



KMBC 9 Cares for Kids Raises More Than \$363,000 in 2024; Announces Ambitious 2025 Fundraising Goal

Funds Raised in 2024 Will Benefit Six Partner, Non-Profit Organizations

Kansas City, February 7, 2024 – KMBC 9, the Hearst Television-owned ABC affiliate serving Kansas City, raised more than \$363,000 through its KMBC 9 Cares for Kids initiative in 2024. All proceeds go directly to six partner, non-profit organizations working to improve the lives of children in Kansas and Missouri.

The station today announced a new fundraising goal of \$400,000 for 2025.

“Caring for others is a quality that makes Kansas City strong and special,” said KMBC KCWE President and General Manager Justin Antoniotti. “We are deeply grateful to our generous viewers for supporting the KMBC 9 Cares for Kids initiative.”

KMBC 9 Cares for Kids’ mission is to connect KMBC 9 viewers with local non-profits providing resources, support, and opportunities to help children reach their full potential and achieve success. The partner organizations are Ability KC, Giving the Basics, HappyBottoms, KVC Health Systems, Lead to Read KC, and Operation Breakthrough. Fundraising events are targeted to help these groups provide long-term, sustainable solutions to the problems facing children across the Kansas City area.

Viewer donations in 2024 provided essential supplies and services including hygiene products, clothing, therapy sessions, educational resources, and holiday meals. Additionally, donations funded the purchase of more than 1 million diapers for families struggling to afford them.

“Viewer contributions ensure that every child has access to needs essential for their growth, development, and eventual success,” said KMBC KCWE Director of Community Partnerships Kim Rupe. “Together, we are fostering a supportive environment for a brighter future.”

“Our commitment to helping children isn’t over. We want to top last year’s donations,” Antoniotti said. “As we continue this heartfelt mission, we aim to build on the generosity our viewers have shown. They’re making a real difference, and for that we extend our deepest appreciation.”

About KMBC 9 - KMBC 9 is Kansas City’s broadcast/digital media leader—providing news, weather, community service, and entertainment on multiple platforms including KMBC Channel 9, KMBC.com, the KMBC 9 mobile app, and MeTV Kansas City. Founded in 1953, KMBC 9 is committed to serving the residents of Kansas and Missouri with quality local content. KMBC 9 consistently ranks among the top 10 ABC affiliates in America, and KMBC 9 News produces more than 50 hours of news each week airing on KMBC 9 and its sister-station KCWE, the local CW affiliate. The station has been honored with numerous prestigious awards including multiple Regional Edward R. Murrow Awards for Overall Excellence, multiple Mid-America Emmy Awards for Overall Excellence, multiple Kansas Association of Broadcasters Station of the Year Awards, and multiple Missouri Broadcasters Association Station of the Year Awards. KMBC 9 and KCWE are owned by Hearst Television, a wholly owned subsidiary of Hearst. Follow us on Facebook (KMBC9) and Twitter (@kmbc).

About Hearst Television - Hearst Television owns and/or operates 35 television and two radio stations serving 27 media markets across 39 states reaching over 22 million U.S. television households. Through its partnership with nearly all major networks, Hearst Television distributes national content over more than 120 video channels including programming from ABC, NBC, CBS, CW, MY Net, MeTV, Estrella and more. The radio stations are leaders in Baltimore news/talk and rock music listenership. Its Hearst Media Production Group unit produces original programming across linear and streaming platforms for domestic and international distribution. Its Very Local app, free to download on household OTT devices and available across popular streaming services, offers 24/7 access to local news, weather and an array of local and regional programming. Hearst Television is recognized as one of the industry’s premier companies and has been honored with numerous awards for distinguished journalism, industry innovation, and community service. Hearst Television is a wholly owned subsidiary of Hearst.



