



K-LOVE



E D U C A T I O N A L M E D I A F O U N D A T I O N

Fundraiser for ministry partner – Convoy of Hope Hurricane Ida

On Monday, August 30, 2021 and Tuesday, August 31, 2021, all stations in the K-LOVE and Air 1 Radio Networks participated in a two-day fundraiser for Convoy of Hope in the wake of Hurricane Ida. The schedule for the fundraiser was as follows:

Monday, August 30 – 4 breaks per hour 1pm-6pm = 20 breaks
Live reads every other hour from 6pm-11pm

Tuesday, August 31 – 4 breaks per hour 4 am-6 pm = 56 breaks
Live reads every other hour from 6pm-11pm

Wednesday, September 1 – Friday, September 3, 2021 Thank you promos were aired every other hour (4am-11pm). Approximately 20 hours of airtime was dedicated to promoting this campaign.

During this time more than \$3.5 million was raised to fund 400 tractor-trailer loads of supplies for Convoy of Hope's Hurricane Ida response. Each tractor-trailer load costs \$8900. This station participated in the fundraiser. 100% of the funds go directly to Convoy of Hope.

Convoy of Hope is a faith-based, nonprofit organization who has helped more than 160 million people throughout the world by sharing food, water, and emergency supplies. They are highly regarded for their scalable distribution model, Disaster Services teams, six international warehouses and a Mobile Command Center. Convoy of Hope is consistently among the first to respond to disasters throughout the world. Convoy of Hope works through partnerships with local churches, businesses, government agencies, other nonprofits, donors and volunteers as they provide help and hope to those who are impoverished, hungry and hurting.

Convoy of Hope has been a Four-Star Charity as recognized by Charity Navigator since 2002. For more information, please visit convoyofhope.org.

K-LOVE and Air 1 has partnered with Convoy of Hope for many years, providing help during Hurricane Harvey, California's wildfires, Hurricane Florence, the tornadoes in Nashville and the Haiti earthquake.