

July 6, 2020



To: 100 Women Who Care Guelph

Re: Children's Foundation of Guelph and Wellington nomination

I joined the Children's Foundation team six years ago, and in that time I've had the privilege of seeing first-hand the profound impact donors have on the lives of thousands of children and youth living in poverty in our community. Life can be challenging when there is barely enough money to cover basic human essentials like housing and proper nutrition. For many families in Guelph and Wellington, the reality is that 'barely enough' seems like a luxury.

Thanks to donor support, our four core programs nurture the well-being of the whole child – physically, mentally, socially and emotionally – by giving kids equal opportunities to be nourished with healthy food, to play and develop valuable life skills, to be educated, and to have the hope and inspiration they need to not only dream of a brighter future, but to have the building blocks to achieve it for themselves.

When COVID-19 first hit, our immediate concern was for the kids who rely on food support through our **Food & Friends** student nutrition programs. For many, the food they receive at school is their primary source of nourishment for the day. To respond to this emergency, we created a new initiative called **Fresh Food for Kids** which is currently delivering about 540 family food kits weekly to over 1,400 children and youth in Guelph, Wellington and Dufferin. This food support is continuing into the summer months due to the urgent food insecurity that needs to be addressed beyond the usual school year.

Now, we are providing even more support by adapting our **Free to Grow** program to bring physical and creative activities, learning, and fun to kids' doorsteps this summer. Normally, our program helps kids participate in recreational programs and life-skill activities, but with so many cancelled this summer, our **Free to Grow at Home** initiative is providing kits that will get kids' hands and feet moving, spark their imagination, and support their learning and healthy childhood development, while also providing some respite for parents who have been parenting and teaching 24/7 during the shut-downs.

As a potential first-time recipient of 100 Women Who Care, the timing couldn't be better as the need is significantly increasing while our fundraising through signature events has been negatively impacted with COVID restrictions. Your donations would be put to work immediately by purchasing supplies from local retail partners to bring nutritious food, fun, creativity and learning to kids this summer.

What gets me up in the morning is making a real difference in the lives of kids and their families. But what keeps me up at night is the thought of having to say 'no' to any child because of lack of funds. We currently have **423 kids on a wait list** to receive a recreation kit. With your donations, you would be reducing our wait list significantly, saying '**Yes!**' to bringing books, games, puzzles, arts and crafts, and outdoor games to 150 kids, as well as bringing nutritious food to 100 kids.

Beyond the crucial, tangible support provided during this time, your donations would also show the kids and their families that there are 100+ women who care about them and their health and well-being.

If you have any questions or would like more information, I would be happy to speak with you.

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“The past few days, I had been in a state of despair over the lack of humanity I was experiencing during this awful time. Then just at the perfect time, my neighbor knocks on my door and says ‘there is food here for you’.”

To read about how Fresh Food for Kids restored one parent’s faith in humanity go to:

<https://www.childrensfoundation.org/stories/my-faith-in-community-has-been-restored>

More About the Children’s Foundation:

Vision: A community where every child and youth has the opportunity to participate, learn and grow to reach their full potential.

Mission: We empower children and youth by connecting families with opportunities to build hope for lifelong change and break the cycle of poverty.

Building Brighter Futures: The Children’s Foundation of Guelph and Wellington is a local organization helping local families. Positive and rewarding experiences during key developmental years in childhood and adolescence can shape a child’s future and help break cycles of hardship. Together with our donors, volunteers and community partners we find opportunities in the hard times so that we can help each child grow, explore and unleash their great potential. We invest in children today through our four programs: Adopt-A-Family, Food & Friends, Free to Grow, and Scholarships in order to build brighter futures tomorrow.

Cheques can be made payable to: **The Children’s Foundation of Guelph and Wellington**. Please put “100 Women Who Care” on the memo line so we will be sure to direct your donation to our COVID-19 relief initiatives. Charitable Tax Receipts will be issued. (Charitable Registration Number 140543430RR0001)



To read more about the Children’s Foundation COVID-19 relief initiatives go to:

<https://www.childrensfoundation.org/ways-to-help/covid-19-support>