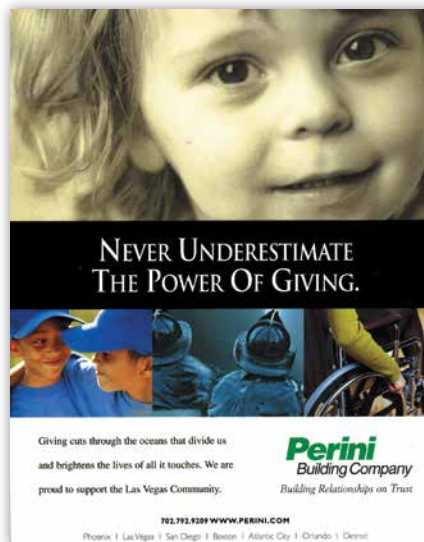


MAKE GIVING BACK A PART OF YOUR COMPANY CULTURE

Major, prominent organizations across the country are making charitable giving an integral part of their company's corporate culture and mission.



"Without charities in the Coachella Valley we would not enjoy so many benefits created by caring and giving people. Hospitals, boys and girls clubs, senior centers to name but a few, have enjoyed and will enjoy the benefits of your publication. Thanks for doing this for the community. Let's be able to thank those who always think of others in their charitable giving."

— Jackie Autry

CORPORATIONS GIVE BACK

Giving back makes good business sense.



"With all the events, programs and activities in the Coachella Valley, it is difficult for non-profits and charities to publicize their many community events. This new publication looks like it will be a great vehicle to communicate the breadth of opportunities for a wide variety of Valley organizations."

— **Bob Bogard**

Director of Marketing Communications
O'Bayley Communcations

"WOW! Steve and team, thank-you for taking on this worthy project—truly a monumental task which is greatly needed in the Palm Springs valley. Our many and varied local non-profits pride themselves on charitable endeavors and the desire to sincerely help those in need. Thank YOU for spreading the word and keeping track of the Coachella Valley's business of charity. I wish you GREAT success."

— **Judy Vossler**

DESERT CHARITIES NEWS

- **Desert Charities News has become the premier news magazine and website dedicated to Philanthropy and charitable giving in the Desert Cities.** We reach thousands of nonprofits with our publication. We are the only publication with 100% of the editorial exclusively about the nonprofit sector in the Desert Communities.
- Published Three times a year, **Desert Charities News serves the entire Coachella Valley** with news and information for hundreds of local charities who strive to make the world a better place each and everyday.

STATISTICS

- **There are over 800 nonprofits in the Desert Communities.** The nonprofit market is vibrant and growing. There are nearly 2 million nonprofit organizations in the United States and over 1.6 Million recognized 501(c)3 charities. In the past two decades the number of charities has grown 161%.
- In 2013, **Corporate Cause Sponsorship is the fastest growing category** in Sports, Entertainment, ours, Causes, Arts, Festival and Fairs - it's a \$1.78 Billion dollar industry. Source: IEG

"Thank YOU so much for your great publication....we LOVE it! It's so helpful and comprehensive!"

— **Alison Elsner**

Executive Director

San Bernardino County Medical Society

"Steve, I think I already emailed you regarding your incredible article on the BIGHORN BAM event, but in case I did not, you are so wonderful! Thank you for providing so much support for BIGHORN BAM. Your publication is a wonderful forum for charities throughout the valley."

