



**FOR IMMEDIATE RELEASE**

Contact: Tasha Chambers  
lchambers@childfund.org, 804-545-3626

## **ChildFund International Selects Local Agency to Manage Direct Response Channels**

**Richmond, Va.** – July 23, 2012 – [ChildFund](#) International has selected [iSandbox](#) of Glen Allen to manage its direct response efforts. iSandbox will help the organization raise funds with direct mail appeals, Gifts of Love & Hope catalog and digital fundraising. iSandbox has more than 10 years of experience with ChildFund and has raised millions of dollars to help children in need around the world.

“The team from iSandbox is very knowledgeable about the ChildFund brand and how to execute it,” said Reade Johnson, marketing manager at ChildFund. “They provide excellent production knowledge, as well as deep knowledge of our donors and our data. They are local and immediately available.”

# # #



ChildFund International is a global child development and protection agency serving more than 13.5 million children and their family members in 31 countries. For more than 70 years, we have helped the world's deprived, excluded and vulnerable children survive and thrive to reach their full potential and become leaders of enduring change. As a member of ChildFund Alliance we create supportive environments in which children can flourish. [To sponsor a child in need, visit the ChildFund website.](#)