



RAINBOW DAYS  
ANNUAL  
REPORT  
2022







2022

IMPACT

The year 2022 brought an exciting milestone for Rainbow Days as we celebrated the organization's **40th anniversary**.

It is hard to believe that what started in 1982 with the vision of our founder, Cathey Brown, and a group of seven children has grown into an organization that has directly benefitted over **250,000 children and youth** in Dallas and impacted over **one million children across the country** through our training programs and curriculum.

Rainbow Days mission of *helping children and youth in adversity build coping skills and resilience* is still just as relevant today as it was **40 years ago**. Today's children and youth are suffering from emotional, mental and behavioral health issues at an alarming rate.

The latest "Beyond ABC" Report from Children's Health continues to show the increased need in our community. Significant highlights from the report and other sources show:

- An estimated 133,375 North Texas children and youth suffer from an emotional disturbance or addictive disorder.
- More than 38% of high school students felt hopeless or sad every day for two or more weeks at a time.
- Across North Texas, 17% of children live below the poverty line, including nearly 1 in 4 children in Dallas County.
- Across North Texas, nearly 500,000 children qualify for free or reduced-price lunch and more than 200,000 are considered food insecure.
- In Dallas ISD, more than 4,300 students in the district are classified as homeless.

Rainbow Days is addressing these critical needs **daily**.

By implementing our award-winning Curriculum-Based Support Group (CBSG®) Program with trained staff, we are supporting, strengthening and improving the mental and behavioral health of over 1,200 vulnerable children and youth each year. By providing our food program for motel families and tangible supplies throughout the year for homeless and at-risk children, we are addressing food insecurity and meeting basic needs. By training over 300 youth-serving professionals throughout Texas and across the U.S. in the CBSG®, we are expanding our impact and benefiting students beyond Dallas.

Through your investment in Rainbow Days, **you are part of the solution**. You are part of our important work as we intervene, equip children and youth with important skills, meet essential needs, expand our impact and most importantly, share HOPE. **Thank you** for being a vital part of our mission.

As we celebrate 40 years of service to the community, we remain committed to creating lasting change and making a positive impact in the lives of children and youth in our community and beyond.

Thank you for your support!

CEO, Rainbow Days  
Tiffany Beaudine

## OUR MISSION

To help children and youth in adversity build coping skills and resilience to create positive futures.

## OUR VISION

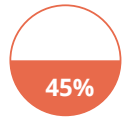
A healthy and promising future for every child.

## THE NEED



**1 in 4**

children live in poverty



**45%**

of children in the U.S. have experienced at least one Adverse Childhood Experience (ACE)



**18.25 million**

children in the U.S. have an addicted parent(s)



**2.5+ million**

children in the U.S. experience homelessness during a year's time, including over 6,000 in Dallas alone

## WHO WE SERVE

Rainbow Days equips children and youth with the skills and emotional support they need to make healthy choices despite the adversities they face, such as:



Poverty



Homelessness



Trauma and toxic stress



Anxiety and mental health distress



An incarcerated family member



Parent(s) struggling with addiction



Emotional or physical abuse



Witness to domestic violence

## WHAT WE OFFER

### CBSG® Program

Rainbow Days developed the CBSG® Program to provide social emotional support, skill building and practice for children and youth in a peer-to-peer support group setting. All support groups are led by trained facilitators, who serve as positive mentors and allow children to share their feelings in a safe space.

