



# THE FELIX ORGANIZATION

PROSPECTUS



# SUPPORTING AND ENRICHING THE LIVES OF CHILDREN IN FOSTER CARE



## OPPORTUNITY BRIEFING

Nearly half a million children in the United States are in the foster care system. While some may have their basic needs met, many experience instability and a lack of resources, which prevents them from pursuing their dreams and goals. Since 2006, The Felix Organization has been bringing hope and joy to these children, making their lives better through enrichment programming like overnight camp, holiday events, gifts, outings, leadership conferences, and more.

**Camp Felix** and **Felix Forward** are the two main initiatives that The Felix Organization implements to further its mission of enriching the lives of children in foster care through fun and fulfilling activities which are reinforced by a safe and nurturing community that cares. Overnight camp has proven to have a positive impact on youth, and access to a supportive community is one of the strongest predictors of a child's success. Just some of the benefits of our programs include lifelong connections, a sense of belonging, access to new experiences, improved self-esteem, strong leadership skills, and more.



The Felix Organization's programs have grown organically since our inception and we now aim to shore up and grow our reach to the many children in foster care nationwide. We invite investors to join us in this opportunity to do more for the foster care population, a community facing a dearth of services and support. Together we can change lives.



An investment of \$236,500 would support a two-phased growth plan over five years, which will enable The Felix Organization to access vital capacity-building, assessments, infrastructure, logistics, and planning in order to significantly scale up our programs to more youth across the country. This plan will also enable an expansion of support for older youth aging out of foster care, an extremely at-risk cohort, as well as to continue supporting LGBTQ+ youth in the foster care system, another high-risk subset of the foster care community.



We hope you will join us on this critical journey to improve the lives of foster youth.

## THE SOCIAL ISSUE

Approximately 437,000 children in the United States are in the foster care system.<sup>1</sup> These children experience a wide assortment of situations from residing in foster homes to living in kinship homes with a relative such as an aunt or grandparent. While some are in the process of returning home to their birth parents, others are on track to being adopted. And still, others live with their birth parents who are receiving mandated services to prevent them from being placed into foster care.

The average child in foster care will experience eight different home placements during their time in care. Although many foster youths have their basic needs met, like having a home to live in, food to eat, and clothes to wear, the instability they so frequently experience results in them missing out on many childhood opportunities often experienced by other children such as family vacations, school sports and clubs, and summer and overnight camps which can deeply enrich their lives and lead to happy and fulfilled adulthoods.

<sup>1</sup> The Children's Law Center of California



Even more tragically, approximately 20,000 of these youth ‘age out of the system’ as “new adults” upon their 18th birthdays and enter society with no safety net to support them.

- Less than half will graduate high school– as opposed to 90% of the general population’s youth
- Less than 3% will go on to earn a college degree.
- 49% will have at least one child before the age of 21 with 33% of former foster males becoming fathers.
- 51% of all youth who enter foster care will age out of the system with no permanency plan, family, or support.
- 40% will experience homelessness at least once by the age of 19 compared to only 3% of the general population.

These are the unfortunate facts of the state of the foster care community, but the Felix Organization believes that with proper guidance and support, this reality can be changed. Statistics prove that with positive, patient, and loving interactions, foster youth have a higher chance of transcending beyond their current situations and changing the outcome of their futures.

## OUR STRATEGIES AND PROGRAMS

The mission of The Felix Organization is to enrich, uplift, and support foster youth with a caring community, life-changing activities, events, and opportunities through two main initiatives: Camp Felix and Felix Forward.

Camp Felix includes five overnight summer camps and two day-camp programs, which have served nearly 1,000 foster youth annually in New York and California for nearly two decades.

“*The Felix Organization is a life-changing nonprofit and they’ve proved to be nothing short of loving, generous, and inspiring. I’ve experienced them going above and beyond what they’re asked or told to ensure growth, community, and joy. Felix opened me up to the possibility of standing in my greatness and I know I’m not the only one.*”

- Alayah (Foster Youth)

2022

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Summer camp is a rite of passage for so many kids and we aim to ensure foster youth can take advantage of all that a summer camp experience offers. For many children, camp is where they try exciting activities for the first time, like expanding friendships, learning creative hobbies, and participating in different sports. We partner with foster care agencies that specialize in working with this population of youth, to help us provide the best and safest environment possible. With the help of caring adult role models, our goal is to make foster youth feel loved, capable, and included.