[About KMBC 9 Cares for Kids](#) – Established in commemoration with KMBC 9’s 70th anniversary of serving communities in Kansas and Missouri, KMBC 9 Cares for Kids serves to connect the station’s viewers with local non-profits providing resources, support, and opportunities to help children reach their full potential and achieve success. All funds raised go directly to the partner organizations to help them provide long-term, sustainable solutions to the problems facing children across the Kansas City area.

[About Ability KC](#) – For over 75 years, Ability KC’s legacy has been building brighter futures for children and adults with complex illnesses, injuries, and disabilities through its comprehensive medical, educational, and vocational services, making individuals and communities stronger through its person-centric approach. Ability KC supports a high level of acuity and complexity in conditions, from brain injuries, spinal cord injuries, stroke, and amputation, to rare conditions, helping infants to seniors achieve life-changing and impactful milestones. Serving hundreds of thousands of individuals and families across Missouri and Kansas, Ability KC is a critical bridge between healthcare and quality of life, helping individuals integrate into homes, schools, workplaces, and our communities.

Ability KC is a nationally-recognized comprehensive outpatient rehabilitation and value-based care organization accredited through the Commission on Accreditation of Rehabilitation (CARF), the National Association for the Education of Young Children (NAEYC) and is designated as a Comprehensive Outpatient Rehabilitation Facility (CORF) through the Centers for Medicare and Medicaid Services. Learn more at <https://abilitykc.org>.

[About Giving the Basics](#) – Giving the Basics is a hygiene hub that increases hope, health, and human dignity for those in need by collecting and distributing hygiene items, not covered by government assistance programs, to registered and approved locations. These items are a necessity of life that most people take for granted such as laundry soap, shampoo, deodorant, toilet paper and other personal care products. Giving the Basics currently serves over 2,211 locations and ensures over 3.3 million students and adults have access to human dignity through procurement, fulfillment, and distribution of hygiene products.

[About HappyBottoms](#) – HappyBottoms is a nonprofit diaper bank dedicated to providing free diapers for every child under four whose families are facing financial hardship. Serving the Kansas City metro area and beyond, we partner with more than 80 agencies and hospitals to address diaper insecurity. Our approach offers immediate relief while connecting families to essential services, enabling them to focus on their children’s futures. As the only diaper bank in Kansas City, we support families in need, allowing partner agencies to redirect resources to other critical needs. To assist local families or learn more, visit happybottoms.org. If you know someone in need of diapers, find more information at happybottoms.org/get-diapers.

[About KVC Health Systems](#) – KVC Health Systems is a family of nonprofit organizations that supports children and families in crisis with services ranging from foster care, adoption, and prevention to inpatient children’s mental health. In Kansas and Missouri, the KVC team includes over 2,000 caring professionals who strengthen families, prevent child abuse and neglect, and help people achieve mental health wellness. For over 50 years, the Kansas City community has supported KVC’s vision of a world where every child is safe and connected to people who care. Learn more and help make that vision a reality at www.kvc.org

[About Lead to Read KC](#) – Lead to Read KC is Kansas City’s leading children’s literacy nonprofit, dedicated to transforming our community into one where all students thrive academically and personally through unparalleled access to reading resources, mentorship, and support. Each week, over 1,700 reading mentors volunteer in 31 schools across Kansas and Missouri, making meaningful connections with students. Our tutoring program supports over 1,300 students, providing individualized reading interventions to boost literacy outcomes. We distribute more than 3,000 books each month, ensuring KC kids build home libraries and a lifelong love of reading. Through local authors who we bring into schools, we inspire students and connect them to the power of storytelling. Get involved at leadtoreadkc.org.

[About Operation Breakthrough](#) – Operation Breakthrough surrounds 700 of the city’s most vulnerable children and their families with opportunities – to learn, connect, be nurtured and prepare for success. The program runs cradle to career, helping little children become school-ready, helping school-agers stay on track and offering teens real-world experiences in digital electronics, graphic design and more. The average OB family lives on about \$1,000 a month, so OB adds on-site health care, therapy, parenting classes and financial literacy. OB empowers people to breakthrough to a bright future!