**ORANGE COUNTIANS OPENED THEIR HEARTS TO HELP KIDWORKS SUPPORT YOUTH IN NEED, RAISING A RECORD-BREAKING $154,843 IN ONLY 24 HOURS**

*Launched by the Orange County Community Foundation, Kidworks Partnered With Fellow Nonprofits to Host Igniting Potential Giving Day*

**SANTA ANA, Calif., (September 14, 2018)** — KidWorks and eleven fellow nonprofits partnered with the Orange County Community Foundation (OCCF) to host *Igniting Potential*, a Giving Day to support the youth of Orange County, on September 12.

KidWorks led the fundraiser with donations totaling $45,514. The 24-hour online effort raised more than $150,000 in total with the participation of more than 535 donors for local organizations providing support and resources to children in need.

In addition to KidWorks, the participating nonprofits included Assistance League of Irvine, Big Brothers Big Sisters of Orange County, Boys Hope Girls Hope of Southern California, Global G.L.O.W., Kid Healthy, MOMS Orange County, Parentis Foundation, Playworks, Pretend City Children's Museum, Scholar’s Hope Project, The Literacy Project.

The students at KidWorks have big dreams,” said KidWorks Community Development Corporation Executive Director David Benavides. “These dreams require a college education in order to become a reality so we gratefully thank our donors for their generous support of our KidWorks College Success Initiative.”

The Orange County Community Foundation powered the *Igniting Potential* campaign by providing seed funding to support the marketing assets, campaign resources and collaborative partnerships. *Igniting Potential* is part of a series of collaborative Giving Days that will take place in Orange County as part of a bold initiative from OCCF to boost the capacity of local nonprofits to meet the community’s needs.

“The success of the *Igniting Potential* campaign is a testament to our community’s generosity and the vision of our local nonprofits, who came together based on a shared mission to support the youth of our county,” said Shelley Hoss, president, OCCF. “We are proud to empower exemplary nonprofits tackling the most important issues facing Orange County.”

OCCF first challenged Orange County residents to “give where their heart lives” during the inaugural iheartoc Giving Day in 2015, raising more than $1.8 million through 6,000 gifts to 347 participating nonprofits in just 30 hours. OCCF nearly doubled those results in 2016 during the second annual iheartoc Giving Day, receiving 7,000 contributions totaling $3.2 million for 418 participating nonprofits. In 2017, OCCF re-envisioned iheartoc as an expanded opportunity for nonprofits to connect with one another in support of their shared missions. This year, OCCF is inviting local nonprofits to come together for collaborative online giving events on the day of their choosing.

Additional collaborative Giving Days will be announced over the coming year. For more information, please visit [oc-cf.org/iheartoc](https://www.oc-cf.org/change-your-community-overview/iheartoc-giving-day/" \t "_blank).

**About KidWorks**

Since 1993, KidWorks has helped at-risk children, youth and families in Santa Ana, California thrive in body, mind and spirit. As a 501(C)(3) nonprofit, KidWorks offers educational support, leadership and character-building programs, and health and fitness activities that begin with children in preschool and follow youth into their college years

KidWorks recognizes that education is the great equalizer and that all children deserve access to a quality education regardless of the neighborhood in which they grow up. Our methodology supports the entire family to ensure student success.

For the past several years, 100% of KidWorks high school students graduate on-time and 100% go on to college. The odds are stacked against KidWorks youth. Statistics show that 89% of low income, first generation, college students leave college without completing their degree. With the launch of KidWorks’ College Success Initiative, graduating high school seniors will enroll in this innovative program that will create a path toward college success for them.

To learn more about KidWorks and to read its success stories, please visit www.kidworksoc.org.

**About Orange County Community Foundation**

Founded in 1989, the Orange County Community Foundation (OCCF) works with donors, strengthens the local nonprofit sector and works to find solutions to community needs. Since its inception, OCCF has awarded $560 million in grants and scholarships and ranks in the top 2% in grantmaking activity among more than 780 U.S. community foundations. For more information, visit [oc-cf.org](http://oc-cf.org/) or call 949-553-4202. Be a part of our conversation on [Facebook](https://www.facebook.com/OCCommunityFdn)  [Twitter](https://twitter.com/OCCommunityFdn) and [Instagram](http://instagram.com/occommunityfdn). View OCCF’s 2017 annual report [here](https://donor.oc-cf.org/file/2017-Annual-Report_OCCF.pdf).

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