



BOYS & GIRLS CLUBS
OF GREATER REDLANDS-RIVERSIDE

Serving communities in the Inland Empire since 1967

PRESS RELEASE

FOR IMMEDIATE RELEASE

March 26, 2021

Contact: Joy Juedes
909-645-0111
jjuedes@bgcie.org

Rochford Rally a rousing success for Boys & Girls Clubs

REDLANDS – Tim and Carol Rochford’s rally of support for Boys & Girls Clubs of Greater Redlands-Riverside was a rousing success, raising more than \$170,000.

The Rochfords gave \$50,000 as a challenge gift – the Rochford Rally – at the end of 2020 to encourage members of the community to match it. Tim Rochford said he wanted to start 2021 with something positive, and give families affected by the COVID-19 pandemic a “bridge back to normalcy”.

Although the goal was reached in December, people continued to designate donations for the Rochford Rally. The grand total raised, including the Rochfords’ \$50,000, was \$173,031.

“Carol and I are so thankful and so blessed to be able to participate with organizations like (the Club),” Tim Rochford said.

The Rochfords own the Burrage Mansion in Redlands and founded the Rochford Foundation to restore and preserve the Burrage Mansion, and to use the mansion as a sanctuary for underserved youth.

The Rochford Rally resulted in a revenue increase for the Club of almost 60% over the previous year, and a 42% increase in new donors.

“People are embracing this, they’re taking ownership of it,” Tim Rochford said.

The Club expanded its hours in May 2020 to be open all day for the children of working parents, and has distributed groceries weekly to families in need for the last year.

In addition to the Rochford Rally, Redlands resident Tom Kaney raised more than \$30,000 for the Club at the end of 2020. More than \$25,000 came from selling his handmade wooden charcuterie and cutting boards, and he and his wife Karen donated \$5,000.

“We’re so thankful that Tim and Carol sparked such generosity from the community to our kids,” said Kate Salvesen, vice president of resource development for the Club. “Many of our families suffered economically during the pandemic, and all the kids we serve needed somewhere to go for distance learning and activities. The Rochfords, the Kaneyes and the community made sure we gave them a place to go during such a difficult year, and we are truly grateful.”

About Boys & Girls Clubs of Greater Redlands-Riverside

Boys & Girls Clubs of Greater Redlands-Riverside has been serving the Inland Empire since 1967 in the communities of Corona, Moreno Valley, Redlands, Riverside, Rialto, San Bernardino and Victorville. Our Clubs serve over 2,000 youth daily in after-school settings, and offer both winter and summer camps. Our mission is to enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens. For more information, visit www.BeGreatIE.org