



News Release

Contact: Jay Sorensen

Telephone: 414-961-1939

Facsimile: 414-961-6152

Web site: www.kidsfirstfund.org

E-Mail: jay@kidsfirstfund.org

Special Matching Allows Donors to Give 110% Percent

Anonymous Donor, inspired by unexpected tax refund, to Match Kids First Fund Donations by 10%

July 27, 2001. Shorewood, Wisconsin, USA, – Thanks to an anonymous donor, contributors to The Kids First Fund can make their donations worth 110 percent this summer. All donations made before October 21, 2001 will be matched by 10% of the amount. The matching initiative was sparked by the tax cut bill signed by President Bush.

“We often hear about individuals giving 110 percent effort to accomplish a particularly challenging goal,” explained Jay Sorensen, Kids First Fund president and volunteer. “Our goal is to help sexually and physically abused and abandoned children in developing economies. And thanks to the unexpected tax rebates arriving in mail boxes this summer, we can move closer to realizing our vision.”

The Internal Revenue Service and the Treasury Department will send 95 million advance payments later this summer under a new tax law passed by Congress. The Kids First Fund hopes many people will donate their unexpected windfall to help sexually and physically abused and abandoned children. Not only will these taxpayers realize the benefit of a deductible donation to the Kids First Fund, an additional 10% of their donation will be matched by an anonymous supporter. The match will be made on a maximum of \$100,000 in donations received by the Kids First Fund through October 1, 2001.

"For many of these taxpayers, the refund amount may represent an excellent philanthropic opportunity," added Mr. Sorensen. "Our anonymous donor has provided a great incentive for people to consider the Kids First Fund. We are an all-volunteer organization and every penny donated goes to helping the kids."

The Kids First Fund's current program supports the Bulduri Family Care Centre in the former Soviet Republic of Latvia. Programs are provided for children who are orphans, handicapped, sexually abused, physically abused and pregnant teenagers. The Bulduri Family Care Centre provides complete residential care and therapy for children aged 5 through 17. Continued mentoring and career training is provided for teens who leave the Centre as adults. The Centre also operates seminars throughout Latvia to educate professionals such as doctors, social workers, prosecutors and police on sexual and physical abuse issues.

The Kids First Fund is a very efficient non-profit organization and does not incur any expenses since all time and services are donated. Donations may be made by visiting the "Join Us" section at www.kidsfirstfund.org. Making an online credit card donation is easy and secure. All credit card transaction fees are paid by the AOL Time Warner Foundation which ensures that the Kids First Fund receives 100% of the amount donated.