— **Theresa Maggio**

Marketing Director

BIGHORN Golf Club

w.desertcharities.com



ADVERTISERS

Here is a list of companies that have advertised in Desert Charities News

501© Agencies Trust	Crayons Catering	Childrens Hospital	Renova Solar
Agua Caliente Band of Cahuilla Indians	Dancing With Our Stars	Loving All Animals	Riviera Palm Springs
AIDS Assistance	Dell'Acqua Dental Studio	LULU	Sammy G's Tuscan Grill
Alexander Events	Desert AIDS Project	Manhattan in the Desert	San Bernardino County Medical Society
Allen Pitchko Galleries	Desert Cancer Foundation	Maryanov Madsen Gordon & Campbell	Sebastian Gibson
American Cab	Desert Recreation District	Martha's Village & Kitchen	Shogun Restaurant
American Red Cross	Desert Town Hall	McCallum Theatre	Signature Party Rentals
Angel View	Desert Womans Show	Miller & Mehr	Stiletto Entertainment
Animal Samaritans	Donor Snap	Minute Man Parking	St. Jude Children's Research Hospital
Association of Fundraising Professionals	Eight 4 Nine Restaurant	Mitch Stuart	Super Mutts of RI Paseo
Back Street Bistro	Eisenhower Medical Center	Mizell Senior Center	Susan G. Komen for Cure
Betty Ford Center	FG Creative	Modernism Week	The Coachella Valley Symphony
Bikram Yoga Palm Desert	First Foundation Bank	Momentous Events	The Community Foundation
Bikram Yoga University Village	Fisherman's Market & Grill	NestEgg Group	The First Tee
BNB Paripas Open	Fromberg Edelson Fromberg	Olive Garden	The Living Desert
Brandman University	Fundraising Rides	P.F. Chang's	The Management Trust
Cabots Pueblo Museum	General Air Conditioning	Pacifica Seafood Restaurant	The Old Spaghetti Factory
California Desert Chorale	Guide Dogs of the Desert	Palm Springs Air Museum	Tour de Palm Springs
Cello's Pantry	H.N. and Frances C. Berger Foundation	Palm Springs Animal Shelter	Trilussa
Charity Charms	Highest Form	Palm Springs Art Museum	Ultra Star Cinema
City of Palm Springs	IMA Helps	Palm Springs Errands	Union Bank
Circle Take Media	Indio Performing Arts Center	Palm Springs Gay Mens Chorus	United Way
Classic Club	Isning Gamez	Palm Springs Opera Guild	Vicky's of Santa Fe
Click & Pledge	J. Russell The Salon	Panache Optical Gallery	Voices For Children
Coachella Valley Rescue Mission	Joslyn Center	PacNet Services Ltd	Wells Fargo
Coachella Valley Volunteer in Medicine	Jump!	Piero's PizzaVino	World Affairs Council of the Desert
College of the Desert Foundation	Lady Golf	Rapport International Furniture	Zeigler & Associates
Coachella Valley Symphony	La Quinta Arts Festival	Ready Set Auction	
	La Quinta Cliff House	Regional Access Project	(As of Sept, 2016)
	Loma Linda University		

DISTRIBUTION

- **Controlled copies are mailed** to nonprofits, charities, industry leaders and decision makers. **Mailed direct to residents of high end communities** such as Bighorn, Vintage and homes of other high net worth individuals.

ISSUE DISTRIBUTION:	
DESERT CHARITIES NEWS	10,000
DESERT CHARITIES OPT-IN E NEWSLETTER	3,200
TWITTER, SOCIAL MEDIA	15,300
TOTAL ISSUE DISTRIBUTION:	28,500

Our objective is to make Desert Charities News, a publication through which the nonprofits themselves share ideas and connect with one another in a meaningful way. Thus promoting not only their own missions, but **the greater good of philanthropy.**

Giving Back is what we are all about – **helping nonprofits gain exposure by our website: www.desertcharities.com**

"This is absolutely awesome! A great fun read, great photos and terrific articles. I just love it!"

— **Darla Burkett**

Executive Director
Coachella Valley Rescue Mission

"I am excited to see Desert Cities Charities News here in the Coachella Valley. Residents, businesses, and local charities will now have opportunity to stay on top of what all nonprofits are doing to help the less fortunate here in the valley."

— **Tim Esser, Founder**

Tour de Palm Springs Charity Bicycle Event

PRINT SCHEDULE

Desert Charities News is a **perfectly timed media** designed to **capitalize on the current philanthropic trends** while at the same time **giving back to local charities** in support of their missions. Desert Charities News truly is an "Angel with a Cause."

REACH THIS TARGET AUDIENCE THREE TIMES A YEAR

ISSUE DATE	RELEASE	RESERVATION	MATERIAL DUE
OCT/NOV/DEC 2016	SEPT 30, 2016	SEPT 5, 2016	SEPT 8, 2016
JAN/FEB/MARCH 2017	JAN 3, 2017	DEC 2, 2016	DEC 7, 2016
APRIL/MAY/JUNE 2017	APRIL 10, 2017	MARCH 7, 2017	MARCH 14, 2017
OCT/NOV/DEC 2017	SEPT 30, 2017	SEPT 5, 2017	SEPT 8, 2017

WEBSITE

NONPROFIT DIRECTORY

Desert Charities News, the premier news magazine and website dedicated to Philanthropy and charitable giving in Desert Cities has developed a central database for the nonprofit sector.

