



FOR IMMEDIATE RELEASE:

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**Variety – the Children’s Charity awards over \$171,000 to children’s initiatives
in eastern Iowa**

CEDAR RAPIDS, Iowa (Sept. 16, 2020) – Over \$171,000 has been awarded by Variety – the Children’s Charity to 20 children’s organizations in eastern Iowa. In addition, Variety provided specialized mobility pieces to children living with special needs, as well as traditional bikes, helmets and locks to children who have never owned their own bike. This is all part of Variety’s mission to improve the lives of children who are underprivileged, at-risk, critically ill or living with special needs.

This year, Variety received 92 grant applications from children’s organizations requesting over \$4 million in support.

“We are grateful for the continued support Variety has received from our individual and corporate donors throughout eastern Iowa,” said Robyn Rieckhoff, eastern Iowa director of Variety – the Children’s Charity. “Now more than ever, children are facing a great need. We are thankful to be able to provide funding to organizations that are providing children with the much-needed resources to reach their full potential.”

Variety grants provide funding for capital projects, essential medical equipment, shelters, inclusive playgrounds, Variety vans and more. Organizations that receive Variety grants range in size and focus, but all share the goal of bettering the lives of children in Iowa.

The grant-making process is advised by a panel of community board members and volunteers who review applications from each organization. Funding priority is given to programs that serve the greatest needs and help the greatest number of children. See attached for a full list of grant recipients and their locations.

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ABOUT VARIETY – THE CHILDREN’S CHARITY OF IOWA

Variety is dedicated to improving the lives of children who are underprivileged, at-risk, critically ill and living with special needs throughout Iowa. Funding is provided to programs and initiatives that directly impact the well-being of children in our community. For more information on how you can be a part of our work, please visit www.varietyiowa.com.