



FOR IMMEDIATE RELEASE

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Media Advisory

**MIRACLES FOR KIDS HELPS CRITICALLY-ILL CHILDREN
AND THEIR FAMILIES PREPARE FOR A NEW SCHOOL YEAR**

*OC-Based Nonprofit to Assemble and Deliver Backpacks Filled with School Supplies and PPE
to Families in Need as they Prepare for a New School Year in the Midst of COVID-19 Pandemic*

What:

Miracles for Kids helps families with critically-ill children battle bankruptcy, homelessness, hunger and depression – so they can concentrate on fighting for their child’s life. In response to the pandemic, the organization has been focused on preventing these extremely vulnerable families from crumbling under the combined impact of their child’s life-threatening illness, a devastated economy, and the effects of COVID-19 on their child’s already compromised immune system.

As families prepare for an uncertain 2020-2021 school year, whether it be in person or virtual, Miracles for Kids’ annual Back-to-School Basket of Miracles Program, which kicks off with setup and assembly on Monday, July 13th and ends with deliveries on Monday, July 20th, will deliver brand new backpacks filled with age-appropriate school supplies and packages of PPE, new shoes and other essentials to 300+ families with a critically-ill child throughout Southern California and the Bay Area.

Miracles for Kids’ families live, on average, 15.5% (or \$4,300+) below the Federal Poverty Guideline¹. The items provided through the Back-to-School Basket of Miracles Program will stretch their already scarce budgets and ensure they have what they need for educational success – regardless if the children are learning in the classroom or at home.

The logistics to pull off the annual delivery program amidst the rising COVID-19 pandemic have been re-engineered to meet social distancing standards and safety guidelines to ensure the well-being of everyone involved. Over the course of a week, 100+ volunteers divided into small groups will sort, assemble, package and deliver the Back-to-School Basket of Miracles packages from outside stations setup throughout Miracles for Kids headquarters at Sky Park Circle in Irvine, CA.

Who:

Community volunteers, Miracles for Kids board members, donors and team members come together to serve our community’s most vulnerable critically-ill children and families in desperate need.

¹ Per 2019 Federal Poverty Guidelines

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 of this event include Puma, Santa Ana Elks Lodge, United Way Orange County, Vans and Carlos and Jennifer Toro.

Volunteers come from a variety of community groups, including National Charity League North Tustin, 360° Miracle Founders, JSerra High School, Pepperdine University, Edwards Lifesciences, Moustaches for Kids OC, Dell, OC Paralegal Association, and Aliso Niguel High School.

Anyone interested in helping can do so from their home by hosting an online fundraiser in support of the items needed most. 100% of all funds raised will go directly to critically-ill kids and their families. Anyone interested in helping should visit <https://miraclesforkids.org/events/b2sbom20/>

When:

- **Tuesday, July 14**

10:00 a.m. to 1:00 p.m.

Volunteers will be setting up and beginning to assemble the Back-to-School Basket of Miracles packages.

5:00 p.m. – 8:00 p.m.

Moustaches for Kids OC board members will be touring the Miracles for Kids Office and volunteering to help assemble the Back-to-School Basket of Miracles packages ahead of their 2020 Moustache Growing Season to benefit Miracles for Kids, which kicks off late August.

- **Wednesday, July 15**

10:00 a.m. to 1:00 p.m.

Volunteers will be assembling the Back-to-School Basket of Miracles packages.

5:00 p.m. to 6:30 p.m.

Founders of 360 Miracle, Miracles for Kids new giving circle of compassionate, women working together to help critically-ill kids and families in need, will be touring the Miracles for Kids Office and volunteering to help assemble the Back-to-School Basket of Miracles packages.

- **Monday, July 20**

9 a.m. – 12 p.m.

Volunteer drivers will arrive at the Miracles for Kids offices throughout the day to pick up the Back-to-School Basket of Miracles packages and deliver them directly to families homes throughout Southern California while adhering to all social distancing guidelines. Packages that are too far to drive, will be boxed up and shipped. A small number of patient families will

pick up their Back-to-School Basket of Miracles directly.

Where:

Miracles for Kids Office, 17848 Sky Park Circle, Suite C Irvine CA 92614

Photo/Interview Opportunities:

- Photo Ops include:
 - Back-to-School Basket of Miracles packages of backpacks, school supplies, PPE, shoes, and other school essentials
 - Miracles for Kids team members and volunteers assembling packages
 - Volunteers picking up Back-to-School Basket of Miracles packages to deliver directly to families' homes
 - Children and families receiving their Back-to-School Basket of Miracles packages
- Interview Autumn Strier, Co-founder & CEO of Miracles for Kids
- Interview Sapphira Roberson, Community Programs Manager of Miracles for Kids
- Interview volunteers assembling and/or delivering the packages
- Interview patient families picking up their package
- Phone/email interviews also available

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.