The site will be going live in Fall, 2016. Nonprofits and suppliers can fill out forms online – www.desertcharities.com

The Nonprofit Directory will be added to the existing website and will feature a directory of suppliers that provide goods and services for the nonprofit market. Other sections of the new website are:

- **New Calendar Events Section**
- **Articles**
- **Nonprofit Directory - Free Listings**
 - **Nonprofit Profiles**
 - **Supplier Profiles**
 - **Venue Profiles**

Here is a preview of the Nonprofit Directory

<http://dev.creativejuicez.com/demo/event-sample-listings/>

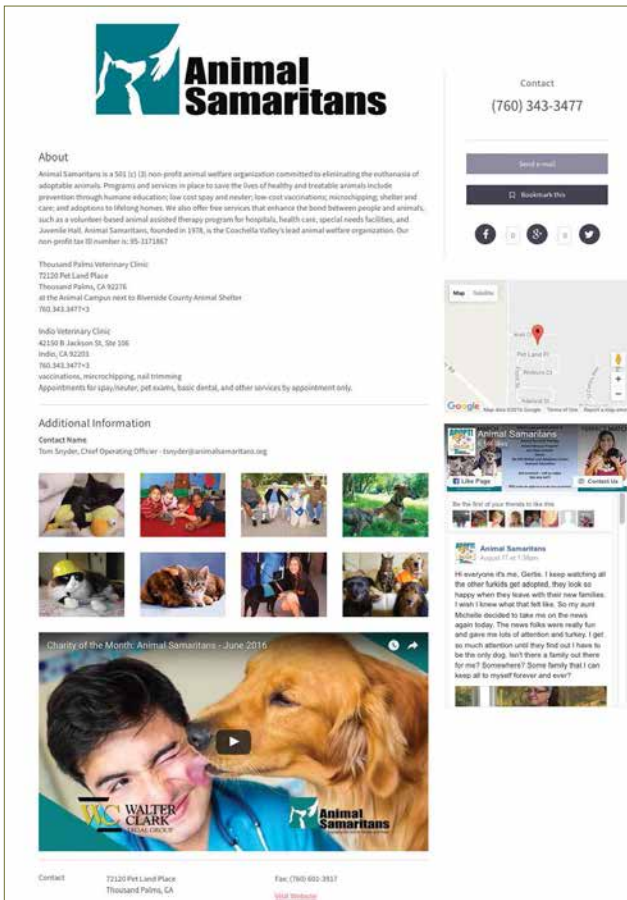
Banner, Leaderboard and other display ads available upon request

Nonprofit Profile

The Nonprofit Profile listing is a unique opportunity to showcase your Nonprofit to create high impact exposure for a very low cost.

Your Nonprofit will received a Free Listing too.

www.desertcharities.com



Animal Samaritans

About

Animal Samaritans is a 501 (c)(3) non-profit animal welfare organization committed to eliminating the euthanasia of adoptable animals. Programs and services in place to save the lives of healthy and treatable animals include prevention through humane education; low cost spay and neuter; low cost vaccinations; microchipping; shelter and care; and adoption to loving homes. We also offer free services that enhance the bond between people and animals, such as a volunteer-based animal assisted therapy program for hospitals, health care, special needs facilities, and juvenile hall. Animal Samaritans, founded in 1978, is the Coachella Valley's lead animal welfare organization. Our non-profit tax ID number is: 95-1212867

Thousand Palms Veterinary Clinic
72126 Pet Land Place
Thousand Palms, CA 92276
at the Animal Campus next to Riverside County Animal Shelter
(760) 343-3477

Bella Veterinary Clinic
42150 B Jackson St, Ste 306
Indio, CA 92203
(760) 343-3477
vaccinations, microchipping, nail trimming
Appointments for spay/neuter, pet exams, basic dental, and other services by appointment only.

Additional Information

Contact Name
Tom Snyder, Chief Operating Officer - tsnyder@animal-samaritans.org

Contact 72126 Pet Land Place, Thousand Palms, CA Fax: (760) 400-3837



JUMP!

