NEW YORK - A number of leading financial services companies are teeing off next month to raise money and awareness to combat a rare children's heart disease.

The Children's Cardiomyopathy Foundation of Tenafly, N.J., will host its second annual golf outing on Sept. 14 at the New York Country Club in New Hempstead, N.Y. Joe Morris, the former New York Giants running back, will host part of the all-day event.

New York's CIBC World Markets and Citigroup Global Markets, plus more than a dozen other financial services firms, are co-sponsoring the event.

Pediatric cardiomyopathy is a chronic and life-threatening heart disease that affects about 10,000 children each year. Eddie Yu, a high-yield-bond salesman for Morgan Stanley in New York, lost two children to the disease, and his wife started the foundation in 2002.

A challenge facing the group is simply raising the profile and awareness of the disease.

"It was an information black hole," Mr. Yu said, adding that the group directs funds to projects such as support groups and research studies.