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**ORANGE COUNTY COMMUNITY FOUNDATION TO HOST THIRD ANNUAL
IGNITING POTENTIAL GIVING DAY TO SUPPORT ORANGE COUNTY YOUTH**

Eleven Local Nonprofits Set Goal of Collectively Raising \$125,000 in 24 Hours During Pandemic

NEWPORT BEACH, Calif. (September 10, 2020) — On September 23, the Orange County Community Foundation (OCCF) will host *Igniting Potential*, an online Giving Day to support nonprofits serving Orange County youth. Now in its third year, *Igniting Potential* is the latest in a series of Collaborative Giving Days launched by OCCF to boost the capacity of local nonprofits providing vital services to the community in the midst of operational challenges presented by the COVID-19 pandemic.

Igniting Potential seeks to raise \$125,000 for 11 nonprofits, including Assistance League Irvine; Helping Others Prepare for Eternity (H.O.P.E.); Irvine Public Schools Foundation; Kid Healthy; KidWorks; MOMS Orange County; Orange County Council, Boy Scouts of America; Pretend City Children’s Museum; Parentis Foundation; Scholar’s Hope and The Youth Center.

“As our community rises to the challenges of the pandemic, we continue to see tremendous strength and potential in collaboration,” said Shelley Hoss, president and CEO, OCCF. “We are so proud to support *Igniting Potential* and these 11 nonprofits as they work collectively to serve youth in Orange County in these challenging times.”

During the pandemic, these youth-focused nonprofits have been forced to shutter operations or turn to virtual alternatives for the populations they serve—many of whom are vulnerable and in increased need of resources and support at this time. For example, Parentis Foundation has collaborated with its after-school program partners by providing more than 100 weekly online reading sessions and delivering more than 150 book kits to tutors and students. Helping Others Prepare for Eternity (H.O.P.E.) in Garden Grove, which supports abandoned or abused women and children, created drive-up emergency food distributions that have doubled the amount of food distributed and the number of people served each month. Prenatal and parenting classes from MOMS Orange County have continued virtually to give parents support and continue to build community. And while its doors remain closed, Pretend City Children’s Museum’s “Play @ Home” series has given families purposeful play videos supporting healthy child development at home.

This Giving Day is the latest of a series that, to date, has raised more than \$10 million for Orange County nonprofits. OCCF first challenged Orange County residents to “give where their heart lives” during the inaugural i♥oc Giving Day in 2015, raising more than \$1.8 million for 347 participating nonprofits in just 30 hours. In 2018, OCCF restructured i♥oc as an expanded opportunity for nonprofits to connect with one another in support of their shared missions.

To give online during the *Igniting Potential* Giving Day, please visit <https://igniting-potential-giving-day.ocnonprofitcentral.org/>. Additional collaborative Giving Days will be announced over the coming year. For more information, please visit oc-cf.org/iheartoc.

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 more than \$730 million in grants and scholarships and ranks in the top one percent in grantmaking activity among more than 780 U.S. community foundations. For more information, visit oc-cf.org or call 949-553-4202. Be a part of our conversation on [Facebook](#) [Twitter](#) and [Instagram](#). View OCCF's 2019 annual report [here](#).

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