



Program Overview

“It’s Better to Prepare a Life than to Repair a Life”

What is the mission of *It’s All About Kids*?

Because we value our children, *It’s All About Kids* is committed to providing resources to children and their families who are in need of services that will emphasize education, literacy and social skills character development.

The organization strives to provide children with a strong foundation for the future by developing their confidence, self-respect, leadership skills and integrity. Each *It’s All About Kids* program is guided by a simple, yet powerful, concept: *It’s Better to Prepare a Life than to Repair a Life*.

Who does *It’s All About Kids* serve?

It’s All About Kids serves children in need of academic and social mentoring. Children K-12 benefit from programs strategically designed to increase literacy and enhance social skills. Parents benefit from workshops targeting improvements in their home study environment.

What programs does *It’s All About Kids* offer the community?

It’s All About Kids provides children grades K-12 with the following programs:

- *“Buzz Into Books,”* a literacy campaign designed to encourage children to stay in school and develop reading skills. The program reaches out to children through parks, schools and community centers. The *“Buzz Into Books”* program includes story-telling, arts and craft projects, and distribution of free books and school supplies. It features a mascot, Buzz, a larger than life bumble bee.
- *“Buzz Learning Lab,”* a reading and learning environment that offers children the opportunity to refine reading, brush up on homework, practice writing skills, read out-loud and listen to books through an audio book series. Our staff and volunteers provide tutoring and coaching to improve study skills. The *“Buzz Learning Lab”* also contains a full lending library catalogued by age group and a computer lab with educational games that children can play while learning basic computer skills.

What programs does *It's All About Kids* offer the community? (continued)

- “*Etiquette & Manners*,” a series of courses that address hygiene, table manners, proper attire, communication and many other personal and social practices that help children thrive in social situations. The popular Etiquette and Manners courses are offered in Macy’s stores as well as other venues in the Tampa Bay area.
- The “*Parent Training Clinics*” promote parental involvement in education. These workshops and reading parties demonstrate how parents can design an effective educational environment within their homes. Educational materials, books and resources are presented at these clinics to help foster and enhance a home reading library.

What was the motivation or inspiration behind the establishment of *It's All About Kids*?

Through their ministry work in Hillsborough County, the founders of *It's All About Kids* became acutely aware of the number of children caught in the vortex of abuse and neglect. They felt it was their duty – and their privilege - to assist them. *It's All about Kids* developed literacy, etiquette and other programs to help children rise above these negative forces. As the programs evolved, so did the clientele. Now, children from many different backgrounds benefit from the programs.

How do potential clients find out about *It's All About Kids*?

- Community Social Services
- Schools
- Community Centers and Parks
- Website: <http://www.itsallaboutkids.org>
- Events
- Community partners
- Corporate partners
- Media coverage

How do clients benefit from *It's All About Kids* programs?

Through our character development, mentoring and learning lab programs, children develop skills in the following areas:

- Reading
- Vocabulary
- Social Skills
- Self-esteem
- Character
- Confidence
- Team Building

How do clients benefit from *It's All About Kids* programs? (continued)

Parents who participate in workshops receive the following benefits:

- Enhancing parenting skills
- Strengthening relationship with their children
- Parental involvement in their children's education
- Building stronger relationships with school teachers
- Providing a more focused home environment
- Receiving help from a trusted source
- Building of self-esteem and confidence

How is *It's All About Kids* funded?

It's All About Kids is funded by donations from community and corporate sponsors, and from grant-making agencies like the Children's Board of Hillsborough County and the Conn Memorial Foundation. *It's All About Kids* offers five different sponsorship levels ranging from Nickel (\$100 - \$499), Bronze (\$500), Silver (\$1500), Gold (\$3,000) and Platinum (\$5,000 and above). A complete list of sponsorship opportunities and current sponsors is available on the website: <http://www.itsallaboutkids.org>

Does *It's All About Kids* have partners in the community?

It's All About Kids has established active partnerships within the community. They include:

- Genesis Financial Services
- Florida Kinship Program
- Daughters of Destiny
- Department of Juvenile Justice
- Carlisle Lakes Apartments
- Hillsborough County Cooperative Extension Services - Florida 4-H
- Hillsborough County School Board
- Tampa Housing Authority
- Florida Partnership
- University Area Community Development Corporation
- Gulf Coast Jewish Family Services
- Positive Spin
- Hillsborough County Parks and Recreation Centers
- YEA! (Youth Empowered to Achieve)
- Hillsborough Kids
- Somebody Cares Tampa Bay
- Lambda Psi Delta

What do community partners contribute to *It's All about Kids* programs?

- Training and counseling for parents or guardians
- Provider programs and services
- Spiritual support
- Support group meetings
- Financial & Nutritional workshops
- Volunteer workforce
- Meeting space
- Promotional support
- Resources and materials

How can I become a community partner?

You can become a community partner by contacting Wanda DeLaRosa at (813) 269-4402 or by emailing info@itsallaboutkids.org. ***It's All About Kids*** welcomes your support in providing services and goods through its programs.