

Our Mission

Our mission is to provide hope and happiness by creating beautiful memories for families of children with life-threatening and life-altering conditions.

Our Story

Kidd Kraddick founded Kidd's Kids in 1991 with a dream to make a difference in the lives of children and their families who were dealing with life altering conditions.

Initially, the program began as a bus ride to Sea World in San Antonio, Texas. Thanks to the volunteer efforts from our partners, donors, and medical professionals along with the Kidd Kraddick Morning Show listeners' willingness to embrace our mission, Kidd's Kids has grown at an exponential rate.

Kidd's Kids has celebrated over 25 years of making memories, and has sent over 4000 on a trip of a lifetime to Walt Disney World in Orlando, Florida. Our goal is to keep that number growing each year.

Kidd Kraddick passed away unexpectedly in July 2013. Since then, his daughter, Caroline Kraddick, has taken over as CEO and Chief Happiness Officer and is continuing her father's legacy



Our Core Values

Good In All

Give It All

Love To All

Strength Within All

Family Above All

Kidd's Kids Trip

For over 25 years, Kidd's Kids has taken children with life-threatening and life-altering conditions and their families on an all-expense-paid trip to Walt Disney World including airfare, hotel, park passes, all meals, transportation while in Florida, Souvenirs, and special events including breakfast with Mickey and Minnie and a spectacular fireworks show! Kidd's Kids now takes over 50 families on this trip every November, with the goal of providing the trip of a lifetime.

To qualify for this trip, the child needs to be between the ages of 5 and 12 and be diagnosed with a life-threatening or life-altering condition.



What The Families Are Saying

"Rowan came home from the trip not wondering when he could go back, but so fulfilled that he wanted to know how many more people could go next year, and how he could help get them there. He wanted as many kids as possible to experience what he did on his Kidd's Kids Trip. He has raised over \$18,000 since then to donate to Kidd's Kids. A trip you want to go on again is one thing – a trip you want everyone to experience is another! I think that speaks volumes as to what this organization is doing for families like ours."

Carrie Windham, Mother of 2011 Kidd's Kid, Rowan

"The Kidd's Kids Trip brought us much closer as a family. We still talk about it to this day. We made many life-long friendships with other people on the trip that we will cherish for years to come."

Jon Newman, Father of 2013 Kidd's Kid, Chelsea



Kidd's Kids Day

Kidd's Kids Day is the primary source of funding for the November trip. Each year for one day, the Kidd Kraddick Morning Show dedicates its air time to encouraging listeners to donate money for the annual Kidd's Kids trip in November. Known as "Kidd's Kids Day", this is a large source of our funding. Growing in numbers every year, the listeners of the show donate their money for the cause. On this day, the Kidd Kraddick Morning Show talks about past trips, personal stories from children who have attended the trip, and encourages the audience to help change the lives of this year's Kidd's Kids.

The Average Cost Per Family is \$10,000.






The Kidd Kraddick Morning Show is based in DFW and played in over 65 markets nationwide, reaching 2 million listeners each week. The morning show has an app, website, Kidd TV, and a podcast called Kpod that reaches 1 million people each week.

Statistics

The Kidd Kraddick Morning Show

-  2M listeners/week
-  94.6K Followers
-  159K Followers
-  952.4K Likes
-  62.6K Subscriptions

Kidd's Kids

-  22.1K Followers
-  31.8K Followers
-  75K Likes

Kidd's Kids Teen Trip

In June of 2017 we introduced our very first Kidd's Kids Teen Trip! The Kidd's Kids Teen Trip families stay at Give Kids The World Village in Central Florida where they enjoy three (3) days at Walt Disney World, two (2) days at Universal Orlando, and one (1) day at Sea World Orlando. Give Kids The World is a 79-acre resort that exists only for the fulfillment of wishes granted to children who have been granted a wish through a partnering wish-granting organization. The child and his/her family are provided accommodations, meals, entertainment, and theme park tickets to the world-famous attractions of Central Florida.



In order to qualify for the Kidd's Kids Teen Trip, the child must be between the ages of 13 and 18 and be diagnosed with a life-threatening condition. The funding for the teen trip comes from the money raised at the Krewe de Kidds Mardi Gras Masquerade. The 2019 Kidd's Kids Teen Trip is June 1st – 7th

The Average Cost Per Family is \$7,500.