Summer camp provides children with significant benefits:

- Developing a sense of community, self, and identity
- Building friendships and intergenerational relationships
- Increased social skills and physical development
- Increased self-esteem and self-worth
- Promoting independence and responsibility
- Promoting healthy emotional outlets and expressions



Anecdotally, parents and guardians also report their children are more caring, understanding, giving, assertive, and responsible after returning home.

Notably, Camp Felix Pride is our most recent camp program, launched in the summer of 2022 to serve LGBTQ+ youth in the foster care system. This groundbreaking program is the first of its kind to serve this high-risk subset of the foster care population.





Felix Forward has been providing support outside of the camp season for 16 years to foster children and their families who have financial limitations, in order to continue the cultural, extracurricular, and familial experiences introduced to them at camp.

## Major Experiences Include

**Beyond Camp:** Mini-grants that are given to foster youth across the country for after-school and summer enrichment opportunities.

**Secret Santa:** Holiday gift card and toys program in New York City and Los Angeles.

**Felix Friendship Circle Cultural Outings:** Trips to New York City and Los Angeles musicals, plays, private film screenings, and sporting events that are held throughout the year, in conjunction with partner foster care agencies.

**Thanksgiving Feast-i-val:** A dinner and celebration for foster youth and their families, hosted at Hill Country Barbecue in New York City.

“ According to the guardian of one of our Beyond Camp grant recipients, “Kaz was born to perform. Without this unique opportunity, I’m not sure when, or if, he would have been able to explore that side of himself.”

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## Level UP

As our youth approach the time when they will age out of care, their needs increase significantly. From needing support for finishing high school, applying to college, and preparing for independent living, to finding permanent and lasting employment, our youth have challenges that can often feel insurmountable. The Felix Organization’s goal is to ease that transition with tools to support them along with a supportive community that has their backs.



Level UP is a virtual life conference that is all about helping to inspire foster youth aging out of the foster care system to achieve their dreams. In partnership with two other kindred nonprofits, Music Is Unity and The Purple Project, Level Up provides hands-on skills and tools to youth across the United States who are aging out of the foster care system. Our goal is to inspire, inform, and prepare foster youth for aging out of the foster care system.

The conference consists of the following:

- Panel Discussions/Workshops
- Future planning
- Safety/health
- Self-care
- Relationships
- Expert speakers for panel discussions
- Prizes/Giveaways



## Youth Board

The Youth Board program seeks to engage, educate, and inspire Felix Youth to become more involved with our mission to support youth in foster care. This program will benefit youth by providing them with a safe and fun community to express their ideas and have input regarding Felix's program and activities. Youth Board participants will also receive valuable work experience, leadership training, and service hours. The program furthers Felix's mission by expanding awareness of our services to a new audience of people (including students, family, friends, etc.) resulting in more volunteers and supporters.

Youth Board Program goals:

- Help young people increase their ability to be self-reflective and to think critically about their experiences and community issues
- Build the skills and abilities of young people to be decision-makers and problem solvers
- Emphasize positive self-identity and confidence
- Support positive peer relationships
- Encourage effective communication



*"As a foster parent, I want to let the Felix Organization know that they are an absolute treasure. Organizations like them are one of the many reasons I continue to foster children in need of a safe and loving home. The Felix Organization makes it so much easier for parents to help create and make the dreams of their children come true. My boy Z asked me one day if he could take parkour classes at a local facility in our town. My first question was "what is parkour"? He then proceeded to load up a video from YouTube to show me. He even went as far as to get the address and phone number of the location. After speaking with them, I quickly realized it was just out of reach for me financially. Then one day shortly after our discussion, I received an email from our local summer camp program introducing me to the Felix Organization. I read the information and quickly applied for a scholarship. It wasn't long before I received a reply from them outlining the steps I needed to take to complete the application process. They have graced us with their sponsorship for quite some time now. They're flawlessly easy to work with and communicating with them is expedient. I don't know how I could have managed without their help. Being affiliated with this organization is a benefit for any family. These folks are personable, gracious, and warm and they truly care about the children. Felix Organization, your support for Z and our family has made one very special boy in CA tremendously happy and we applaud you for that. Thank you from the bottom of my heart!!!" - Parent, 2022*





## OUR IMPACT

Since 2006, The Felix Organization has strived to ensure children in the foster care system have a fighting chance at happiness and success.

When asked how they felt about Camp Felix, our kids shared some powerful words such as adventurous, exciting, unique, positive, informational, and socialization, to name a few.