About

Jump! is a non-profit organization dedicated to assisting seniors in achieving what's left on their bucket list. Everything we do is inspired by our enduring mission. To inspire seniors throughout the country to take a leap of faith in fulfilling their dreams. To sustain relationships and to enrich these special individuals long after their experience with Jump! To tell stories of fellow seniors who maintain incredible lifestyles in hopes it will inspire others to do the same. To enrich the lives of as many seniors as possible, including those living in isolation and without the means to fulfill their dreams. Let's not forget a generation has seen everything, and help make their later years some of the best years of their lives!

Don't Just Dream About It - Live It! We all have dreams, something adventurous that we've always wanted to do. Maybe it's skydiving, cave diving, scuba diving or any of a hundred other exciting activities. Some of us are lucky enough to make our dreams a reality. For others, responsibilities like work, family and raising for retirement sometimes force us to put our dreams on hold.

At Jump!, we help seniors realize their dreams. We put them in touch with people who can show them the ropes and typically help pay for the experience. Perhaps you have a lifelong dream or know a senior who does. Why not help make that dream come true and help them experience the sense of accomplishment, camaraderie and sheer exhilaration that comes with it. Jump! is the place to start. We invite you to click on the tabs here to learn more about who we are, what we do and the seniors we've helped in making their dreams come true. Better yet, feel free to contact us, as we welcome the opportunity to discuss your dreams or suggest ideas. Go for it... contact us today!

Additional Information

Contact Name
Webb Weiman, Executive Director - webb@myjump.org

Contact PO Box 119, La Quinta, CA

SAMPLE LISTINGS

Sponsored Listing

There are two ways to obtain a Nonprofit Sponsored Profile listing. The Nonprofit obtains the sponsor or Desert Charities News finds one for you. Rate: \$300.00 per year for a sponsored listing.

Sponsor
Company
Website
Logo


Sample Free Listing

Jump!
PO Box 119
La Quinta, CA 92247
(760) 851-5186
Webb Weiman, Executive Director
webb@myjump.org
www.mymjump.org

Supplier Profile

A Supplier Profile, web-enabled listing includes your full color company logo, business category, link to your website, description, photos of your product or service; features, hours, Facebook page, Video (less 5 min) contact, title, address, phone, fax, email, Google Map and Keywords for SEO (max 10).

www.desertcharities.com



**ARCTIC GLACIER
PREMIUM ICE**
Ice Magic
ice sculptures

Contact
(760) 831-7481

Send a mail

Bookmark this

Facebook, Google+, Twitter, LinkedIn


About

Timon Bennett heads the team at Ice Magic. For over 20 years Timon has been producing works of art in ice in Southern California. His Ice Sculptures have been shipped nationwide, and have received world acclaim of his peers. Originally trained as a chef at the prestigious Culinary Institute of America, Timon worked in the restaurant industry for a number of years. He understands the needs of resort venues to provide unique food and liquor displays which leave a memorable impression on guests. He is also able to create virtually any corporate logo as well as create a wedding main feature and centerpiece that turn heads. What makes Ice Magic different is the relationship it formed with Arctic Glacier Premium Ice Company, Ice Magic's long time supplier of raw ice blocks from which all ice sculptures are carved.


ICE MAGIC Can Create Anything For Your Needs.

Additional Information

Contact Name
Timon Bennett, President - timonmagic@gmail.com




Cancer Awareness Ice sculpture




Contact: 83756 Dade Avenue
Palo Alto, CA


[View Website](#)
[Click & share to your social media!](#)




Arctic Glacier India Ice Magic




Not the kind of ice you want to see this



Arctic Glacier India Ice Magic
exhibit 2 new photos
April 11 - Photo Credits: CA





SHARI KELLEY EVENTS

Contact
(760) 323-2001

Send a mail

Bookmark this


Facebook, Google+, Twitter, LinkedIn

About


Premier Event Planning
Palm Springs and Desert Resort Area
National and International Events
Over The Top Parties
Dazzling Decor

Additional Information

Contact Name
Shari Kelley, Owner - shari@kparty.com




Shari Kelley Events Party Setup



Contact: 12258 Montebello Way Suite B
Palm Springs, CA

Fax: (760) 323-2004
[View Website](#)

