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Tampa Bay Times



KIDS ON TRACK

HI-TIDE BOAT LIFTS



OUR MISSION

Kids on Track is dedicated to inspiring and lifting the spirits of children throughout the country by providing unique experiences, such as free access to the Road to Indy on NTT INDYCAR SERIES event weekends.

Through INDYCAR races, STEM tours and outdoor adventures, Kids on Track aims to engage the nation's youth in activities that teach valuable life lessons, deepen community connections, and encourage kids to chase their dreams.





ABOUT US

Kids on Track works with charities across North America (such as Ronald McDonald House and Big Brothers Big Sisters) and since 2015, has provided over 500 children a once-in-a-lifetime experience, including driver meet-and-greets, behind-the-scenes STEM tours with engineers at race tracks, and more.

As a 501(c)(3) non-profit, Kids on Track is fueled by donations from those who look to inspire and uplift the next generation in order to help kids find success both on and off the track.

OUR HISTORY

Craig Wood, owner of Hi-Tide Boat Lifts, has a passion for motorsports and his desire to make a difference in the lives of youth prompted the company to sponsor the South Florida-based Road to Indy driver Kyle Connery in early 2015.

Striving to extend their connection deeper into the community, Hi-Tide wanted to do more. More to inspire, more to encourage, and more to teach children that with dedication, teamwork and perseverance, anything is possible. In INDYCAR racing, they found a sport that encompasses those values and sets the stage for exciting and memorable moments.



“INDYCAR racing encapsulates the values we want to pass on to the next generation, such as teamwork, dedication and perseverance. It provides important life lessons, all while capturing the excitement and wonder of the kids we want to reach through this program.”

- Craig Wood, owner of Hi-Tide Boat Lifts

BY THE NUMBERS

Number of kids who have gained unique experiences through KOT

 **505**

The program has been inspiring the next generation since

 **2015**

KOT has worked alongside

32 organizations & local charities

in **13** cities across North America



Organizations KOT has worked with:

Big Brothers Big Sisters (BBBS) Tampa Bay • Ronald McDonald House Charities (RMHC) Tampa Bay • BBBS Greater Birmingham • Growing Kings • RMHC Alabama • BBBS Central Indiana • 100 Black Men of Indianapolis • Bloom Project • Starfish Initiative • Concord Indy • BBBS Fond Du Lac • Boys & Girls Club Sheboygan County • BBBS Central Iowa • The Peer Project • Mid-Ohio Youth Mentoring • BBBS Central Ohio • BBBS Southwestern IL • S.T.A.R.S Mentoring • Holla Mentors • BBBS Metro Milwaukee • Best Friends of Neenah-Menasha • BBBS of Toronto • St. Michael's Hospital • Hometown Heroes • Christel House International • Children's Bureau, Inc. • Youth Alliance • BBBS Phoenix • Sunshine Acres Children's Home • Club Scrub

2019 KOT EVENTS

Events: 10 INDYCAR races, Take A Kid Mountain Biking Day (with Club Scrub)

Total Race Attendees: 158 attendees

Worked with: 13 non-profit organizations

Highlight story:

“One of our Littles has never shown interest in school or his future. At this event, he was so excited, focused and engaged. He was the first to jump in for photos and ask questions. Afterward, he told his Big that seeing the cars up close makes him want to go to college and pursue engineering. There aren’t words to say how thankful we are for that.”

– Big Brothers Big Sisters of Fond du Lac, 2019





UNFORGETTABLE EXPERIENCES

The program provides VIP experiences for kids, including:

- Autograph sessions, guided STEM paddock and car tours, and Q&A's with professional drivers and crews
- Photo opportunities on the podium with race winners
- Tons of fun activities from watching the races to exploring INDYCAR Fan Village
- A memorable gift bag with Kids on Track swag, toys and other goodies

No matter the event, Kids on Track helps kids create unforgettable memories through special experiences.

“I was like a VIP. It was the best time of my life!”

– Big Brothers Big Sisters of Metro Milwaukee



“It was fantastic. We had a really good time and my Little Brother is into engineering, so this was a good opportunity for him to see the behind-the-scenes aspects of it. He couldn’t stop smiling.”

– Big Brothers Big Sisters of Metro Milwaukee

“The event and accommodations were AWESOME! They had never been to anything like it before so they were blown away.”

– Ronald McDonald House Charities of Alabama

“New and exciting experiences like these are so valuable to our matches and we’re so grateful to have been able to offer this opportunity to them.”

– Big Brothers Big Sisters of Toronto





INSPIRING ADVENTURES

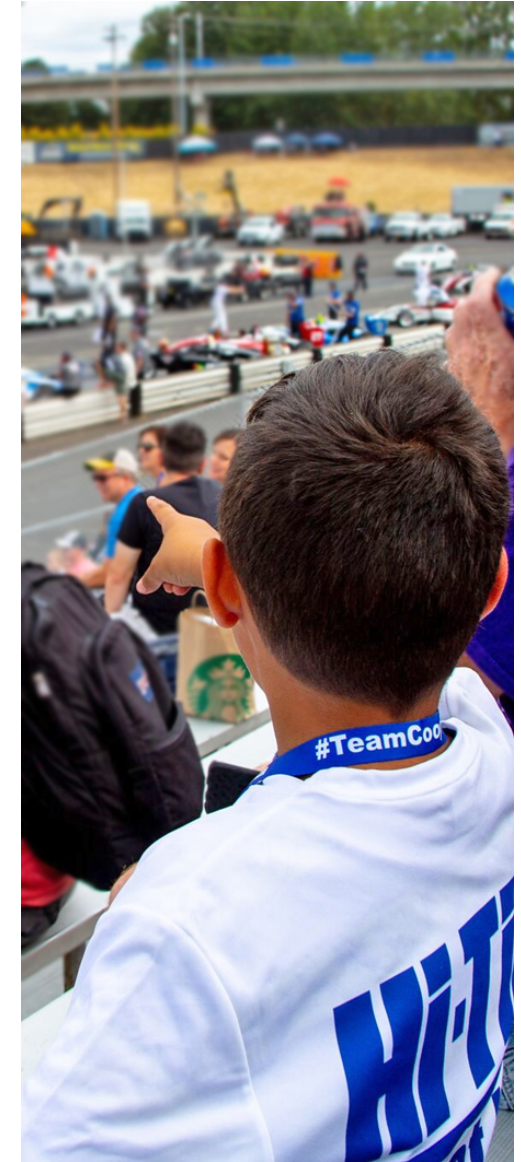
Beyond the INDYCAR circuit, Kids on Track makes an impact by supporting non-profit organizations and events such as Club Scrub's Take a Kid Mountain Biking Day, which encourages kids to get outdoors and be active in nature.

Additionally, Kids on Track is always looking for new opportunities to give kids a deeper look into STEM fields, in order to inspire a passion for careers they might have not considered otherwise.

THE FUTURE OF KOT

As a 501(c)(3) non-profit, Kids on Track depends on the support of individuals and organizations, whose donations help to:

- Create more unforgettable experiences for kids
- Expand STEM programming and support new opportunities to uplift and inspire
- Positively impact the lives of even more children across North America



INTERESTED IN SUPPORTING OUR CAUSE?

Visit hi-tide.com/kids-on-track to make a donation, get more information or contact us directly.

 @KidsOnTrackInspires

  @kids_on_track

