

# JUST *the* FACTS



## ABOUT WATERMARK FOR KIDS

Watermark for Kids is a nonprofit organization that reduces barriers and helps kids ages 6–22 access life-enhancing opportunities so they can thrive. We're driven by the fundamental belief that all children have innate greatness and deserve equitable opportunities regardless of race, ethnicity, gender, socioeconomic status, disability, sexual orientation, or religious affiliations.

### The Watermark Connection

David Barnes, president of Watermark Retirement Communities, founded Watermark for Kids more than 15 years ago. Watermark has created more than 70 wellness-based senior living communities across the country, and each has a Watermark for Kids component led by a community representative known as the Watermark for Kids Champion who works with children, coaches, volunteers, residents, associates, donors, and the Executive Director of Watermark for Kids.

### Who We Help

Watermark for kids has awarded more than \$1.15 million in the last 15 years. We've helped thousands of kids, ages 6–22, in communities across the world by providing financial assistance with the following:

**Education and Exploration** – books, supplies, laptops, academic clubs, travel and trip expenses, tuition assistance, scholarships, room and board expenses, after-school activities, and summer camps.

**Sports and Fine Arts** – sports registration fees and equipment, clubs, musical instruments and lessons, theater and dance classes, camps, and travel and trip expenses.

**Health and Well-Being** – counseling, dental care, adaptive wheelchairs, medical equipment, and therapeutic treatments not covered by medical insurance.

### How to Apply for Assistance

Reach out to your local Watermark community, and ask to speak to the Watermark for Kids Champion. A Watermark community will work with you to connect you to a Watermark for Kids Coach, who'll assist you with submitting your application and the necessary documents to Watermark for Kids. Applications are reviewed periodically, and you'll be notified as quickly as possible.



## The Application Process

**Step 1:** Nominate a Watermark Kid. This should be an individual who needs financial assistance to thrive or a local nonprofit that helps underserved youth in your community.

**Step 2:** Complete and submit applications to [info@watermarkforkids.org](mailto:info@watermarkforkids.org):

- Coach Affidavit
- Watermark Kid application

**Step 3:** Watermark for Kids Executive Director and Board reviews application (one to two weeks).

**Step 4:** Coach, Kid, parent/guardian, and nonprofit are notified with next steps.

**Step 5:** Stay in touch! We invite each Watermark Kid to the local Watermark community, so they can share their success story with residents and associates.

## Donations Fuel Our Mission

Watermark for Kids is a Section 501(c)(3) nonprofit organization. Contributions are tax deductible, and some of the administrative costs are underwritten by donations from Watermark Retirement Communities.

Funds are raised by Watermark’s generous associates through payroll deductions, and through community fundraising events with residents and their families. Watermark for Kids’ two largest fundraisers are the annual Thrive! Classic Golf Tournament and Silent Auction.



## DONATE AND GET INVOLVED TODAY

We can’t do it without you! Contact Watermark for Kids Executive Director Rachel McCoy at 520-392-7722 or [rachel@watermarkforkids.org](mailto:rachel@watermarkforkids.org), and visit [watermarkforkids.org](http://watermarkforkids.org) to learn more.

2020 West Rudasill Road • Tucson, AZ 85704  
520-392-7722 • [watermarkforkids.org](http://watermarkforkids.org)