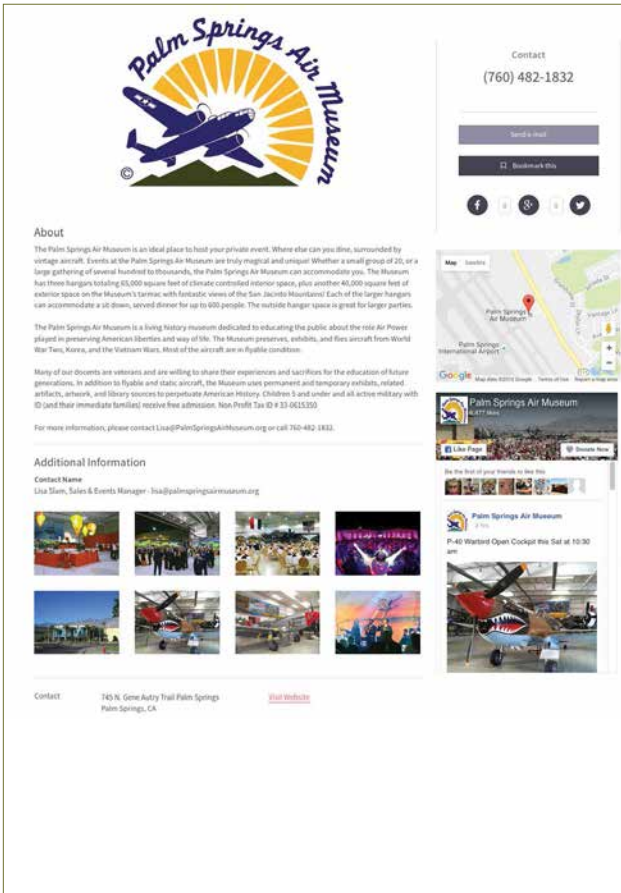


SAMPLE LISTINGS

Venue Profile

The Venue Profile will feature venue locations for Nonprofit events.

- Museums * Outdoor Space * Hotels * Theatres * Meeting Space * Cultural Spaces * Restaurants * Golf * Unique Locations –
- Ideal branding opportunity to showcase your Venue direct to Nonprofit event planners.



Palm Springs Air Museum

Contact
(760) 482-1832

[Send a request](#)
[Bookmark this](#)

[f](#) [+](#) [g+](#) [p](#) [t](#)

About
The Palm Springs Air Museum is an ideal place to host your private event. Where else can you dine, surrounded by vintage aircraft. Events at the Palm Springs Air Museum are truly magical and unique! Whether a small group of 25, or a large gathering of several hundred to thousands, the Palm Springs Air Museum can accommodate you. The Museum has three hangars totaling 65,000 square feet of climate controlled interior space, plus another 40,000 square feet of exterior space on the Museum's terrace with fantastic views of the San Jacinto Mountains! Each of the larger hangars can accommodate a sit down, served dinner for up to 600 people. The outside hangar space is great for larger parties.

The Palm Springs Air Museum is a living history museum dedicated to educating the public about the role Air Power played in preserving American identity and way of life. The Museum preserves, exhibits, and flies aircraft from World War Two, Korea, and the Vietnam Wars. Most of the aircraft are in flyable condition.


Many of our docents are veterans and are willing to share their experiences and sacrifices for the education of future generations. In addition to flyable and static aircraft, the Museum uses permanent and temporary exhibits, related artifacts, artwork, and library resources to perpetuate American History. Children 5 and under and all active military with ID (and their immediate families) receive free admission. Non-Profit Tax ID # 52-0655300.

For more information, please contact Lisa@PalmSpringsAirMuseum.org or call 760-482-1832.

Additional Information
Contact Name
Lisa Sloan, Sales & Events Manager - lisa@palm Springs Air Museum.org

[Palm Springs Air Museum](#)
Palm Springs Air Museum
Palm Springs, CA 92262
P-40 Warbird Open Cockpit this Sat at 10:30 am

Contact: 745 N. Gene Autry Trail Palm Springs, CA [Visit Website](#)



Classic Club
PLAY TO GIVE

Contact
(760) 601-3600

[Send a request](#)
[Bookmark this](#)

[f](#) [+](#) [g+](#) [p](#) [t](#)

About
This nationally recognized championship course designed by Arnold Palmer and a host site of the 2006, 2007, and 2008 Bob Hope Chrysler Classic, enjoys a new open-toilet golf with rolling terrain, well-landed areas, 20 acres of water features, 24 bridges, as well as an abundance of pine trees, some drive ground cover with 5 sets of trees on each hole.