Children who attend Camp Felix and become part of the Felix Forward support community report having:

- Lifelong connections
- Sense of belonging
- Challenging opportunities
- New experiences
- Improved self-esteem
- Heightened self-respect
- Increased respect for others
- Improved levels of positive decision-making and leadership skills

**Felix**  
*Forward*

“The Felix Organization has been my new home for the past 6/7 months and it has been an amazing experience to work and build with like-minded individuals. As a former foster child, the Felix Organization has shown that there are many communities and safe spaces for these children, and truly makes my heart smile.”

- Volunteer, 2022

We are proud of the indelible impact we continue to make on the foster care community. Here are just some of our key successes:

- Over 15,000 youth (and counting) have benefitted from our programs since 2006.
- Nearly 300 children have received support through our Beyond Camp mini-grants program to support their after-school and enrichment goals.
- Over 7,500 youth have received over \$250,000 in holiday gift cards, toys, and other gifts at Christmas time.
- Nearly 2,000 youth have participated in our annual Thanksgiving Feast with food, entertainment, music, and fun at Hill Country BBQ in NYC.
- Over 5,000 foster youth have been sent to our Camp Felix overnight and day camp programs.
- We have grown from just one summer camp program to seven.
- We launched a new virtual conference, Level Up for youth aging out of the foster care system with over 75 participants and 25 former foster youth presenters.
- We launched a new camp for LGBTQ+ youth in foster care, an extremely underserved segment of the foster care community.





## INVESTMENT OPPORTUNITY

The Felix Organization strives to create a world in which children in foster care have access to, and take advantage of, the same opportunities as other children. This would change the world by leveling the playing field for all children, allowing those in foster care to have the ability to pursue their dreams and goals and achieve them at the same level as other children growing up in more privileged settings.

The vision: children in foster care will reach their dreams and goals!

To achieve this vision, the Felix Organization is requesting **\$378,800** in two phases across 5 years to expand its outreach and programming nationwide.

In the next five years, we want to shore up our current programs, so we are strong and ready for the next phase of growth. In phase one, we want to invest in capacity building, assessments, infrastructure, logistics, and planning, including sustaining and expanding vital staff to allow us to grow our reach. In phase two, we want to scale up current programs to expand our services and our Felix community to more youth across the country.

### PHASE 1 - SHORE UP AND INVEST: 2023 - 2025 - \$236, 500

Over the next two years, Phase 1 will focus on codifying newly developed program models, developing and analyzing metrics and data, and implementing improvements to ensure programs are meeting benchmarks and are prepared for the next phase of growth.

#### **Invest in capacity building, assessments, infrastructure, logistics, planning**

**More advanced and upgraded technology** (laptops, software subscriptions, donation processing, etc.) will be needed for the Executive Director, Program Director, and Marketing and Development Manager to manage the expanded programs.

**Upgraded technology support = \$13,000**

**Five-Year Strategic Plan** - The Executive Director will work with our Board of Directors, Advisory Board, and Junior Board of young professionals along with other key stakeholders in our community to develop a strategic plan for the next 10 years of organizational growth and to develop metrics to analyze progress for our newly implemented programs.

**35% of salary for Executive Director = \$35,000**





## Grow Team Felix

**Year One: \$136,500**

**A full-time dedicated Program Director** will be needed. The Program Director will promote programs across the country, strengthen current partnerships with foster care agencies and expand strategic partnerships nationwide.

**\$55,000 plus 30% for fringe benefits = \$71,500**

**Transition Marketing and Development Manager to full-time** in order to support the Program Director, and handle the subsequent increase in fundraising, grant writing, marketing, and social media activity. The Marketing and Development Manager will also work on writing and sharing reports with donors, our online community, volunteers, and other supporters in order to ensure our current funding streams remain strong and vital.

**\$50,000 plus 30% for fringe benefits = \$65,000**

**Year Two: \$52,000**

**A full-time Administrative Assistant will be needed** as the organizational team grows in order to meet the needs of the youth we serve, and provide the necessary back-office support to allow the Executive Director, Program Director, and Marketing and Development Manager to focus time on the increased workflow.

**\$40,000 plus 3% for fringe benefits = \$52,000**

## PHASE 2 - EXPANSION 2025 - 2027: \$142,300

**Scale up and expand our reach to more youth.** This phase will focus on strengthening and growing program partnerships nationwide to enable more youth to experience the program.

**Expand Camp Felix Teen Getaway by one week.** Identified as an essential step in our expansion by the Board of Directors, we aim to double the impact of this program.

