



Variety – the Children’s Charity to raise money during annual Two Days of Compassion radiothon

Des Moines, IA (Dec. 3, 2020) – Variety – the Children’s Charity of Iowa will hold its annual Two Days of Compassion radiothon on 92.5 KJJY, from 6 a.m. – 6 p.m. on December 8-9. The radiothon raises money for the Variety Compassion Fund, which helps to fulfill the immediate needs of families who have a child in the hospital.

The Compassion Fund is a pool of designated funds that hospital social workers can utilize to distribute assistance immediately to families who are struggling. The Compassion Fund helps families by providing:

- Gas cards for travel to appointments.
- Meals for a parent who spends weeks in the hospital with their ill child.
- Payments of immediate bills such as phone, heat, water or electricity.
- Birthday cakes for children who spend their special day in a hospital bed.
- Care for siblings when their parents need to stay with their ill sibling.

“The COVID-19 pandemic has only heightened the financial struggles that many families experience when their child becomes hospitalized or needs expensive medical treatment,” said Sheri McMichael, executive director of Variety – the Children’s Charity. “It’s important now more than ever to ensure the Compassion Fund is available to families to help alleviate some of their stress and to provide a little extra hope during hard times.”

In Central Iowa, the Compassion Fund is utilized at Blank Children’s Hospital, Broadlawns Medical Center, ChildServe and MercyOne Des Moines.

Donations can be made during the Two Days of Compassion radiothon by calling 515-276-6669 on December 8-9, or by visiting varietyiowa.com/compassion to donate at any time.

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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 varietyiowa.com.

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