

"It's my

BEST GIFT

I've ever given to the world"









"Who's going to take care of the Korral?
Who's going to fund the Korral?
Who's going to raise the money?
Who will carry the torch?"









Toby Keith asked these questions in his last interview. During the interview he spoke briefly of his career, but clearly emphasized **that OK Kids Korral w**as the ***"best gift he'd ever given the world"*** and expressed his heartfelt concern for the future of the Korral.

OK KIDS KORRAL
FOUNDED BY
THE TOBY KEITH FOUNDATION

So often, a tragic event moves us to action. That was the case with the creation of The Toby Keith Foundation in 2006. Toby wanted to do something meaningful after he witnessed a close friend's child going through cancer treatments.

After hearing how the family was helped by having a cost-free place to call home during doctor's visits, chemotherapy, scans and more, Toby gathered a group of professionals and friends to start planning the fundraising and building of Oklahoma's only cancer-specific, pediatric lodging solution.

The doors of OK Kids Korral opened on January 7, 2014 and is operated by The Toby Keith Foundation. It is a safe, free and supportive home-away-from-home for kids with cancer and their families.



























The foundation has existed for twenty years and OK Kids Korral just celebrated twelve years of providing no-cost lodging. Since opening, we have served 775 different families, provided over 33,000 nights of no-cost housing and served all of Oklahoma's 77 counties. The Korral has also welcomed families from Alaska, Arkansas, Arizona, California, Georgia, Iowa, Kansas, New Mexico, Ohio, Texas, Washington, Egypt, Japan and the United Kingdom.

The creation of The Toby Keith Foundation Endowment benefiting OK Kids Korral, has a $10 million goal set to be fully funded by 2030. Toby's family, friends, director and staff, board of directors and advisory council members will be carrying the torch and addressing Toby's concern for the future of the Korral.

Purpose: Provide permanent, sustainable funding to support the operation of OK Kids Korral, ensuring long-term impact beyond annual fundraising.

Endowment Use Statement: The endowment exists to preserve capital while generating annual income to support the charitable mission of The Toby Keith Foundation in perpetuity.

Your Gift Matters

A gift to the endowment is a promise that the work inspired by Toby Keith's heart, grit, and compassion will endure for generations. Donating to the endowment will help cement Toby's legacy, ensure financial viability of OK Kids Korral and bring peace of mind to the Korral families.

A Legacy Worth Carrying Forward

Toby Keith believed in strength, resilience, and showing up when it mattered most. The Endowment reflects those same values—standing strong for families in their hardest moments, today and decades from now.

By including The Toby Keith Foundation Endowment in your philanthropic plans, you ensure that this work continues long after our lifetime.



































Contributing to the Endowment

- Creates reliable, long-term funding for programs and families
- Protects the Foundation's mission from future uncertainty
- Honors Toby Keith's legacy with lasting impact
- Becomes part of a permanent charitable trust for good

Give to the Endowment Today

- Cash
- Appreciated securities
- Real estate or other assets
- Multi-year pledges

Give to the Endowment Tomorrow

- Bequests through your will or trust
- Retirement plan or life insurance beneficiary designations
- Charitable remainder trusts



Donor Recognition - Toby's Oak of Hope

As a way of recognizing donors and giving Korral guests a peaceful focal point, we are creating Toby's Oak of Hope. A place for quiet reflection and a calm refuge.

- **The Oak planted at the center of this space, reflects Toby Keith's larger-than-life presence: strong, protective, and deeply rooted in Oklahoma soil.**

- **Benches invite families to sit, breathe, and find peace, mirroring the Foundation's mission of comfort and hope.**

- **Stone and limestone pathways echo Oklahoma's land and the permanence of Endowment giving.**

Toby's Oak of Hope Endowment - Please Give Today!

A living tribute to strength, resilience, and caring for kids

Founders of the Oak
$1,000,000+

The name of your choosing will be prominently featured on a central monument at the base of the Oak

Named bench positioned around the Oak

Lifetime recognition on the Foundation website and annual reports

Invitation to private dedication and legacy events

Trunk of Healing
$500,000 – $999,999
Name engraved on a primary stone ring encircling the Oak
Named bench positioned around the Oak
Recognition on Foundation website and endowment reports
Invitation to private dedication event

Strong Branch
$250,000 – $499,999
Name engraved on a large legacy stone along the walkway to the Oak
Recognition on Foundation website and endowment reports
Invitation to private dedication event

Sheltering Limb
$100,000 – $249,999
Name engraved on a medium engraved stone or a large paver leading to the Oak
Invitation to private dedication event

Legacy Leaves
$50,000 – $99,999
Name engraved on a smaller stone or a smaller paver along the outer path
Invitation to private dedication event

Caring Canopy
$25,000 – $49,999
Name listed on a collective Caring Canopy plaque near the Oak
Invitation to private dedication event

Acorn Circle
$10,000 – $24,999
Name included on a small stone used for perimeter seating
Invitation to private dedication



Like a good oak, this endowment stands the test of time—***rooted in Oklahoma, built on heart, and made to shelter kids and families when they need it most.***







The Toby Keith Foundation Endowment

Investment Policy (IPS) Objectives
Preserve purchasing power | Generate reliable income | Manage risk prudently | Management
Professional investment advisor at BancFirst | Quarterly performance review | Annual rebalancing

Spending Policy
Annual Distribution: 4–5% of a rolling 3-year average market value | Protection Clause
No distributions if endowment falls below historic gift value without board approval

Stewardship & Accountability
Governed by the Foundation's Board of Directors | Managed under a formal Investment Policy
Administered in accordance with nonprofit best practices and state law
Reported annually with transparency and care



A gift to The Toby Keith Foundation Endowment is more than a donation—it's a declaration.

Together, we will take care of the Korral.

Together, we will fund the Korral.

Together, we will raise money for the Korral.

Together, we will carry the torch.

Toby Keith Foundation Advisory Council and Endowment Committee

Armando Rosell, Esq. | Shauna J. King
Joey Root | Dr. Julie Hager
Ashley McCown | Michael Hutchinson

For more information about the endowment, please contact Juliet Nees-Bright at 405-271-6552 or juliet@tobykeithfoundation.org.

If you would like to donate now, scan the code below.

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