati Children's
Cincinnati Opera
Cincinnati Police Academy
Cincinnati Reds Hall of Fame & Museum
Cincinnati Symphony Orchestra
Cincy Dominos
Cindy Unkenholt and Ray Compagna
Delta Airlines
FC Cincinnati
Tom Fritsch
Frontier Friends
Alison Herschede
John Hitchell
Rachel Langenderfer
Mac's Village Express
Montgomery Inn
Nati Ninja Obstacle Course and
Training Center
Playhouse in the Park Cincinnati
Peggy Roudebush
Segoe Foundation
Simply Power Yoga
Somi Javaid M.D. & Associates
Stone Creek Dining Company
The Children's Theatre of Cincinnati
The Kroger Company
TOAD Productions
Donald Tobin
TQL Foundation
Transit Authority of Northern Kentucky
United Dairy Farmers
Gary Vigran
Western and Southern Open
Xavier University

TICKET/IN-KIND

FRIENDS

(\$500 and above)

Eddie and Alfreda Sinkfield Foundation
Electric Events
Ryan Enke
Goldsmith Cardel
Jaime and Bryan Goldstein
Hope Hamilton
Tracy Huth
King's Island
Edward Kozin
Donna Krummen MD

Susan Makos
Nothing Bundt Cakes
Elena Page
Diane Phillips
Proctor and Gamble
Mary Redington
Carla Reichelderfer
Kevin Reilly
David Shardelow
Silverman Dentistry
David Sirtonski
SJS Packaging Group Inc.
Ann Smith
Dana Smith
Sugar n' Spice Cincinnati
The Woman's City Club of Greater
Cincinnati
UMPS Care Charities
WKRC Q102
YMCA

TICKET/IN-KIND

BOOSTERS

(\$200 and above)

Lisa and Scott Altman
David Ammer
ArtWorks Cincinnati
Balloons for All Occasions
Donna Barasch
Paula Barreras
Belterra Casino Resort
Michael Bergman
Michael Bevins
Richard Beyersdorfer
Karen Blaker
Krista Boyle
Joseph Brant
Dr. Mark Cepela
Cincinnati Commercial Contracting
Frank Clegg
Madalyn Collins
William Courtney
Courtyard By Marriott
Dale Crowe
Chris Dawahare
John Di Girolamo
Cynthia Gapen
Jennifer Geverdt
Dawn and Andrew Green
Elaine and Thomas Griffin
Shawn Halsey
Karin Hansee
Joe Hauser
Logan Hines
Brenda and Ira Jaffe
Lorraine Kaskiw
Kenwood Country Club
Frank Kerley
Randy Kidwell
Peter Klekamp
Katherine Latham
Betsa Marsh
Andrew Merritt
Bryna and Greg Miller
Gregory Miracle
Mirror Mirror on the Move
Montgomery Pediatric Dentistry
My Doctor, LLC.
Northern Kentucky University
Oppenheimer & Company, Inc.
Carol and Steve Pieper
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Tiffany Proto
Pure Concept Salon & Spa
Richard Reis
Jennifer and Bob Ringel
Andreas Rutze
Martha Schimberg
Barry Shives
Shoot Point Blank
Silver Spring House

Ryan Silverman
The Cincinnati Ballet
Trader Joe's Cincinnati
Meagan Vandiver
Tara and Ross Vigran
Rick Vigran
Suzanne Walker
John Warner
Mark Wesling
David Witzgall
Marsha Wood
Tiffany Yarbrough

TICKET/IN-KIND

SUPPORTERS

(Under \$200)

80 Acres Farms
A Tavola
Abigail Street
Cheryl Adams
Advanced Therapeutic Massage
AMC Newport on the Levee
Kathleen Angerbauer
Apple Store - Kenwood Towne Center
Erika Ashe
Patricia Baker
Becky and Doug Barnaclo
Dee Beers
Carl Bosse
Margo Bowman
Tracy Brown
Rachel and Rob Callif
Che Restaurant
Cheesecake Factory
Harvey Cohen
Kimberly Cohen
Micah Cooper
Angela Cummings
Katie de Alarcon
Michael DeCock
Mary and Vernon DeMois
Dewey's Pizza
Lee Ann Dick
Danielle Dick
Olga Duarte
Samantha Ducheny
Jerry Edans
Ensemble Theatre
Marilyn Evans
Emily Evans
Fabulous Frames & Art
Megan Feary
Carol Ferguson
Nicole and Bill Fish
Fitting Image
Caryn Franklin
Tanya Froehlich
GameWorks
Rita Gayer
Pennie Grubbs
Alfio Gulisano
Timothy Heckman
Catherine Hellmuth
Regina Hensley
Anne Hochwalt
Teri Hoerstmann
Maria Hornsby
Jennifer Howard
Carolyn Huber
Heath Hughes
Michele Jacob
Laura Jansen
Elizabeth Jantsch
Barbara Jennings
Jeremy Borskey DDS
Benita Jewett
Cody Johnson
Kevin Johnson
Carl Kalnow
Holly Keeler
Shanika Kelley

Joel Kling
Cecilia Kloecker
Kona Ice
Sarah Kramer
Nicole Kuzmin-Nichols
La Grassa Gelato
Lana - Salon Concepts
LaRosa's Pizzeria
Bonnie Ledbetter
Daniel Leming
Patricia Lindsey
Elaine Lippert
Gregg Litchfield
Lucius Q
Christopher Marcus at the Madison
Scott Mautz
Mayerson Jewish Community Center
Samantha McConnaughey
Karen Midkiff
Danielle Miller
Raymond Miranda
Holden Mobley
Muddy Mutts Pet Grooming
Laura Murschel
Michael Myers
Russel Naber
Ilana Nadel
Newport Aquarium
Jerry Pabst
Philip Bortz Jewelers
John Pilszak
Dana Pishotti
Pixie Lane
Eveline Poe
Pontiac BBQ
Art Precht
Queen of Brows & Day Spa
Sandy Raabe
David Ramig
Mary Reed
Rhinegeist Brewery
David Ritter
Robert Ross
Richard Ross
Amanda Sachs
Stacey and David Schimberg
Rorry Schuessler
Ruth Schwallie
Senate Pub
Martha Sharts
Teresa Shinkle
Kathleen Shiveley
Sky Star Wheel
Skyline Chili - Monroe
Slatts Pub
Lizabeth S. Smith
Gary Smith
Paige Smith
Kathleen Smith
Tim Smith
Richard Snyder
Spice Spice Baby
Lisa Spruance
Elizabeth St. Martin
Margaret Steward
Annabell Stolley
Bethany Taylor
Jordan Thomas
Top Golf - West Chester
Trader Joe's Cincinnati
Maureen Valentine
Eric Vetter
Viking Partners, LLC
Milt Wentzel
West Side Brewing
Lisa White
Valerie Wolford
Edward Wolking

2019 Venue Partners

WE APPRECIATE OUR AMAZING VENUE PARTNERS FOR THEIR SUPPORT OF OUR MISSION!



UC Blue Ash
Campus
UC SMILES DENTAL
PROGRAM

UC Clermont
Campus
CALICO CHILDREN'S
THEATRE



OUR MISSION: MVK provides deserving kids with event tickets and experiences to reward and motivate them to overcome significant life challenges. Our programs reward hard work, strengthen relationships, enhance self-esteem and encourage kids to dream big!

VISIT OUR WEBSITE FOR MORE INFORMATION ON OUR EXPANDING PROGRAMS AND ACTIVITIES!