

## ORANGE COUNTY COMMUNITY FOUNDATION AND FESTIVAL OF CHILDREN FOUNDATION ANNOUNCE NEW COLLABORATION FOR “IGNITING POTENTIAL” GIVING DAY

*Festival of Children Foundation joins Orange County Community Foundation’s Giving Day initiative to expand community support for children and youth-serving nonprofits during National Child Awareness Month*

**ORANGE COUNTY, Calif. (June 10, 2026)** – The [Orange County Community Foundation](#) (OCCF) and [Festival of Children Foundation](#) today announced a new collaborative partnership for [Igniting Potential](#) – a collaborative online Giving Day to support children- and youth-serving nonprofits throughout Orange County.

This inaugural collaboration between *Igniting Potential* and the Festival of Children Foundation will bring together two leading philanthropic organizations with a shared commitment to improving the lives of children and families across Orange County.

*Igniting Potential* is part of OCCF’s iheartOC Collaborative Giving Days, an annual initiative that designates cause-specific giving days focused on critical community issues. The online giving model matches OC nonprofits with shared missions – from homelessness and workforce development to preserving ecosystems and supporting local veterans – to create momentum on one shared day and leverage a combined outreach effort for collective success.

Scheduled for September 16, 2026, *Igniting Potential* mobilizes nonprofits, donors, businesses, and community advocates to raise awareness and critical funding for organizations serving local youth. This new collaboration is designed to expand nonprofit participation, strengthen community engagement, and amplify countywide awareness around the needs of children and families. Since its start in 2018, *Igniting Potential* has raised \$3.8 million for local nonprofits.

*Igniting Potential* will take place during [National Child Awareness Month](#) (NCAM), celebrated each September to raise awareness and focus America’s attention on our greatest asset – our children.

The collaboration between the Orange County Community Foundation and Festival of Children Foundation reflects the mission and spirit of National Child Awareness Month by creating a powerful platform for community-driven philanthropy focused on children and youth.

As part of the collaboration, Orange County Community Foundation will continue to provide participating nonprofits with the online platform, fundraising tools, training, marketing resources, and operational support. Festival of Children Foundation will help expand participation by introducing additional Orange County nonprofits to the initiative while amplifying awareness through strategic marketing, social media engagement, and visibility opportunities connected to its annual Festival of Children at South Coast Plaza leading up to the Giving Day.

“Festival of Children Foundation has always believed in the power of collaboration to create lasting impact for children,” said Sandy Segerstrom Daniels, Founder & Executive Director of Festival of Children Foundation. “We are honored to join Orange County Community Foundation in supporting the Igniting Potential Giving Day. This collaboration reflects the true purpose of NCAM and mission of Festival of Children Foundation by bringing the

community together to raise awareness, inspire generosity, and support the incredible nonprofit organizations serving children and families.”

“The success of our Giving Days underscores the strength of collaboration and the remarkable impact we can create when we unite our efforts,” said Cathleen Otero, OCCF’s chief operating officer. “We are excited by this partnership opportunity that underscores the generosity and commitment of our community members who are devoted to making a difference.”

*Igniting Potential* is supported by a volunteer steering committee comprised of nonprofit leaders from participating organizations across Orange County who will help guide outreach, communications, and engagement efforts throughout the campaign.

Leading up to the Giving Day, participating organizations will receive onboarding support, training opportunities, and marketing resources designed to maximize community participation and fundraising success. A coordinated countywide awareness campaign will begin in August ahead of the September 16, 2026 Giving Day.

Orange County nonprofits interested in participating are encouraged to complete eligibility requirements through OCCF’s [Orange County Nonprofit Central](#) platform and join the collaborative effort to support local children and families.

For more information about Orange County Community Foundation Collaborative Giving Days, please visit [iheartoc.org](http://iheartoc.org).

### **About Orange County Community Foundation**

The Orange County Community Foundation (OCCF) transforms our community’s heartfelt intention into greater impact for good by working with local donors and nonprofit partners as an expert advisor and innovator. We serve as a resource for individual and family philanthropists, facilitate grant and scholarship programs, and lead community-based initiatives. OCCF’s [Vision 2030](#), a five-year strategic plan, is designed to amplify giving and support donors’ philanthropic goals as well as address critical needs in Orange County. Since 1989, OCCF has granted more than \$1.25 billion in Orange County, across the country, and around the world. For more information, visit [oc-cf.org](http://oc-cf.org) or call (949) 553-4202. Be a part of our conversation on [Facebook](#), [LinkedIn](#), and [Instagram](#). View OCCF’s 2025 annual report [here](#).

### **About Festival of Children Foundation**

Festival of Children Foundation is a 501(c)(3) nonprofit organization that serves to bring together and coordinate the efforts of charities, companies and individuals who work to improve the lives of children. 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 nationwide. For more information please visit <http://www.festivalofchildren.org/>.

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