



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

Hiawatha, IA (Dec. 4, 2020) – Variety – the Children’s Charity of Iowa will hold its annual Two Days of Compassion radiothon on 93.1-FM/1450-AM KMRY and KCRG-TV9, 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 amplified the financial hardships that many families experience when their child becomes hospitalized,” said Robyn Rieckhoff, eastern Iowa director of Variety – the Children’s Charity. “Our Two Days of Compassion radiothon will help us raise money for the Compassion Fund and ensure this resource can continue to help families in need.”

In eastern Iowa, the Compassion Fund is utilized at Mercy Medical Center and UnityPoint Health-St. Luke’s Hospital.

Donations can be made during the Two Days of Compassion radiothon by calling 319-378-6400 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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