The current program budget required to send 30 children to sleepaway camp at Club Getaway in Kent, CT is \$34,500, which includes seasonal staff, supplies, transportation, food, lodging activity costs, and administrative overhead. To increase this program by one week in order to double our impact by summer 2024, we need an additional \$34,500.

**The total annual cost to increase programming to two weeks = is \$69,000**

**Engage more foster care organizations across the country,**  
creating more channels to reach out to the young people

To achieve that impact, we are developing strategies for engaging ten more foster care organizations per year across the country that can support our work.

**25% of Salary for Program Director = \$27,500**

## **Expand support for youth aging out of the foster care system**

### **Level Up**

In its 2021 launch year, over 25 nonprofit organizations and over 75 foster youth attendees. The goal is to triple the attendance for years 2, 3, and 4 of the program.

**Budget - Year 3 of Program: \$28,500.** Our portion is 1/3 of the total budget cost, as costs are divided by the three partner organization hosts = **\$9,500**

**Budget - Year 4 of Program: \$60,000.** 1/3 of the total budget cost = **\$20,000**

**Total = \$29,500**

### **Youth Board**

We are also creating more channels to engage the young people we work with, giving them a louder voice in our organization and programs that serve them.

One way we will do this is by re-launching our Youth Board. This group was originally launched in 2020 but was subsequently put on hold due to the pandemic.

This program allows for longer-term connection with youth as they get older and age out of our programs and/or age out of foster care, thus providing them with more holistic support. It also creates a more reliable means for tracking long-term impact more closely and amplifies our youth's voices in how our programs operate and grow.

**Technology costs = \$1,000**

**Travel Costs = \$500**

**Giveaways and prizes = \$500**

**20% of Salary for Program Director - \$14,300**

**Total = \$16,300**

“I just want to thank you so much for giving me this incredible opportunity...Last week's class was amazing, and I have been looking forward to this week's class all week!”

- Gavin (Beyond Camp Grant Recipient for Bay Street Theater Masterclass with Mr. Ben Vereen),  
2021

## CLOSING

The Felix Organization is at a critical juncture after having dramatically grown its programs for children in the foster care system over 16 years. With the implementation of the extensive improvements set out in Phases 1 and 2 of its growth plans, The Felix Organization is primed to expand its reach and create substantially more opportunities for foster youth to succeed nationwide.

We invite investors to play a pivotal role in this opportunity to change and uplift the lives of the often-overlooked children in the American foster care system.

## FINANCIALS

2023 ANNUAL BUDGET*	
<b>Personnel</b>	
Executive Director	\$105,000
Creative Consultant	\$67,000
Program Director	\$55,000
Marketing and Development Manager	\$50,000
Fringe	\$20,000
<b>Total Personnel</b>	<b>\$297,000</b>
<b>Indirect Costs (Insurance, Marketing, Travel, Supplies)</b>	<b>\$54,050</b>
<b>Fundraising Costs</b>	<b>\$16,500</b>
<b>Program Costs</b>	<i>Note: Program costs represent over 70% of our annual budget. A portion of Personnel costs will be allocated toward program expenses.</i>
Camp Felix Programming	\$240,000
Felix Forward Programming	\$113,500
<b>GRAND TOTAL</b>	<b>\$721,050</b>



## INVESTMENT OPPORTUNITY: \$378,800

### PHASE 1 - SHORE UP AND INVEST: 2023-2025

#### Capacity Building, Infrastructure, Planning

Technology Support	\$13,000
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35% of Salary - Executive Director	\$35,000
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Sub-total	\$48,000
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#### Grow Team Felix: Year 1

Program Director Salary/Fringe	\$71,500
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Marketing and Development Manager Salary/Fringe	\$65,000
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Sub-total	\$136,500
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#### Grow Team Felix: Year 2T

Administrative Assistant Salary/Fringe	\$52,000
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GRAND TOTAL PHASE 1	\$236,500
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### PHASE 2 - EXPANSION 2025-2027

#### Scale Up - Reach More Youth

Camp Felix Teen Getaway - Expand by 1 Week	\$69,000
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Engage New Foster Care Partners	\$27,500
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Expand Level Up Youth Conference- Year 3 of Program	\$9,500
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Expand Level Up Youth Conference- Year 4 of Program	\$20,000
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Sub-total	\$126,000
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#### Youth Board Expansion

Technology	\$1,000
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Staff Travel	\$500
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Youth Prizes	\$500
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20% of Salary - Program Director	\$14,300
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Sub-total	\$16,300
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GRAND TOTAL PHASE 2	\$142,300
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[www.thefelixorganization.org](http://www.thefelixorganization.org)