### Supportive Services

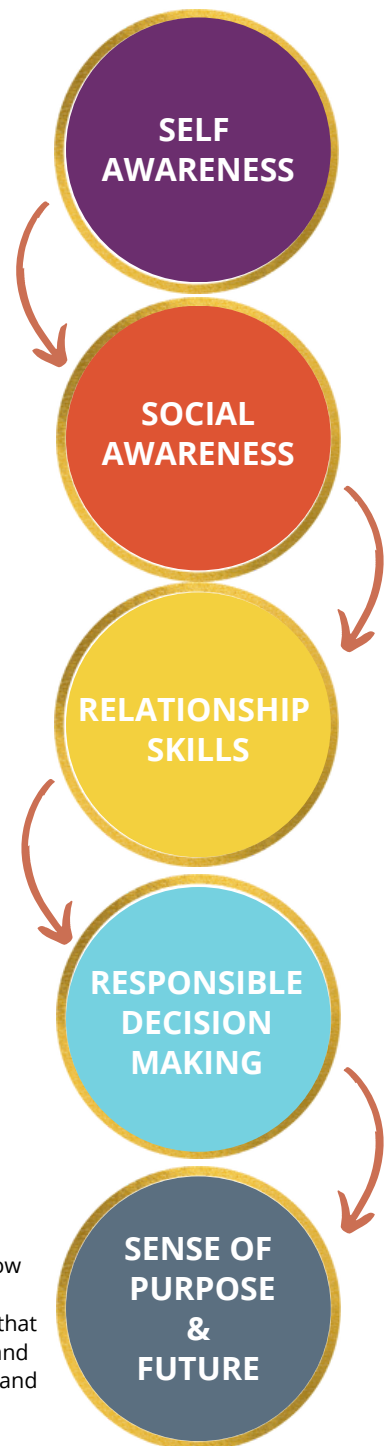
Rainbow Days offers a host of services, events and activities that complement our support groups and the core messages we teach:

- Classroom presentations
- Summer day camps
- Family outings
- Positive mentored activities
- After-school support
- Tangible items to meet basic needs

### Training

To broaden our reach, Rainbow Days leads a nationally recognized training program that equips teachers, counselors and volunteers with our curricula and best practices.

- Includes CBSG® Program, prevention workshops and nonprofit workforce development.
- Fulfills professional education (CPE/CEU) requirements for various roles.





# 40 Years of Building Brighter Futures.

Rainbow Days is thrilled to celebrate **40 years of service** and commemorate the important milestones of our journey of giving **HOPE** to children and youth experiencing adversity. While many things have evolved, grown, expanded and adapted over the years to meet the unique needs of the children and youth served. One thing remains the same: Rainbow Days commitment to excellent child-centered services designed to create life-changing impact and improve children's **social, emotional, mental** and **behavioral health**.



**1982**

Rainbow Days is founded in Dallas, and first support group begins for children of alcoholics.



**1983**

First curriculum-based support group begins in schools.



**1984**

First training held for schools and other nonprofit organizations.



**1990**

First curriculum-based support group begins in shelters.



**1995**

First Rainbow Days summer camp held for children and youth from shelters.



**1997**

First Pot of Gold Luncheon.



**1999**

Training expands to serve more participants beyond Texas.



**2011**

The CBSG Program is accredited by the National Registry of Evidenced-Based Programs & Practices (NREPP).



**2018**

Project Hope for motel families is launched and funded Crystal Charity Ball.



**2020**

First-ever virtual trainings and virtual support groups.



**2022**

Rainbow Days continues to be nimble, flexible and adaptable to meet the diverse needs of those we serve.



# 7,743

## UNDUPLICATED CHILDREN AND YOUTH AGES 4-17

### 1,217

children and youth served through school and community based CBSG Support Groups

### 1,978

adults attended in alcohol, tobacco and other drug prevention presentations

### 1,006

at-risk or homeless children and youth received uniforms and backpacks filled with school supplies for the year

### 372

children from local shelters and motels attended one of our summer camps: Kids' University, Camp Bravo! and Outdoor Adventure Camp

### 1,098

children and youth served at holiday events

### 242

students and staff impacted by *Feel Good Friday*, a Junior League of Dallas (JLD) provisional project, providing encouragement and support

### 128

children and parents living in motels received monthly food services through project hope

### 6,236

children and youth participated in alcohol, tobacco and other drug prevention presentations.

## RAINBOW DAYS CBSG® TRAINING

In 2022 Rainbow Days expanded its impact through virtual **training services** making a difference in children's lives throughout Texas and around the nation.

### 338

**adults**, prevention specialists, teachers, counselors, and other youth serving professionals from **15 states** were trained in the Curriculum-Based Support Group (CBSG®) Program.

