

# THE ORANGE COUNTY REGISTER

## **BUSINESS**

### **Status Update:**

#### **Fundraising for kids**

On Sept. 18, the Orange County Community Foundation will host Igniting Potential, a giving day effort to support the youth of Orange County. Now in its second year, Igniting Potential is the latest in a series of Collaborative Giving Days launched by OCCF to boost the capacity of local nonprofits.

Igniting Potential will raise money for nine nonprofits, including KidWorks, Orange County Boy Scouts of America, The Youth Center, Boys Hope Girls Hope of Southern California, MOMS Orange County, Assistance League of Irvine, Parentis Foundation, Us Too Gymnastics and Big Brothers Big Sisters of Orange County.

The nonprofits want to raise \$125,000. OCCF will power the campaign with seed funding for the marketing assets, campaign resources and collaborative partnerships.

To give online, go to [ignitingpotential2019.funraise.org](https://ignitingpotential2019.funraise.org). For more information, go to [oc-cf.org/iheartoc](https://oc-cf.org/iheartoc).