Entertain your guests in style in our private rooms, banquet facilities or under the stars by our waterfalls and lakes at the recently opened, new, three-story 63,000 square foot, Tuscan Village inspired clubhouse. Classic Club offers complete indoor or outdoor packages from 10-400 making the clubhouse and golf course a preferred destination for valley residents and visitors.

Our full service golf shop features men's and ladies apparel and brands like Nike, Adidas, Greg Norman, Travis Mathew, Club Glove, Titleist, Callaway, and GOLF's Children's apparel.

Additional Information
Contact Name
Shane Pichler, Charitable Sales & Marketing - dpichler@troungolf.com - (760) 601-3679

[Classic Club](#)
Classic Club
Palm Springs, CA 92262
Now thru September 11th donate \$10 and receive a chance to win a Titleist Folds of Honor Staff Bag (\$500 value). You will also receive an additional 10% off our existing soft good sale in the golf shop. Folds of Honor provides scholarships to the spouses and children of soldiers killed or disabled in service to America.

The Classic Club
[Visit Website](#)

Contact: 75200 Classic Club Blvd. Palm Desert, CA [Visit Website](#)

SAMPLE LISTINGS

LOW COST HIGH IMPACT EXPOSURE FOR YOUR BUSINESS



NONPROFIT DIRECTORY

Supplier Profile Listing

A Supplier Profile, web-enabled listing will debut on Desert Charities News website, currently being compiled. The profile listing includes your full color company logo, business category, corporate links to your website, description, photos of your product or service; features, hours business open, Facebook page, video (less 5 min), contact, title, address, phone, fax, email, Google Map and Keywords for SEO (Max 10).

In addition, each profile will have "Contact this Supplier" link that allows the reader to send an email to the company for more information on your service.

Annual Online Profile Rate \$350.00 - Less \$1.00 per day

Supplier Categories for Nonprofit Directory

Accounting

- ☐ Financial Services

Advertising

- ☐ Advertising Agencies
- ☐ Graphics
- ☐ Marketing
- ☐ Online Services
- ☐ Public Relations
- ☐ Social Media
- ☐ Web Design

Auction Services

- ☐ Auctioneers
- ☐ Auction Companies

Audio Visual

- ☐ Lighting
- ☐ Special Effects
- ☐ Stage

- ☐ Caterers
- ☐ Cause Marketing
- ☐ Computer Software
- ☐ Consultants

Décor Design

- ☐ Backdrop
- ☐ Balloons
- ☐ Set Design

Entertainment/Talent Buying

- ☐ Agency
- ☐ Artist
- ☐ Talent Buying

Event Management

- ☐ Event Planners
- ☐ Event Production

Flowers/Floral Design

- ☐ Fundraising Products
- ☐ Fundraising Software
- ☐ Grant Writing
- ☐ Golf Event Suppliers
- ☐ Ice Sculpture
- ☐ Insurance
- ☐ Legal Services
- ☐ List Services
- ☐ Mobile Services
- ☐ Online Services
- ☐ Photographers
- ☐ Printers
- ☐ Promotional Products & Merchandise

New Category

- ☐ _____

Rentals

- ☐ Air Conditioning
- ☐ Casino Party
- ☐ Chairs
- ☐ Chair Covers
- ☐ Dressing Rooms
- ☐ Furniture
- ☐ Linens
- ☐ Party Rentals
- ☐ Photo Booths
- ☐ Portable Restrooms
- ☐ Red Carpet
- ☐ Search Lights
- ☐ Tables
- ☐ Table Cloths
- ☐ Tents
- ☐ Turf
- ☐ Security Services
- ☐ Software Technology
- ☐ Special Events Fundraising
- ☐ Staffing

Transportation

- ☐ Bus Charter
- ☐ Parking Services
- ☐ Limousines
- ☐ Valet

- ☐ Unemployment

Venues

- ☐ Convention Center
- ☐ Meeting Space
- ☐ Theatres
- ☐ Hotels
- ☐ Museums
- ☐ Cultural Spaces
- ☐ Art Museums
- ☐ Children Museums
- ☐ Outdoor Space
- ☐ Restaurants
- ☐ Golf
- ☐ Unique
- ☐ Video Production
- ☐ Volunteer Management

