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## **Local Foundation partners with Psi Epsilon Omega Chapter of Alpha Kappa Alpha Sorority, Incorporated® to raise money to help Maryland families**

**Prince Georges, County, Md.**— [Pearl Elegance Foundation \(PEF\)](#) in partnership with Psi Epsilon Omega Chapter (PEO) of Alpha Kappa Alpha Sorority, Inc., successfully executed its first-ever Matching Campaign fundraiser, raising more than \$17,000 in less than 30 days. PEF was established in 2014 and is the charitable arm of Psi Epsilon Omega chapter of AKA sorority.

“Due to COVID-19 the scheduled fundraising activities for our foundation had to come to a halt; but, we were concerned that many of the Maryland families, seniors, and students who rely on our support would suffer,” said Benita Swindell, PEF President. “Thanks to a generous major donor we were able to launch our matching campaign. Our PEF Board of Directors and members quickly went into action virtually and the community responded in a big way.”

The solely virtual campaign ran from June 13 - July 13, 2020 and was amplified through the power of social media. PEF supporters answered the call by hitting send, sharing, double tapping, and reposting the call to give, which resulted in more than \$12,000 in online donations. In addition to the funds that were actively raised, a PEF member donated \$5,000 that was used to match, dollar for dollar, donations up to the first \$5,000. All in all, the Matching Campaign raised a total of **\$17,050** and was a phenomenal success.

PEF awards scholarships to students, supports seniors with meals, provides food assistance to families and conducts education and awareness campaigns on a number of topics impacting the community. Since COVID-19, PEF has also provided support to first line medical professionals and families in economic crisis. The organization is currently offering [small community grants](#) to Maryland nonprofits and individuals.

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*Pearl Elegance Foundation, Incorporated is a non-profit 501(c)3 charity, established in 2014 in Maryland. PEF is a direct outgrowth of the Psi Epsilon Omega Chapter of Alpha Kappa Alpha Sorority, Incorporated.*

*Alpha Kappa Alpha Sorority Incorporated®, Psi Epsilon Omega Chapter was chartered in 2007. Since its founding, the chapter has been aggressively implementing its programs of service in Laurel, Bowie, and Greenbelt Maryland.*