Rainbow Days Training also provided **10 workshops** for over **324 individuals** on such topics as trauma informed care, social emotional learning, and resiliency.

With these continued training services children not only in the North Texas area benefit from the CBSG® Program, but children's lives around the country are **forever changed**.



HELP  
KIDS  
RISE

# RAINBOW DAYS EVENTS

Services and events provided year-round by Rainbow Days for our Dallas community.



## Curriculum-Based Support Group

**Program (CBSG®):** The CBSG® Program utilizes Rainbow Days evidence-based and award-winning curriculum to serve children and youth in marginalized communities throughout Dallas. Support Groups meet weekly in schools, shelters and community-based sites and are led by Rainbow Days trained staff facilitators who teach important coping skills and provide emotional support.



**Pot of Gold Luncheon** raises funds to support our critical services benefitting thousands of at-risk and homeless children and youth across Dallas each year.



**Mentored Events** gives children experiencing homelessness the opportunity to have a fun, interactive and educational experience with caring adult mentors away from the shelter.



**After-School Program:** To meet the unique needs of children living in motels, Rainbow Days staff partners with the Dallas ISD Homeless Education Department to serve three elementary schools with a special after school program that includes homework assistance, educational activities and participating in a Rainbow Days support group.



**Outdoor Adventure Camp** exposes children residing in nature to nature and fosters teamwork, physical exercise and a love of the outdoors.



**Kids' University** is an educational camp experience for homeless children and youth held in partnership with The University of Texas at Dallas. Children take fun and interactive classes on math, science, technology, engineering and a wide spectrum of career options.



## Behavioral Health Promotion

**Presentations:** Educational seminars in classrooms and at community-based sites that teach students the importance of making healthy choices, showing kindness and respect to others, managing feelings in positive ways and staying alcohol and drug-free.



**Camp Bravo!** is a performing and visual arts camp where children residing in local shelters participate in classes on music, dance, acting, cooking, ceramics and other art forms.



**Project Hope** provides monthly food deliveries, resource referrals and other tangible resources to children and families living experiencing food insecurity and residing in motels across Dallas.



## The Back-to-School Celebration

provides over 1,000 at-risk and homeless children with backpacks, school supplies, uniforms and other resources they need to start the new school year.



**Leadership Camp** is a special camp for Middle and High School students at a local community site that develops leadership skills that inspire and motivate teens to strive for success in themselves through motivational and experiential activities, lessons and presentations.



**Saturday with Santa** is a celebratory event to spread holiday magic for homeless families by giving out stockings filled with toys, treats and essential tangible items to all family members.



# CBSG® OUTCOMES

At the heart of Rainbow Days is the unique **Curriculum-Based Support Group (CBSG®) Program**. Developed **40 years ago**, Rainbow Days have now updated, edited and published its 11th edition of the CBSG Program in 2022. As today's youth continue to experience mental health challenges at a staggering rate, the CBSG® Program and the messages that it teaches remain **timeless** – more relevant, important, and needed now than ever.

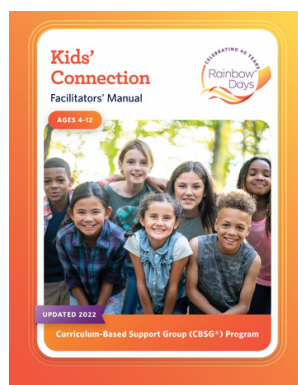
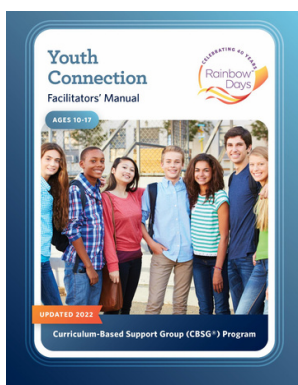
The CBSG® Program supports, strengthens, and improves the **social, emotional and behavioral health and well-being** of children/youth. Through The CBSG® Program, Rainbow Days fosters and improves children's resiliency and protective factors, teaches healthy coping and self-management skills, promotes positive pro-social behaviors, and prevents substance use and misuse.

