



MEDIA RELEASE

June 2008

## COMMUNITY RESPONDS TO CHILD POVERTY NEEDS

The Education Foundation of Niagara (EFN) is most grateful to all those that contributed to the success of the first “Make Change for Children” campaign. “Toonie Tuesday”, as some have dubbed it, promises to surpass its original modest goal of \$10,000, where incoming support and pledged funds could reach \$25,000. Every cent will go directly to The Poverty and Emergency Relief Fund (PERF) that was initiated by the Education Foundation of Niagara (EFN) in 2008. PERF funds not disbursed at the end of the calendar year will create an Endowment to increase the ability to provide for future student needs.

The Education Foundation of Niagara fundraises to support District School Board of Niagara (DSBN) students for program needs, student achievement awards and the new poverty and emergency relief fund. Individual requests from School Principals totaling more than \$7,000 have already been granted. Funds are given to help secure necessities for needy students in their schools, including food for the hungry child, running shoes for the aspiring athlete or the school trip that the parent(s) cannot afford.

The giving of everyone from private individuals to service clubs to the largest of Corporations are so valued and appreciated and included DSBN schools, service clubs such as Kiwanis, Lioness and Rotary Clubs, churches, businesses, Niagara Chambers of Commerce, and financial institutions. DSBN schools participated by creating special hat and activity days to make this a fun day of fundraising. *Dress down days* donations were also received from a variety of sources, including the Niagara Regional offices, Township of West Lincoln and some corporate offices. Dan Nel Bus Lines offered coffee day to drivers with matching funds and General Motors Component's Plant workers donated coffee funds. Other support included PenFinancial pledge of 2008 fundraising activities, donation from Canadian Tire Financial Services and support from the Niagara Chapter of the Council for Exceptional Children.

The whole campaign demonstrated the need that exists in Niagara and the obvious support that is out there. The DSBN motto is “Achieving Success Together” and we all caught a glimpse of that philosophy on May 6. As suggested by many of the contributors, the Make Change for Children committee is planning for a one-week campaign in April during Education Month. Further details may be found on the EFN website ([www.efnonline.ca](http://www.efnonline.ca)).

### **For Further Information, please contact:**

Julie Densham, Executive Director  
Education Foundation of Niagara  
191 Carlton Street, St. Catharines, Ontario L2R 7P4  
905 641-2929, ext. 4104  
[efn@dsbn.edu.on.ca](mailto:efn@dsbn.edu.on.ca)