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Press Release

Festival of Children Foundation Responds to Urgent COVID-19 Need with “Let’s Pony Up for the Kids”

Four-day fundraising campaign raised \$97,953 for children’s charities

COSTA MESA, Calif. (July 22, 2020) – As children’s charities across the country continue to be severely impacted by COVID-19, Festival of Children Foundation, a Costa Mesa-based, national non-profit that supports and serves more than 480 U.S. children’s charities, hosted a four-day online giving campaign that raised nearly \$100,000. The “Let’s Pony Up for the Kids,” held from July 14 - 17, 2020, attracted donations from a wide range of individuals, companies and foundations that will benefit 19 charities, funding services ranging from the arts and social services to education and development.

“So many key aspects of a healthy and successful childhood are nurtured by our nation’s children’s charities, and in this time of unprecedented need, we pivoted from our more traditional fundraising events to the online “Let’s Pony Up for the Kids” campaign, and the response was overwhelming,” said Sandy Segerstrom Daniels, founder and executive director, Festival of Children Foundation. “Now more than ever, children need the critical services and lifelines provided by children’s charities and these donations will help them continue to fulfill their missions.”

With fundraising events being cancelled across the country, and many organizations temporarily closing their doors, “Let’s Pony Up for the Kids” enabled organizations to mobilize volunteers as fundraisers, attract new donors, and generate awareness for critical missions that have been economically impacted by COVID-19 – with 100% of money raised going to the charities.

People showed their generosity in a variety of ways during “Let’s Pony Up for the Kids” by donating, registering as a fundraiser or simply raising awareness on social media. The national effort emphasized the power of collaboration and how much can be achieved by working together. Irvine-based companies MEDL Mobile and Gigasavvy joined the fundraising effort on behalf of their favorite children’s charities.

“COVID-19 has touched every person in this country and it presents an opportunity to come together as a charitable community”, said Daniels. “During a time filled with uncertainty, generosity gives everyone power to make a positive change in the lives of children.”

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FOR IMMEDIATE RELEASE

About Festival of Children Foundation

Festival of Children Foundation is a 501 (c) (3) non-profit organization that serves to bring together and coordinate the efforts of charities, companies and individuals who actively work to improve the lives of children. Festival of Children Foundation gives a voice, guidance and support. 100% of the administrative costs are covered by designated funding, allowing donations to go further in direct support of programs and services that improve the lives of children. For more information, visit festivalofchildren.org.