Each year, thousands of children and youth in the Dallas community benefit from participating in a CBSG led by Rainbow Days trained and caring direct service staff. Additionally, thousands more children benefit throughout Texas and the U.S. as we train hundreds of school counselors, nonprofit staff and other youth-serving professionals each year in how to implement the CBSG® Program with children in their own community.

Based on Resiliency & Protective Factor research Social Emotional Learning (**SEL**) **principles**, The CBSG® Program teaches children/youth valuable lessons on Self-Awareness, Social Awareness & Competence, Relationship Skills, Responsible Decision Making and instills a Sense of Purpose & Future. During support group, children participate in a guided discussion, engage in experiential learning activities and build trust with their peers and caring adult facilitators.

The CBSG® Program is research and evidence-based and has been recognized by the Center for Substance Abuse Prevention as a proven and effective program. After completing the CBSG® Program, children and youth demonstrate an **INCREASE** in the following outcomes:

- Perceived **well-being**
- Understanding of different feelings and how to express those feelings in **healthy ways**
- Sense of **hope** and purpose for the future
- Knowledge and ability to make **healthy choices**
- Sense of **belonging** with others and social **connectedness**
- Ability to identify safe people to ask for **help**
- **Non-use attitude** toward alcohol, tobacco and other drugs
- **Positive**, pro-social attitudes, behaviors and intentions



## WHO WE SERVE

Rainbow Days is often described as “the charity behind the charity.” By providing site-based services at schools and shelters in the community, we overcome the barrier of transportation and meet kids where they already are.

Through partnerships with **60+ different service sites** in 2022, Rainbow Days’ dedicated, caring staff members were able to bring our programs to thousands of local kids. This year’s partners included: elementary, middle and high schools in five school districts; recreation and community centers; alternative schools; homeless and domestic violence shelters; motels; supportive housing sites; and other transitional living centers.

We are also **grateful** for the countless other local organizations — including nonprofits, churches, schools, companies and universities — that generously partnered with us by providing space and other crucial resources needed to support our services.

## SERVICE SITES & PARTNERSHIPS

Anita Martinez Recreation Center  
Annie's House  
Barbara Jordan Elementary  
Beckley-Saner Recreation Center  
Ben Milam Elementary  
Birdie Alexander Elementary  
Brighter Tomorrows  
Buckner  
Budget Suites – Multiple Sites  
CF Carr Elementary  
City House  
Dallas Life Foundation  
Dan D Rogers Elementary  
ED Walker Middle School  
Eloise Lundry Recreation Center  
Exodus Ministries  
Family Hope Center  
Family Gateway - Multiple Sites  
Family Place - Multiple Sites  
Felix Botello Elementary

Fireside Recreation Center  
Fireside Recreation Center  
Francisco Pancho Medrano Middle School  
Genesis Women's Shelter  
George Bush Elementary  
Grauwylar Recreation Center  
Greiner Exploratory Arts Academy  
Hawthorne Elementary  
Hector P. Garcia Middle School  
Hiwatha Williams Recreation Center  
Hopeful Solutions  
Hopes Door New Beginning Center  
Housing Crisis  
Interfaith Housing  
Janie Turner Recreation Center  
John Carpenter Elementary  
John Neely Bryan Elementary  
Jonathan's Place  
Juanita Craft Recreation Center  
Julian Saldivar Elementary

Kidd Springs Recreation Center  
Kleburg-Rylie Recreation Center  
Life School Oak Cliff  
Lorenzo DeZavala Elementary  
Macon Elementary  
Maple Lawn Elementary  
MB Henderson Elementary  
Mosaic Family Services  
Nexus Recovery Center  
Richardson High School  
Ridgewood Park Recreation Center  
Salvation Army  
Shared Housing  
Sheffield Intermediate  
Texas Muslim Women's Foundation  
Thomas Tolbert Elementary  
Tom Field Elementary  
Under 1 Roof  
Union Gospel Mission -Center of Hope  
Vogel Alcove  
Whitney Young Elementary  
Williams Preparatory



