



THE CHILDREN'S AID SOCIETY OF THE COUNTY OF SIMCOE

For Immediate Release

November 29, 2007

CAS Holiday Sponsorship Program Begins

The Holiday Sponsorship Program at the Simcoe County Children's Aid Society officially begins today.

The program is an inclusive multicultural program designed to celebrate the traditions and meet the needs of individual families and young adults, who are under the supervision of the Children's Aid Society. It is administered and organized by the Simcoe County Children's Aid Society and matches sponsors' generous gifts of new toys, clothes, and grocery certificates with recipients across Simcoe County. Both full and partial sponsorships are welcome; partial sponsorships will be matched with others to create a full sponsorship.

In 2006 there were over 600 recipient families or youth living independently whose holidays were made more enjoyable and less stressful by this program. Typical comments from some of the thank you cards and letters included:

"It was such a gift to me to see my children wake up and unwrap their gifts."

"One day when I am in a better financial situation I would love to do what you did for us for another family. It sure would make me feel so good to give back too."

"...your kindness reached out to my other family members too. The food voucher I received (meant) I was able to share our turkey supper with my sister and her son, who are also struggling."

As the program begins this year there are already **460** requests for sponsorship which have been submitted by the CAS workers and to-date **200** sponsors to match to them. The number of requests increase based on new files being opened by the agency. As the program kicked off in 2006 there were 376 requests; at this point the need appears to be up 22% over 2006.

Once a potential sponsor has determined their resources and amount of sponsorship they wish to make they will be provided with non-identifying information about the family that includes the first names, gender, ages, clothing sizes and any special needs or wishes they may have. They are then asked to provide new gifts, wrapped and tagged and to deliver the sponsorship hamper and grocery gift certificate to a local depot on December 18th , 19th or 20th .

Anyone wishing to become a Holiday Sponsor is invited to visit the CAS website at **www.simcoecas.com** or to call 726-6587 x 2228 or x 2390 for more information.

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NOTE TO THE MEDIA: We will update these numbers for you weekly.

For information:

Nancy Green, Holiday Program Coordinator: 726-6587 x 2228