

Contact Information:

Margot Hyland
President & Founder
Phone: 610-828-6761
Email: media@cifkids.org

**Charity Dollars Down
CIFKIDS Responds with Launch of New Website**

Lafayette Hill, PA. November 18, 2005 – The multiple tragedies that Mother Nature has inflicted at home and abroad have contributed to the dwindling dollars available to established charities across the country. Philadelphia, PA based Catherine's Inspiration for Kids (CIFKIDS) has responded by launching a new website, www.CIFKIDS.org, to broaden its reach and to increase the base of prospective donors.

"The barrage of recent, tragic events has tapped out the abilities of many of our caring partners," says Margot Hyland, CIFKIDS Founder and President, "It was important that we update our website to make it more compelling and user-friendly. There are countless victims of abuse and orphans who rely on CIFKIDS. By reaching out to the online world, we hope to increase awareness of the escalating child rape crisis in several countries of the world, raise funds to care for their medical and emotional needs and affect change. We can only do this by increasing our number of corporate partners and attracting additional individual donors to our programs."

CIFKIDS is waging war on the child rape crisis in South Africa and other countries by contributing direct aid to affected children in the most traumatized zones and initiating educational efforts, in conjunction with other humanitarian groups. In the past year CIFKIDS has provided direct aid in the form of food, clothing and shelter to children orphaned by the AIDS epidemic. Their current toy drive campaign has met with disappointing results, which Hyland attributes to the significant charitable needs of ongoing disaster relief efforts.

"Many potential donors have expressed a desire to help but are unable to do so because their budgeted charitable dollars have been spent on the genuine and immediate needs of victims of natural disasters in Louisiana, Mississippi, Florida and beyond," says Hyland, "We're hoping the revamped website will attract new donors at every level, from one dollar donations to major corporate sponsorships."

The new website is streamlined to provide donors with all of the resources necessary to make an informed decision to support CIFKIDS' efforts to end the child rape crisis by means of their financial support or volunteer efforts.

"The website will allow us to offer numerous ways for individuals and corporations to donate at varying levels of commitment from single donations to gifts in kind," says Hyland.

As a federally recognized 501c non-profit, donations are tax exempt and receipts are provided.

To find out more about CIFKIDS or to arrange an interview with Margot Hyland call 610-828-6761 or email at media@cifkids.org.

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