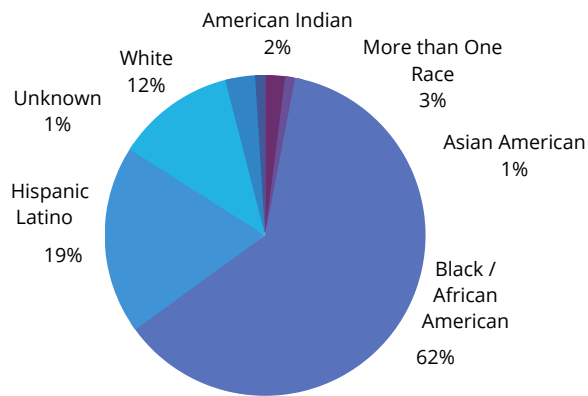


# DEMOGRAPHICS

Demographics of the children, youth and parents Rainbow Days serves.

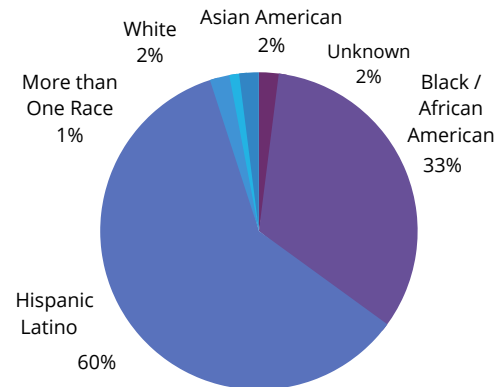
## Community Connection

Students served in Schools & Community-Based Sites



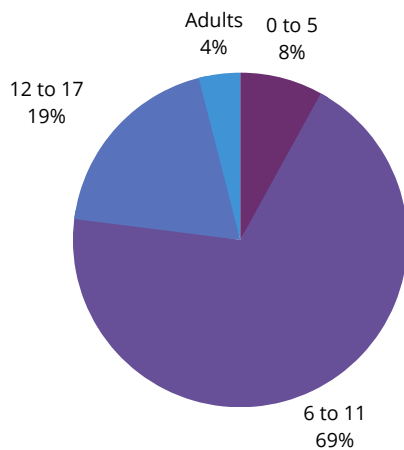
## Family Connection

Students & Families served in Shelters & Homeless-Serving Sites



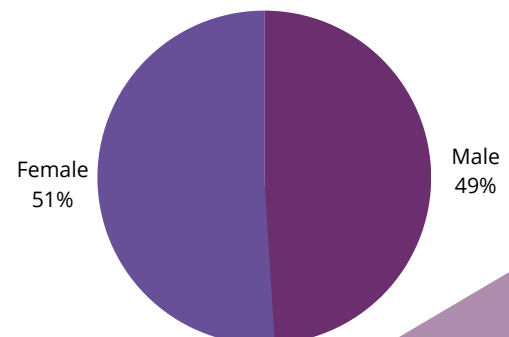
## Age Range

Children served in Schools & Community-Based Sites and Shelters & Homeless-Serving Sites



## Gender

Children served in Schools & Community-Based Sites and Shelters & Homeless-Serving Sites



## More Than Chicken: A Success Story We Can **All** Learn From

The story of a bright 8-year-old girl named Aliyah describes some of the challenges that children experience who are in Rainbow Days programs and how it takes **one adult** to be a **world changer** for the next generation in our community.

This past year, Aliyah attended one of Rainbow Days summer camps. Aliyah was having difficulty at camp by being withdrawn and isolating herself from the other children. As our leaders tried to connect with young Aliyah, she only wished to be alone. During morning snack time, RDI leaders noticed she quickly ate three granola bars and gulped two cartons of milk down.

As the day went on, Aliyah's camp leader intentionally gave her more individual attention in efforts for her to become comfortable. When a staff member asked her how the camp was going, Aliyah replied, "I just miss my little brother and mom." As our staff member continued to ask follow-up questions about her brother, she changed the subject and wanted to know what was for lunch.

