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East River Electric Event Raises Record Amount for Children's Care Hospital & School

Every March, there are some givens: St. Patrick's Day, the first day of spring and of course in Madison, the East River Electric Rocky Mountain Oyster Feed to benefit Children's Care Hospital and School (CCHS).

On Thursday, March 31, 2011, East River employees sponsored the event and with the community's help, raised a record \$12,800.

"I can't say enough about how the community came out to support our Children's Care benefit," said East River Employee Committee Chair Travis Olson. "We very much appreciate the contributions from local businesses who year after year step up to help make it so successful." East River has hosted the event for 47 years.

CCHS, located in Sioux Falls, S.D., provides care for newborns through age 21 who experience mild learning, behavioral or physical challenges.

Jessica Wells, Director of Development for CCHS, said the East River Electric Rocky Mountain Oyster Feed benefit is a great testament of a community taking care of those in need. "In 2010, the community of Madison was recognized as the Outstanding Philanthropic Community of the Year in South Dakota. Children's Care nominated Madison for that award in large part because of the long-standing dedication and generosity of the community at the East River Rocky Mountain Oyster Feed."

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Wells said that raising revenue for CCHS is especially important during these tough economic times and fund raising events such as this helps children with special needs to have access to the specialized education and therapy services right in their homes, schools and daycares.

“It makes it so families don’t have to travel outside the community for physical, occupational, speech or behavior therapies. They can continue making progress with visits from professional therapists who come to them through the Children’s Care Outreach program.”

Adding that families and children served by CCHS appreciate the commitment and generosity brought forth through this event, Wells says that the Oyster Feed makes miracles happen every day for children with special needs.

“This event helps children explore their highest potential and achieve success. Children are able to surpass physicians’ and educators’ expectations because of the resources made possible through support from events such as this.”

CoBank, one of East River’s primary supplemental lenders, provided a donation of \$2,000. CoBank Assistant Vice President Jeff Childs says that the annual benefit shows East River’s dedication toward helping others.

“Children’s Care Hospital and School’s mission of enriching the lives of special needs children challenges its young pupils to reach their greatest potential is a noble and inspiring mission that deserves support,” Childs said. “CoBank is proud to attend East River’s Annual Mountain Oyster Feed and to support CCHS.”

East River Electric also donated \$500, which was matched by Basin Electric.

“Employees of East River are very passionate for this event and it’s gratifying to know that proceeds will go toward helping many children in our area,” Olson said.

East River Electric Power Cooperative is a wholesale electric power supply cooperative serving 24 rural electric cooperatives and one municipally-owned electric system, which in turn serve more than 92,000 homes and businesses and over 250,000 consumers.

Our 41,000 square mile service area covers the rural areas of 41 counties in eastern South Dakota and nine counties in western Minnesota.

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