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Annual KidsAuction Raises \$900,000; 90% of Goal Reached

SEATTLE (October 20, 2008) -- In the midst of economic uncertainty, Boys & Girls Clubs of King County (BGCKC) successfully raised \$900,000 at the annual KidsAuction held at the Seattle Sheraton on Saturday, October 18, 2008. This was 90 percent of the goal originally set for the event. These results compare to the \$1,001,500 raised through the 2007 KidsAuction.

"The excitement and energy at the event this weekend was overwhelmingly positive," stated Daniel Johnson, President and CEO of Boys & Girls Clubs of King County. "We are breathing better today thanks to our avid and passionate supporters, but we are still under budget. We have our work cut out for us. Our kids make it worth it."

In recent interviews, Johnson stated that it is taking 20 percent more effort to raise the same resources from previous years. Due to the economic crisis, Clubs are experiencing many challenges: more kids are relying on snacks and meals at the Clubs, attendance at Club drop-in programs has grown quickly with some Clubs signing up 3-5 new members each week, Clubs also see that kids are exhibiting signs of stress picked up from a parent worried about lay-offs, eviction or finances.

KidsAuction is the organization's largest fundraiser, accounting for almost 16 percent of a \$6.4 million fundraising budget and approximately 7 percent of the \$13.7 million annual operating budget. Corporate sponsors covered the cost of the KidsAuction event so that every dollar raised in the room that evening went to Club programs and operating expenses. KidsAuction was presented by Regence. Other major sponsors: KeyBank, Princess Cruises, McKinstry, Microsoft, Magnolia Audio Video, Master Builders Association and the O'Brien Auto Group.

With 14 full-service Clubs, and 28 before- and after-school program sites, BGCKC reaches 30,000 youth annually. Each Boys & Girls Club location serves children 5-18 years old. A youth development strategy underlies all BGCKC programs and fosters a sense of belonging, competence, usefulness and builds self-esteem and self-confidence among Club members.

“We will work tirelessly to serve our kids,” noted Johnson. “It’s what we do.”

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About the Boys & Girls Clubs of King County

The Boys & Girls Clubs of King County exists to inspire and enable all young people, especially those who need us most, to realize their full potential as productive, responsible, and caring citizens. With 14 full-service Clubs and 25 before- and after-school program sites, the organization is one of the largest of its kind in the nation, serving nearly 18,000 members annually. Program areas offered to youth include character and leadership development, education and career development, health and life skills, the arts, computer training and sports/fitness/recreation opportunities. For more information, visit www.positiveplace.org.