Her face began to glow, and her big eyes lit up when she found out Rainbow Days would be serving Chick-Fil-A! "**Oh my goodness, I love chicken, anything!!! Chicken nuggets and chicken sandwiches!! And we get fries too?**" Aliyah was elated.

As the Rainbow Days staff member affirmed that there would be a choice of chicken nuggets or a chicken sandwich and fries, Aliyah's demeanor began to change.

"I can't stand eating the food at the shelter," she sighed. "My mom sometimes gets me cheese and peanut butter crackers because the food there is gross, and I am always so hungry. They never serve my favorite foods! I wish just for one day they would serve hot dogs, pizza or chicken nuggets." Aliyah returned to her group with her camp leader by excitedly telling all the kids what they were having for lunch.

After their meal, Aliyah asked if she could **bring home** some chicken nuggets for her mom and brother. She shared how much her little brother would love it and that she wanted to **share** her special treat.

Aliyah's attitude changed for the rest of camp as she began thoroughly enjoying her time and connecting with the other children. She began engaging in her CBSG program and became receptive to the lessons. Our camp leaders connected with Aliyah and shared about her caring heart, joyful spirit and the **bright future** she has in store.

It is a simple gesture to offer kid-friendly foods at camp, but for a homeless child, it improves the entire experience and means much more. Aliyah's story teaches us a lesson of **gratitude, generosity** and that consistent care from an adult creates a rippling effect of a difference.

**Thank you for supporting our mission to help kids rise above adversity!** Thank you for helping children like Aliyah.





## IT TAKES A VILLAGE, AND THIS IS OURS.

Rainbow Days is immensely **grateful** for **all** of our volunteers that support our mission and help make our services possible.

### OUR VOLUNTEERS

This past year, **1,347** dedicated volunteers gave **4,560** service hours to Rainbow Days. In 2022, our volunteers generous time is valued at **\$40,000**. Whether they were stuffing backpacks with school supplies, serving lunch at camp, unloading equipment or simply being positive mentors, these incredible volunteers made a difference in the lives of thousands of Dallas children and youth facing adversity.

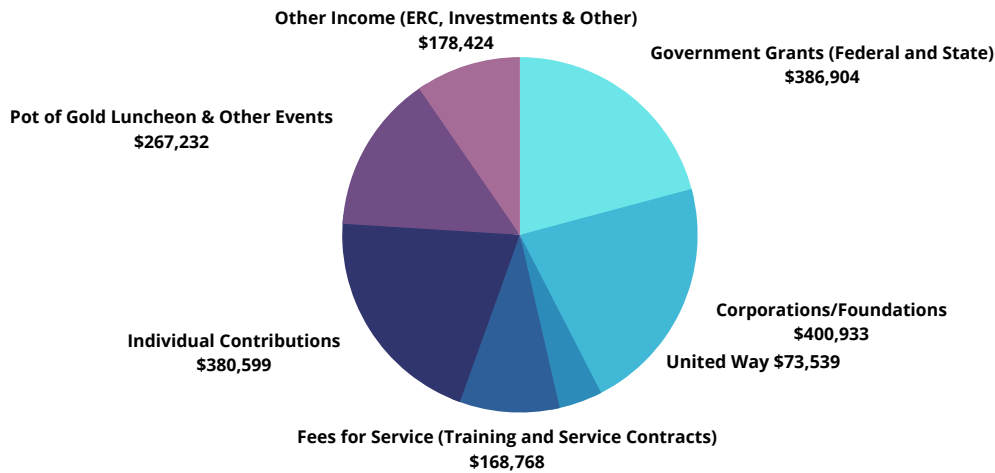
This year, we were grateful to count on the support and generosity of volunteers of all ages from more than **45** volunteer community groups, including: companies, schools, churches, universities, mother/son and mother/daughter teams, and more.