See sample profile listings on Desert Charities News website - www.desertcharities.com

<http://dev.creativejuicez.com/demo/event-sample-listings/>

As of 9/2016

Reserve Space Today

Steve Tolin, Editor-Publisher
(760) 346-1822 • (760) 346-6109 FAX
steve@desertcharities.com

NONPROFIT DIRECTORY

Now Compiling Free Listings for Nonprofits and Suppliers
www.desertcharities.com

	<u>1X</u>	<u>3X</u>
Banner (11" x 15")		
Full Page	\$1,900	\$1,650
1/2 Page	\$1,200	\$1,080
1/3 Page	\$900	\$675
1/4 Page	\$675	\$540
Standard (7" x 9.5")		
Full Page	\$1,500	\$1,230
1/2 Page	\$800	\$600
1/3 Page	\$550	\$400
1/4 Page	\$450	\$325
Prime Positions		
Front Cover	\$800	
2nd/3rd Covers	\$2,300	\$2,100
Back Cover	\$2,500	\$2,300
Advertorial Space Upon Request		
Online Nonprofit Directory-Per Year		
Nonprofit Profile	\$300.00	
Nonprofit Sponsored	\$300.00	
Supplier Profile	\$350.00	
Venue Profile	\$350.00	

All rates are net

REACH THIS TARGET AUDIENCE THREE TIMES A YEAR			
ISSUE DATE	RELEASE	RESERVATION	MATERIAL DUE
OCT/NOV/DEC 2016	SEPT 30, 2016	SEPT 5, 2016	SEPT 8, 2016
JAN/FEB/MARCH 2017	JAN 3, 2017	DEC 2, 2016	DEC 7, 2016
APRIL/MAY/JUNE 2017	APRIL 10, 2017	MARCH 7, 2017	MARCH 14, 2017
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Circulation:

Controlled copies to nonprofits, charities, industry leaders and high net worth individuals in the community.

Contact Information

Steve Tolin, Editor/Publisher (760) 346-1822. steve@desertcharities.com

SIX YEARS OF GIVING BACK

Desert Charities News—the premier news magazine and website dedicated to Philanthropy and charitable giving in the Desert Cities.

www.desertcharities.com





Contact

Steve Tolin, Editor-Publisher
Desert Charities News
PO Box 1525
Rancho Mirage, CA 92270
(760) 346-1822 Phone
(760) 346-6109 Fax
steve@desertcharities.com
steve@luxurymediamarketing.com
www.desertcharities.com



OVER
15,400
FOLLOWERS

<https://twitter.com/DesertCharities>



SUPPORTS
STEVE CHASE
HUMANITARIAN AWARDS
CONGRATULATIONS TO TONIGHT'S HONOREES!



desertcharities.com

Desert Charities News Adds Valley-Wide Nonprofit Directory

Free listings will ensure visibility for all nonprofits

Desert Charities News is the Coachella Valley's only publication focused on the thriving nonprofit sector in the area, supplying views and news for and about the more than 800 nonprofit organizations in the community. Editor-Publisher Steve Tolin, who has been instrumental in producing more than 45 trade publications nationally, launched Desert Charities News six years ago to create a single platform for local charity communications. DCN is now the premier news magazine and website dedicated to Philanthropy and charitable giving in the Desert Cities.

To further support the charitable community, Steve and DCN's president Kristin Peterson have developed a central database for the nonprofit sector and are creating an online directory of local nonprofits with free listings.

Nonprofits can fill out forms online for their Free Listing – desertcharities.com.

Nonprofits can also create a Profile Listing in the Directory. The profile will create high impact exposure for any nonprofit. The Profile includes logo, description, mission statement, Main fundraising event, executives and contact information including Twitter and Facebook urls as well as a video on the nonprofit.

Nonprofits can reserve Profile listings beginning in February, 2016. Desert Charities News will introduce a unique program that will allow companies to Sponsor a nonprofit profile online listing too.

The directory will be added to the existing website, desertcharities.com, and will also feature a directory of suppliers that provide goods and services to nonprofits, such as auction services, caterers, event planners, fundraising products, production/audio visual services, ice sculpture security, Venues, Video Production, Photo Booths, cause marketing and public relations consultants.

The Nonprofit Directory will be published exclusively online and will debut on the new website for desertcharities.com

