



children
international®

children.org



Dear PSA Directors,

Throughout the coronavirus crisis, Children International has provided critical aid to children and families in poverty. Our latest public service announcement, ***Good Finds a Way***, shows how we have prioritized our families' most urgent needs, including food assistance, hygiene education, financial support and medical help.

With your support, we can help vulnerable families get through this difficult time and end poverty for good.

Thank you,
Laura Thornton
Vice President, Marketing & Engagement

PSAdirectSM
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If you have any questions regarding formats or media distribution, please contact Taylor McMahon at childreninternational@psadirect.com or 703-348-6982

Good Finds a Way (60)
FINAL TRANSCRIPT

VISUAL	AUDIO
<p>Music – simple, poignant.</p> <p>Freeze frame on a shot of children/parents in a scene wearing masks ... (L3 of url)</p> <p>Shot unfreezes to show Children International helping the family ...</p> <p>Music become more positive, hopeful</p> <p>CI staff helping children</p> <p>Reaching out to hand supplies to a mom or dad</p> <p>Montage of kids being helped in various ways by CI staff in various countries</p> <p>Music lifts to inspirational. Children International staff with kids and families.</p> <p>Child eating nutritious food Kids washing hands Child getting check-up Family with food</p> <p>Happy shots of staff with masks/gloves. Happy shots of kids.</p> <p>URL SCREEN END SLATE Learn more at children.org/help</p>	<p><u>VO</u></p> <p>When it feels like the world has stopped ...</p> <p>GOOD finds a way.</p> <p>GOOD is happening ... even now.</p> <p>GOOD connects us, even when we can't get close.</p> <p>GOOD never stops ... and neither does Children International.</p> <p>With support from caring friends, we help provide children and families with the critical essentials they need.</p> <p>Food assistance. Hygiene education. Medical help. And financial support.</p> <p><u>VO</u></p> <p>To learn more, go to children dot org slash help today.</p> <p>Together, we can help end poverty. For GOOD.</p>

Good Finds a Way (30)
FINAL TRANSCRIPT

VISUAL	AUDIO
<p>Music – simple, poignant.</p> <p>Freeze frame on a shot of children/parents in a scene wearing masks ... (L3 of url)</p> <p>Music become more positive, hopeful</p> <p>CI staff helping children</p> <p>Montage of kids being helped in various ways by CI staff in various countries</p> <p>Music lifts to inspirational. Children International staff with kids and families.</p> <p>Child eating nutritious food Kids washing hands Child getting check-up Family with food</p> <p>Happy shots of staff with masks/gloves. Happy shots of kids.</p> <p>URL SCREEN END SLATE Learn more at children.org/help</p>	<p>VO</p> <p>When it feels like the world has stopped ...</p> <p>GOOD finds a way.</p> <p>GOOD connects us, even when we can't get close.</p> <p>GOOD never stops ... and neither does Children International.</p> <p>We help provide children and families with the critical essentials they need.</p> <p>Food assistance. Hygiene education. Medical help. And financial support.</p> <p>VO</p> <p>To learn more, go to children dot org slash help today.</p>

Good Finds a Way (15)
FINAL TRANSCRIPT

VISUAL	AUDIO
<p>Freeze frame on a shot of children/parents in a scene wearing masks ...</p> <p>Music become more positive, hopeful</p> <p>Montage of kids being helped in various ways by CI staff in various countries</p> <p>URL SCREEN END SLATE Learn more at children.org/help</p>	<p>VO</p> <p>When it feels like the world has stopped ...</p> <p>GOOD finds a way.</p> <p>GOOD never stops ... and neither does Children International.</p> <p>VO</p> <p>To learn more, go to children dot org slash help today.</p>

Good Finds a Way – Spanish (60)
FINAL TRANSCRIPT

VISUAL	AUDIO
<p>Music – simple, poignant.</p> <p>Freeze frame on a shot of children/parents in a scene wearing masks ... (L3 of url)</p> <p>Shot unfreezes to show Children International helping the family ...</p> <p>Music become more positive, hopeful</p> <p>CI staff helping children</p> <p>Reaching out to hand supplies to a mom or dad</p> <p>Montage of kids being helped in various ways by CI staff in various countries</p> <p>Music lifts to inspirational. Children International staff with kids and families.</p> <p>Child eating nutritious food Kids washing hands Child getting check-up Family with food</p> <p>Happy shots of staff with masks/gloves. Happy shots of kids.</p>	<p>VO</p> <p>Cuando parece que el mundo se ha detenido... <i>(When it feels like the world has stopped ...)</i></p> <p>La BONDAD sale a relucir <i>(GOOD finds a way.)</i></p> <p>La BONDAD está aconteciendo ... ahora mismo. <i>(GOOD is happening ... even now.)</i></p> <p>La BONDAD nos une, aun cuando no podemos acercarnos <i>(GOOD connects us, even when we can't get close.)</i></p> <p>La BONDAD nunca se detiene – al igual que Children International <i>(GOOD never stops ... and neither does Children International.)</i></p> <p>Con el apoyo de personas generosas, ayudamos a niños y familias, brindándoles lo esencial. <i>(With support from caring friends, we help provide children and families with the critical essentials they need.)</i></p> <p>Asistencia alimentaria Educación sobre la higiene Asistencia médica Y apoyo financiero <i>(Food assistance. Hygiene education. Medical help And financial support)</i></p> <p>Juntos, podemos acabar con la pobreza. PARA SIEMPRE. <i>(Together, we can help end poverty. For GOOD.)</i></p>
<p>URL SCREEN END SLATE Learn more at children.org/help</p>	<p>VO</p> <p>Visite Children punto o-r-g hoy para conocer más. <i>(To learn more, go to children dot org today.)</i></p>



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
BODC: TE

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