# FINANCIAL SUMMARY

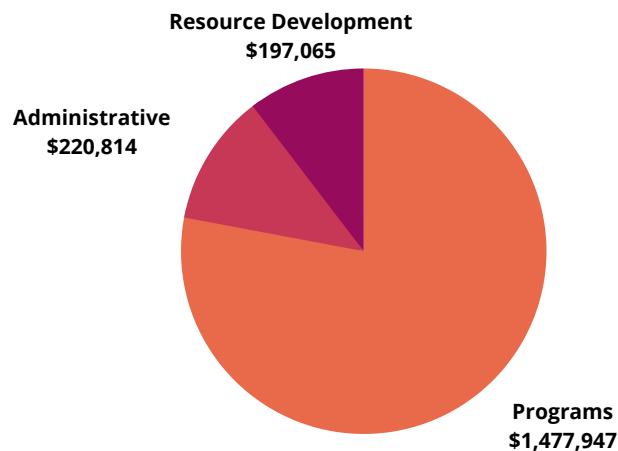
Summary of Revenue and Expenses for the Fiscal Year 2022:  
September 1, 2021 - August 31, 2022

## REVENUE



<span style="color: #00A0C0;">■</span> Government Grants (Federal and State)	\$386,904	21%
<span style="color: #0070C0;">■</span> Corporations/Foundations	\$400,933	22%
<span style="color: #0050A0;">■</span> United Way	\$73,539	4%
<span style="color: #004080;">■</span> Fees for Service (Training and Service Contracts)	\$168,768	9%
<span style="color: #003060;">■</span> Individual Contributions	\$380,599	20%
<span style="color: #402080;">■</span> Pot of Gold Luncheon & Other Events	\$267,232	14%
<span style="color: #802080;">■</span> Other Income (ERC, Investments & Other)	\$178,424	10%
<b>Total Revenue</b>	<b>\$1,856,399</b>	<b>100%</b>

## EXPENSES



<span style="color: #C05040;">■</span> Programs	\$1,477,947	78%
<span style="color: #A03040;">■</span> Administrative	\$220,814	12%
<span style="color: #801040;">■</span> Resource Development	\$197,065	10%
<b>Total Expenses</b>	<b>\$1,895,826</b>	<b>100%</b>





"The Rainbow Days SEL Program has empowered our students to develop their social emotional learning skills and to strengthen the parent-child-teacher relationship as evidenced by decreased behavior problems and more positive interactions among peers and staff. Rainbow Days has also helped to increase our student's self-awareness, utilization of healthy coping skills, and positive interactions with their peers and staff. We LOVE Rainbow Days!!! "

**Latreece Ross, Counselor at John Carpenter Elementary**

"I would say to any superintendent or principal, 'You need this curriculum because it's going to change the whole tenor of your school. It's going to move your children from a place of being scared and afraid to a place of power and sense of belonging. The guided implementation and practice of the program's tenants - I Am, I Can, I Have, I Will, I Believe - will transform your campus to a place no one will recognize.'"

**Valorie Horn, Program Director, V.O.I.C.E.**

"Thank you for making our kids and moms happy." **-Yulia Kucherova, Shelter Manager**

"Rainbow Days is a great introduction to not only mental health for our children and youth, but it is a safe haven to learn about oneself with guidance. The staff is simply amazing to take this mission with."

**Londrea Johnson, Counselor at MB Henderson Elementary**

"Rainbow Days is an extremely vital part of our campus and our day-to-day work with students and families. Thomas Jefferson is a safer place because of Rainbow Days." **Paige Zumberge, Assistant Principal at Thomas Jefferson High School**

"Rainbow Days has made me a better person." **-Daniel**

"You help me be confident." **-Esmeralda**

"You explain life in ways that help us to understand it." **-Lauren**

"I like that we all feel we have a safe place to share our problems and be listened to." **-Christian**

"Rainbow Days has worked with our students for over twenty years. They provide students the opportunity to learn about the prevention of drugs. Most of all, they instill confidence in our students." **-Jean Moore, Counselor at Sheffield Intermediate, CFBIS**

"Kids' University was fun because we learned about animals, played on the computer, ate good food and got to take a tour of a college campus. My mom was crying at the ceremony because she was so proud of me for graduating from Kids' University and receiving my first diploma. I will go to college so I can keep my cap and gown." **-Erika**



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# FINANCIAL DONORS

Rainbow Days is immensely **grateful** for our generous donors who contributed **\$1,067,823.27** in private financial contributions to help fund our mission and services in Fiscal Year 2022! Rainbow Days' work would not be possible without the hundreds of **individuals, corporations, foundations and United Way donors** who faithfully invest in our mission.

