



FOR IMMEDIATE RELEASE

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Media Advisory

**MIRACLES FOR KIDS SPRINGS INTO ACTION
FOR AT-RISK CRITICALLY-ILL CHILDREN AND FAMILIES IN NEED**

OC-Based Nonprofit to Provide Highly Needed Items and Home Essentials to Southern California's Most Vulnerable Immune Compromised Children and their Families Amidst COVID-19 Pandemic

What:

Miracles for Kids serves our community's most vulnerable critically-ill children and families in desperate need as they battle the combined impact of a life-threatening illness, a devastated economy and the effect of COVID-19 on their already compromised immune systems.

Through the Spring Basket of Miracles Program, the 300+ at-risk families they serve will receive packages of items most needed during this difficult time – canned/dry food, cleaning supplies, facemasks, homegoods, paper products, toiletries, and other basic needs. The items provided help stretch families' already scarce budgets, made even more scarce by the devastating financial toll resulting from COVID-19.

The annual delivery program has been re-tooled this year to meet the social distancing standards and safety guidelines given the COVID-19 pandemic, while still ensuring families receive the items they need to survive. Previously, the Baskets of Miracles Program supplies were collected through a network of physical collection boxes and donations hosted by local businesses and organizations, however due to COVID-19, these collections could not take place. As a result, the majority of items have been collected virtually - through social media, online fundraisers, monetary donations, and good old fashioned phone calls to the organization's supporters.

Anyone interested in helping can do so from their home by hosting an online fundraiser throughout the month of April. 100% of all funds raised will go directly to critically-ill kids and their families and help to ensure they receive needed items through the Spring Basket of Miracles Program. Anyone interested in helping should visit www.miraclesforkids.org/sbom.

Monday, April 6 through Thursday, April 9, from 8:30 a.m. to 4:00 p.m., Miracles for Kids staff members will assemble packages for delivery and shipping throughout the state and coordinate drive through-style pick-ups by appointment for local families to ensure that the 300+ families they serve receive household essentials and other basic items most needed.

Families will drive up to the facility where a Miracles for Kids staff member will have their packages waiting for them. Pick-ups will be done in 15-minute, pre-scheduled increments in order to adhere to social distancing guidelines. There will be 1-2 staff members onsite to ensure each family receives their Basket of Miracles package. For families who are too vulnerable to risk leaving their homes during this time, Miracles for Kids will arrange individual deliveries while ensuring proper social distancing and sanitary measures are taken.

Who:

Miracles for Kids staff, board members, and supporters will come together to serve our community's most vulnerable critically-ill children and families in desperate need as they battle the combined impact of a life-threatening illness, a devastated economy and the effect of COVID-19 on their already compromised immune systems.

Miracles for Kids conducted a phone check-in with patient families last week, and the reported impact from the COVID-19 pandemic is startling: of the families reached, 19% have already been affected by job loss, 25% feel at-risk of job loss, 44% have more than one source of income and have had a combination of job loss and/or are at risk for loss, 20% are at-risk of eviction and 32% are at-risk of not paying their utility bills. These families often live paycheck to paycheck and barely make ends meet on their hourly wages in the the primarily hospitality, restaurant, and construction sectors – areas of the economy now devastated. An already vulnerable population, these families are in desperate need of help amidst the COVID-19 crisis, and that's just what Miralces for Kids is going to provide - help and support.

Miracles for Kids is an Irvine-based nonprofit serving children with life-threatening illnesses and the families who care for them. They are one of the only organizations on the West Coast dedicated to alleviating the stressors that come with a critical illness, including bankruptcy, depression, hunger and homelessness.

Major donors and sponsors include Eight88 Hospitality, Ashmore Construction, Bracken's Kitchen, Bright Star Kids Foundation, Bunzl, and Tavern+Bowl Costa Mesa. Prior to the stay-at-home order, donation drives were hosted by Dancy 4 Joy Ministries, Lisa Brooks, St. Anne School in Laguna Niguel, Tina Mai and Tom Ferry International.

When: Monday, April 6 through Thursday, April 9 from 8:30 a.m. to 4:00 p.m.

Where: 17848 Sky Park Circle, Suite C, Irvine, CA 92614

Photo/Interview Opportunities:

- Photo Ops include:
 - Spring Baskets of Miracles packages of food, home essentials, cleaning supplies, paper products and other highly needed items
 - Miracles for Kids staff assembling packages + giving to families
 - Families pulling up to receive the Spring Basket of Miracles
- Interview Autumn Strier, Co-Founder & CEO of Miracles for Kids

- Interview Miracles for Kids staff members
- Phone / email interview with the families/recipients of the Spring Baskets of Miracles

About Miracles for Kids

Miracles for Kids is one of the only organizations on the West Coast that provides monthly financial assistance, subsidized housing, mental health services and wellness activities to families with a critically-ill child. The services help create stability when families are crumbling from the financial and emotional devastation of fighting for their child's life. Founded in 2002, Miracles for Kids has a main office in Irvine, CA and a subsidized housing complex, Miracle Manor, in Orange, CA. To learn more about how Miracles for Kids has joined forces with parents and loved ones, visit www.miraclesforkids.org. To donate, visit www.miraclesforkids.org/donate.