Frequently Asked Questions

What is the Family Care Fund?
The Family Care Fund is a donor-funded reserve specifically dedicated to providing financial relief to families who are unable to afford services on their own. In essence, the Family Care Fund allows Wonderland and Hope Rising Clinic to keep our promise that no child is ever denied care because of their family's inability to pay. The Family Care Fund year-end fundraising drive is an evolution of Season of Wonder, the once-yearly peer-to-peer campaign.

What is peer-to-peer fundraising?
Peer-to-peer fundraising is a fundraising strategy where individuals execute personal campaigns to raise money on behalf of a nonprofit organization. Wonderland utilizes a peer-to-peer platform called Bloomerang Fundraising (formerly called Qgiv) to facilitate this. Familiar forms of peer-to-peer fundraising are fundraiser walks/runs and school jog-a-thons.

When is the Family Care Fund year-end fundraising drive?
The year-end fundraising drive will launch on October 27th with the debut of the campaign video, continuing through December 31st, 2026. The Family Care Fund is an always-active campaign, but dedicated peer-to-peer fundraising will only take place during this year-end drive.

What is our fundraising goal?
Our goal this year is to raise $400,000 for the Family Care Fund. Every year, Wonderland absorbs $300,000 to $400,000 in expenses for uncompensated care — this campaign will bridge that gap. (As of October 15th, we've already raised 68% of our goal!)

How do I set up a Bloomerang Fundraising page?
Click here or scan the QR code to register as an individual and follow the prompts to set up your peer-to-peer page.

Questions? Email us anytime at info@wonderlandkids.org!