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Annie Malone Launches 30 Day Challenge to Raise Needed Funds

St. Louis, MO - Just like non-profit organizations all over town, Annie Malone Children & Family Service Center is working hard to boost contributions in this difficult economy. The Center has issued a 30 Day Challenge as part of the Power of 57 Cents campaign.

The challenge involves a two-part commitment that asks supporters to re-direct the use of 57 cents each day for 30 days, making an individual contribution of \$17.10 to the Annie Malone Children & Family Service Center. The second part of the challenge involves getting two other supporters to make the commitment along with them. The campaign is looking for one thousand people to take the full challenge. If that happens, the organization's campaign will have identified 3,000 people who believe in what the collective power of 57 cents can do and will raise over \$50,000 for the children they serve.

The Power of 57 Cents campaign started as a plea to donors to contribute 57 cents each day for 365 days. While responses have been growing to the annual request equaling \$208, the 30 Day Challenge is offered to encourage participation among a wider range of the community.

"Times are difficult for everyone, but the needs of our children don't end because the economy is bad," said Richard King, CEO of the organization. Annie Malone Children & Family Service Center has been an integral part of the St. Louis community since 1888. It has served thousands of abused and neglected children and is the first place, in many instances, that families and children think of when they need help.

Be one in a thousand. Accept the 30 Day Challenge today. Make your commitment and encourage two others to join you. For additional information on the Power of 57 Cents or to donate, please call (314) 531-0120 or visit www.anniemalone.com.

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