

SunSentinel

Season of giving

December 4, 2013

The Sun Sentinel Children's Fund gives back with matched gifts via Holiday Campaign



Evelise Ramirez, a 3-year-old Broward County resident with Jessica June Children's Cancer Foundation being treated for Leukemia at Miami Children's Hospital, with Sandra Muvdi.

The season of giving has officially kicked off, and there's no gift that goes further and stays closer than a donation to the Sun Sentinel Children's Fund's annual Holiday Campaign. The campaign, running through December 31, raises much-needed funds to support local nonprofit programs throughout the year. These programs provide an array of services that help move low-income children and families into self-sufficiency.

In 1990, the Sun Sentinel expanded its long-term support of helping those in need in Broward and Palm Beach counties and partnered with the Robert R. McCormick Foundation to establish the Sun Sentinel Children's Fund, a McCormick Foundation Fund. This partnership enables donations to the Fund to go even further because the McCormick Foundation matches all donations at fifty cents on the dollar. In addition, the Sun Sentinel and the Foundation pay

all administrative and campaign expenses, so 100 percent of every gift, plus the match, go directly to support local children and families in need.

The Sun Sentinel Children's Fund is committed to helping those less fortunate in our community improve their lives and break the cycle of poverty. With the generous support of donors and matching funds provided by the McCormick Foundation, grants are made to qualified nonprofit organizations with programs that concentrate on child abuse prevention and treatment; child and youth education; housing; and hunger.

Since inception, more than \$42 million has been granted through the Sun Sentinel Children's Fund, making a positive impact in the lives of thousands of disadvantaged children, families and adults every year. The Holiday Campaign, sponsored by longtime supporters JM Family Enterprises, Inc., Children's Services Council of Broward

County, AutoNation, Publix and the Dennis and Lois Doyle Family Foundation, is the Fund's biggest source of funding. By the end of this year, thanks to the generosity of readers and sponsors, more than \$525,000 will be awarded to nonprofit agencies, providing a lifeline of support for those in need.

"I encourage individuals and organizations in our community to continue supporting the annual Holiday Campaign which benefits many local people in dire need throughout the year," said Sandra Muvdi, president and founder of the Jessica June Children's Cancer Foundation (JJCF). "During 2013, the Sun Sentinel Children's Fund impacted the lives of 75 JJCF children and family members fighting pediatric cancer. JJCF values every penny raised and is grateful for the generosity of the Children's Fund and its donors."

For more information on the Sun Sentinel Children's Fund and to donate, visit sunsentinelchildrensfund.org. ■