## \$100,000 AND ABOVE

Nancy Ann & Ray L. Hunt

## \$40,000 - \$94,999

Jill & Dale Hurd  
Moody Foundation  
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United Way of Metropolitan Dallas

## \$10,000 - \$39,999

Aegon Transamerica Foundation  
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ACTIVE Network  
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Lindsay Lammers  
National Life Group  
Christine Popolo  
John Rio  
Simmons Bank  
Texas Instruments  
Texas Mutual Insurance  
Nicole Williams & Chris George



**\$1,000 - \$2,499**

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 Heather & Eric Appel  
 Asian American Contractors  
 Association of Texas  
 Caleb & Brittany Bachelor  
 Bob Baillargeon  
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 Beth Bedell  
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 Tiffany Westerman  
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 Jim & Kim Winblood  
 Gregory Wood

The Murrell Foundation  
 Oscar Torres  
 WOGA Parents Club  
 Jasmine Wynton  
 Gene Zhu

**\$500 - \$999**

Asian American Contractors  
 Association of Texas  
 Bank of America  
 Alice Chebabi  
 Crossroads Community Services  
 Ellen Drake  
 David & Alyson Elliott  
 Fish City Grill - Lake Highlands  
 Melissa Griffith  
 Alayna Guel  
 Caren Hamilton  
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 Jamie & Suzanne Smith  
 Michele & John Stephens  
 Shaughn Sutton





## IN-KIND DONORS

Rainbow Days is also thankful for our **in-kind supporters**, who donated **goods and services** valued at **\$230,250.28** in Fiscal Year 2022. These generous donations included **school supplies, clothing, toys, food, printing services, auction items** and more! We are truly grateful for these special donors who supported Rainbow Days and the children we serve through tangible items and discounted professional services. There is a smiling child behind each of these donations. Those who made in-kind contributions valued at \$400 and above are recognized here.

### IN-KIND DONORS

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 Anonymous Amazon Wish List  
 Donors  
 Bank of America  
 Benefit Boutique  
 Jennifer Bishop  
 Botolino  
 Angela Boyd  
 Bradford Renaissance Portraits  
 Regina Bruce  
 Lisa Bys  
 Callaway Golf  
 Elle Cano  
 Meredith Carpenter  
 Lou Ann Carter  
 Carter's - Preston Towne Crossing  
 Tere Casas  
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Kroger Co. Foundation  
 Molly Le  
 Mary Kay Inc.  
 Jasmine Marzouk  
 McClure Law Group  
 Merrill Lynch - Greater Dallas Market  
 Michelle Kirkland Photography  
 Sonia Moss  
 NCL - Legacy Frisco  
 NCL - Plano





## I AM.

likeable, capable, unique and valued.  
(Self-Awareness)



## I CAN.

treat others like I want to be treated.  
(Social Awareness)



## I HAVE.

meaningful relationships and  
people who care about me.  
(Relationship Skills)



## I WILL.

make healthy responsible decisions.  
(Responsible Decision Making)



## I BELIEVE.

in my purpose and future.  
(Sense of Purpose & Future)

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# 2022



## **ABOUT RAINBOW DAYS:**

When children experience adversity, there are lifelong effects for them, their families and their communities. Rainbow Days breaks these cycles by creating meaningful connections through support groups, camps, positive mentored experiences and training for other providers. Through our programs, at-risk and homeless children and youth learn and practice healthy self-management, relationship and decision-making skills alongside positive adult role models. They can rise above life's challenges by being equipped with coping abilities and resilience to create promising futures. Since 1982, Rainbow Days has positively impacted the lives of over 250,000 children and youth in Dallas and millions more through Rainbow Days Training.

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