



## Online Fundraiser Targets Waiting List

If you're reading this e-newsletter then you have a computer. And that means you too can be an ordinary person who does extraordinary things! KEEN Greater DC has just launched its second annual online Fund An Athlete campaign to get more than 30 children off the waiting list and into the gym or pool for exercise, fun and friendship.



Using the [FirstGiving](#) online platform, any of us can create our own fundraising page dedicated to KEEN Greater DC. You can customize your page to feature an athlete or volunteer you know, a special activity you're doing to raise money, or you can donate to someone else's page. "People involved with KEEN frequently tell us they want to give back. They often have family and friends who have seen the impact of KEEN on their children," says Gena Mitchell, a KEEN Greater DC board member and parent of Devin, who attends KEEN programs at Tilden Middle School. "This gives people a fast, easy way to show support."

The evidence for online giving is in. US charities have raised billions online, proof that people appreciate convenience, using less paper, and the opportunity to help in their own unique ways. "There's a need and it's a group effort," says Mitchell. "Every small, individual contribution adds up to something big."

In the past few weeks alone, seven individuals have already raised over \$1,000. Mitchell's immediate goal is \$30,000 but she says the potential – and the need – is much greater. "We want to get ahead of our waiting list so that we always have room for more. If you think about the number of people with disabilities in the DC metro area, as much as we're already doing, we need to help even more."

It's easy to create your own Fund An Athlete page. Just go to [www.firstgiving.com/keengreaterdc](http://www.firstgiving.com/keengreaterdc) for easy-to-follow instructions on how to sign up, send it out to your network and make a difference. Contact Gena Mitchell with any questions. [genamitchell@msn.com](mailto:genamitchell@msn.com)