



Viva Alegria!



*A hundred years  
from now . . .  
it will not matter  
what my bank  
account was,  
the sort of house  
I lived in, or the kind  
of car I drove . . .  
but the world  
may be different  
because I was  
important in the  
life of a child.*

— Forest E. Witcraft

### **Our History**

Alegria Group, Inc. is an association established in 1986 by Dianne Henry and Dyann "Rocky" Valdez. Originally known as and remains a.k.a. The Krewe of Alegria<sup>SM</sup>, the organization has since become established as a not-for-profit corporation as Alegria Group, Inc. and is a proud member of InterKrewe Council. The Krewe of Alegria is comprised of approximately fifty professional women from the Tampa Bay area, many of whom are business owners looking for a way to become involved in this close knit community that we love!

Members have been active in our community through volunteer service for various not-for-profit charities and Alegria's Kickin' for Kids<sup>SM</sup>. Alegria's Kickin' for Kids provides new shoes for children within the Tampa Bay Area. The Florida Sheriff's Youth Ranch, Cornerstone Kids, The Children's Home, Hillsborough County Public Schools, Metropolitan Ministries, Safety Harbor Community Center, The Salesian Boys and Girls Club, Academy Prep - St. Petersburg and other groups have been recipients of new shoes in the recent past.

### **Our Mission and Purpose**

Our mission statement is to grow a base of support from among the membership of The Krewe of Alegria to help with various civic causes. To add fund-raising and program activities to our list of accomplishments and to always support and give to our Tampa Bay Area's children through our very own Alegria's Kickin' for Kids<sup>SM</sup>, a 501(c)3 public charity.

The Krewe of Alegria hosts fund raising events throughout the year to collect shoes and monetary contributions which go towards the purchase of new shoes for children. Shoes and shoe gift cards are distributed normally upon two occasions, one during late summer for "back to school" needs and a second in December as a "holiday gift". Alegria's Kickin' for Kids is also funded through sponsorships and contributions by businesses such as A. Kilbride Insurance, David Alexander Jewelers, Brier Grieves Insurance, Austin Roe Patsko PA, and Feet First.

The general purpose of The Krewe of Alegria shall be to participate in charitable functions, various parades, festivals, and other social and civic functions taking place in and around the Tampa Bay area, and to act as ambassadors of good will through our volunteer service.

Alegria's Kickin' for Kids, Inc. is a 501(c)3 tax exempt organization. Alegria Group, Inc., is a 501(c)4 tax exempt organization, authorized to accept deductible contributions." Not all (c)(4) organizations are so authorized. A copy of the official registration and financial information may be obtained from the Florida Division of Consumer Services by calling toll-free from within the State 1-800-435-7352. Registration does not imply endorsement, approval or recommendation by the State. Alegria's Kickin' for Kids, Inc. and Alegria Group, Inc. does not utilize the services of professional solicitors and therefore receives 100% of each contribution.

[www.kreweofalegria.com](http://www.kreweofalegria.com)