



## **UCLA FOOTBALL HEAD COACH JIM MORA'S *COUNT ON ME* FAMILY FOUNDATION RAISES \$50,000 IN ONLY FIVE DAYS**

### **THE SECOND ANNUAL *BRUIN REPORT ONLINE* CAMPAIGN SPARKS TREMENDOUS FUNDRAISING EFFORT**

Los Angeles, CA (September 10, 2013) – UCLA Football Head Coach Jim Mora and his wife Shannon, along with partner [Bruin Report Online](http://BruinReportOnline.com) (BRO), raised \$50,000 in only five days in a recent online campaign for the Jim Mora Count On Me Family Foundation (JMCOMFF), as part of the Second Annual BRO Campaign. The Foundation strives to lend support and partner with charities and children's organizations through grants, increasing community awareness, and empowering organizations to help children. For more information, visit [www.countonmefoundation.org](http://www.countonmefoundation.org).

The Second Annual BRO campaign utilized the support of two matching donors committed to donating up to \$5,000 each to raise \$20,000 in only two days. This initial effort acted as a catalyst for an additional three-day fundraiser, led by Shannon Mora, to raise an extra \$30,000 for JMCOMFF and children in need, totaling \$50,000 worth of donations.

"To accomplish what we did in just five days was phenomenal," said Shannon Mora. "It just shows how committed people are to helping children, and Jim and I are thrilled to play a part in making this happen and even more excited to be able to assist even more youth within our community."

After raising \$6,000 for JMCOMFF last year, Bruin Report Online increased their fundraising goal to \$20,000 this year, which they achieved in less than 48 hours. Seeing an opportunity to raise even more money for at-risk youth, the Foundation and Bruin Report Online revised their goal and extended the fundraiser by launching the [#50For50](#) Campaign, committed to raising \$50,000 in honor of Shannon Mora's 50<sup>th</sup> birthday. In addition, the members of [Bruins Nation](#) also joined in the #50for50 campaign to help reach the goal.

"The way we see it, no donation is too small or too large - and each and every donation is 150% appreciated by each and every child that is empowered," said Shannon Mora.

The Mora's started the Jim Mora Count On Me Family Foundation in 2005 in Atlanta, then continued the effort in Seattle and now Count On Me expands to Los Angeles, partnering with organizations dedicated to helping youth.

**About Count On Me Family Foundation:**

The Foundation, created in 2005, is a not-for-profit 501(c)(3) organization which supports children in need, primarily in three target areas: children from low socioeconomic backgrounds, mentally and physically-challenged children, and children at-risk. Through the Foundation, Jim Mora, Football Head Coach at UCLA, and wife, Shannon, support children in need and at risk in California, Washington and Georgia. The Count On Me Family Foundation has granted over a 1.5 million dollars to over 50 charitable children's organizations since 2005. This year the Count On Me Foundation's well-received Holiday Shop Program will include outreach in children's hospitals in California, Georgia and Washington. For additional information on how to apply for a grant or to learn more about the Foundation, please visit the Foundation website at: [www.countonmefoundation.org](http://www.countonmefoundation.org).

**About Bruin Report Online:**

Bruin Report Online is a subdivision of [Scout.com](http://Scout.com), bringing its readers news and information on UCLA football, basketball and recruiting. Scout.com is an integrated sports publishing company consisting of two separate divisions that work closely together to deliver a unique and highly integrated Internet and print product offering. The Internet publishing division consists of a network of more than 200 web sites that publish inside and exclusive content focusing on College, NFL, MLB, High School and other professional team sports.

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