



Dear PSA Director,

Help Children International create a world without poverty by sharing our new public service announcement series, **For Good**, with your audiences.

Children International has made a commitment to end poverty for good! It won't happen overnight – it takes a commitment from people like you. Follow along as this captivating imagery takes you through communities around the world and shows you how children in need access medical care, education and the opportunities that make a lasting difference in their lives.

You can help educate your community by airing the **For Good** PSA as soon, and as often, as possible. The PSA is available in :60-second format for TV broadcast at psadirect.com/childreninternational.

Children International is a top-rated, nonprofit humanitarian organization focused on ending poverty by providing long-term, high-impact programs to children and youth across 10 countries. For more information about Children International, visit children.org.

Learn more about us through our leadership, annual report and Case for Support.

- **Leadership:** <https://www.children.org/learn-more/key-staff>
- **Annual Report:** <https://www.children.org/globalassets/documents/children-international-annual-report.pdf>
- **For Good:** A Case for Support
<http://online.anyflip.com/ugfv/yvui/mobile/index.html>

Thank you in advance for helping Children International educate others about our cause and continue the fight against generational poverty. If you have any questions, please contact Taylor McMahon at childreninternational@psadirect.com or 703-348-6982.

Sincerely,
Laura Thornton
Vice President, Marketing & Engagement

**FOR GOOD (60)
FINAL TRANSCRIPT**

VISUAL	AUDIO
Stock footage or footage from the CI database of a child traveler on a treacherous path fills the screen.	VO: They say the journey of a thousand miles begins with the first step.
A child enters a Children International center.	VO: In the same way, the journey to end poverty FOR GOOD, begins first, with a child.
Various shots covering the subject with as much diversity in footage as possible	VO: It starts with their first check-up. Their first lesson. Their first opportunity. Their first job.
Footage throughout the years shows the commitment Children International has made to all of the children they have helped. Time passes quickly in montage style from older photos and footage to newer photos and footage.	VO: A journey like this takes commitment... from people like you, and me. A commitment to end poverty... FOR GOOD.
End slate GFX: Children International logo and URL.	VO: Learn how YOU can help at Children.org right now.



Department of the Treasury
Internal Revenue Service

Cincinnati Service Center
CINCINNATI OH 45999-0038

In reply refer to: 0256126932
Mar. 20, 2019 LTR 4168C 0
44-6005794 000000 00
Input Op: 0256426932 00020185
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CHILDREN INTERNATIONAL
% DANIELLE R MITCHELL
2000 E RED BRIDGE RD
KANSAS CITY MO 64131



027463

Employer ID number: 44-6005794
Form 990 required: Y

Dear Taxpayer:

We're responding to your request dated Mar. 13, 2019, about your tax-exempt status.

We issued you a determination letter in December, 1971, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c) (3).

We also show you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading of this letter, we indicated whether you must file an annual information return. If you're required to file a return, you must file one of the following by the 15th day of the 5th month after the end of your annual accounting period:

- Form 990, Return of Organization Exempt From Income Tax
- Form 990EZ, Short Form Return of Organization Exempt From Income Tax
- Form 990-N, Electronic Notice (e-Postcard) for Tax-Exempt Organizations Not Required to File Form 990 or Form 990-EZ
- Form 990-PF, Return of Private Foundation or Section 4947(a)(1) Trust Treated as Private Foundation

According to IRC Section 6033(j), if you don't file a required annual information return or notice for 3 consecutive years, we'll revoke your tax-exempt status on the due date of the 3rd required return or notice.

You can get IRS forms or publications you need from our website at www.irs.gov/forms-pubs or by calling 800-TAX-FORM (800-829-3676).

If you have questions, call 877-829-5500 between 8 a.m. and 5 p.m.,

0256126932
Mar. 20, 2019 LTR 4168C 0
44-6005794 000000 00
Input Op: 0256426932 00020186

CHILDREN INTERNATIONAL
% DANIELLE R MITCHELL
2000 E RED BRIDGE RD
KANSAS CITY MO 64131

local time, Monday through Friday (Alaska and Hawaii follow Pacific time).

Thank you for your cooperation.

Sincerely yours,

A handwritten signature in cursive script, appearing to read "Mia Sylve".

Mia Sylve, Field Director
Accounts Management - Cincinnati