Our Partners

Major Partners



Media Partners

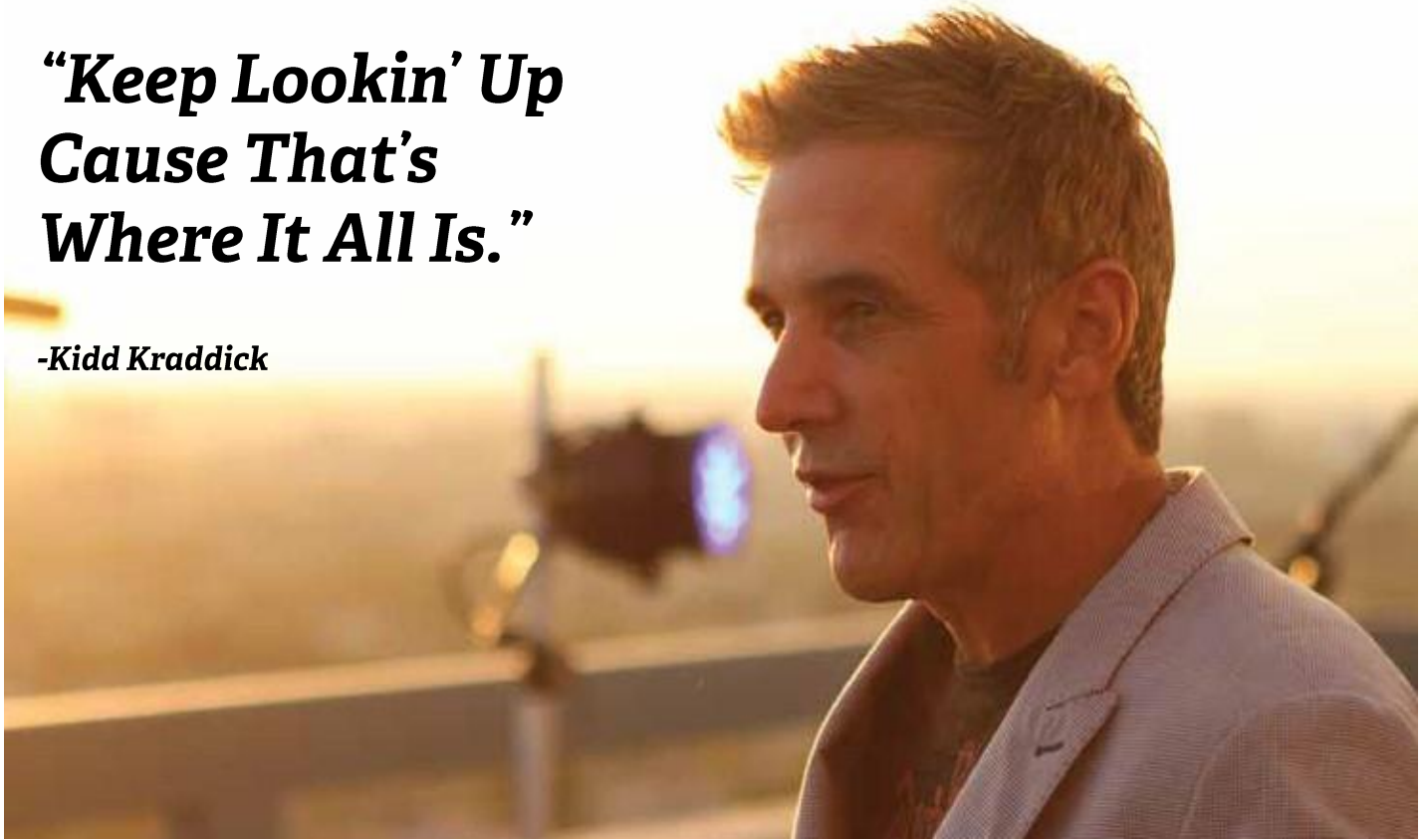


Trip Partners



***“Keep Lookin’ Up
Cause That’s
Where It All Is.”***

-Kidd Kraddick



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Kidd’s Kids



keep lookin' up