

17th Annual StepUp for Kids



CLARK COUNTY, NEVADA 2025 EVENT SUMMARY

strong start for children
Building Nevada's Future

Each year Step Up for Kids brings together people to show widespread support for investments in children and families. Participants include child advocates, politicians, parents and kids. Events held across the country raise awareness among voters and political candidates regarding the issues American children face, such as access to early care and learning, after-school programs, poverty, child abuse and neglect, and health care. This year, an event took place in Las Vegas, Nevada, to spread the message of making Nevada's children a priority!

On Saturday, October 11, 2025, the Nevada Institute for Children's Research and Policy, in partnership with Commissioner William McCurdy II hosted the 18th Annual Step Up for Kids event. The event was held from 9:00 am-12:00 pm at the Pearson Community Center. This year's event had approximately 200s. Throughout the event, families had the opportunity to interact with over 30 community organizations that provided information about resources, planned fun activities and games for kids, and graciously donated raffle prizes! Families enjoyed free tacos, face painting, a petting zoo, live DJ, costume contest, screen free zone, voter registration and a produce market by UNR Extension with free fruits and vegetables! The audience was also entertained throughout the event by the Las Vegas Cause Players, who dressed up as superheroes.

**Thank you to Commissioner McCurdy
for sponsoring & the Pearson
Community Center for hosting us!**



**Congratulations to our
2025 Clark County
Youth Mayor!**



Sophia Schafer

NICRP hosted the Clark County Youth Mayor election to engage children in the electoral process. Fourth and Fifth graders in Clark County were given the opportunity to apply. The finalists were selected to campaign at the event. Finalists, Colette Bucher, Elijah Kruse, Emily Reed, Mariska Stewart, Rene Guevara, and Sophia Schafer created campaigns about an issue they were passionate about, displayed their campaign materials at the event, discussed their issues with attendees, and gave a 1-2-minute speech on their campaign issues. Since this election was for kids and by kids, only youth 17 years and under could vote for their favorite candidate. The kids in attendance were able to register to vote, enter a voting booth, and cast their ballot. Congratulations to Sophia Schafer for winning the election!



**Thank you to our other candidates and
their families!**

This event would not have been possible without the help of our community partners:

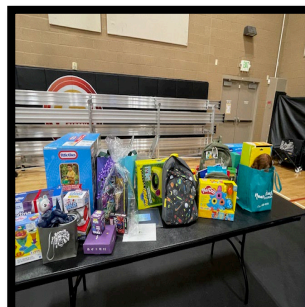
Acelero Learning Clark County Head Start, Boys Town Nevada, Clark County Parenting Project, Club Z! In-Home Tutoring Services, Dignity Health, Division of Child and Family Services - Children's Mental Health, Employ NV Youth Hub, First 5 Nevada, L3 Coalition, Las Vegas Cause Players, Nevada Childhood Lead Poisoning Prevention Program, Nevada PEP, Olive Crest, Pearson Community Center, Project Sunshine LV, Solutions of Change, Source Academy and Early Learning Center, Southern Nevada Health District - Healthy Start Program, Southern Nevada Health District Office of Chronic Disease Prevention & Health Promotion, Special Olympics Nevada, Spread the Love Childcare LLC, The Children's Cabinet, The Shade Tree, University of Nevada, Reno Extension Farmers Market, University of Nevada, Reno Extension Partners in Parenting, UNLV Office of Government and Community Engagement, UNLV School of Public Health (EARN-FS Project)



Face Painting!



Dancing!



Raffles!



Petting Zoo!



Farmers Market!