



the Caring
and Sharing
Exchange

People helping people since 1915



FOR IMMEDIATE RELEASE

URGENT APPEAL

Community's support sought to help over 300 children in need this September

Ottawa, ON – August 14, 2014 – The month of September is coming up fast, and hundreds of families in our community are wondering just how they are going to afford school essentials for their children. Every parent wants their child to fit in and feel equal to their peers, but children who arrive to school unprepared to learn will often feel left out compared to the rest of the students in their class.

The Caring and Sharing Exchange has been working hard in an effort to ensure that children in need return to school with their heads held high, fully prepared to succeed. **Over 1,400 children in Ottawa are currently registered to receive assistance through the *Sharing in Student Success* program.** Assistance is provided in the form of a grade appropriate stuffed backpack, as outlined by the boards of education. **With the funds raised so far, the Exchange will only be able to help just over 1,000, leaving more than 300 without the tools they need to start the school year.**

"We truly need the community's assistance now if we have any hope of helping all of these deserving children," says Cindy Smith, Executive Director of the Caring and Sharing Exchange. "Not having the tools needed to succeed is an avoidable roadblock facing them; all we need is just a bit of help to remove this barrier."

A 2013 recipient, ten-year-old Afi*, wrote a message of thanks to the charity upon receiving her backpack: "I lived in Africa and in August I came to Canada with my family. I have four brothers and two sisters. Your gift of a backpack full of school tools helps me learn English. Thank you for putting a smile on my face the first day at school!"

The Caring and Sharing Exchange works year round with other community organizations to coordinate the giving in Ottawa. "We work with our partnering agencies, through our Co-ordination Service, to help ensure that individuals aren't being helped twice and that funds are distributed to as many families as possible. By collaborating, we detect hundreds of duplicate applications, which allows us to redistribute the funds to the next family on the list, while saving the community money," explained Smith.

Donations can be made online at www.CaringandSharing.ca or by calling 613-226-6434.

The Caring and Sharing Exchange helps Ottawa families facing economic hardship during the Christmas and back-to-school seasons. The Co-ordination Service verifies the names of clients registered by hundreds of local agencies, in order to eliminate duplicate applications and redistribute funds accordingly.

For more information about the organization and its programs, or to make a donation, please call 613-226-6434 or donate online by visiting www.CaringandSharing.ca.

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For further information:
Megan O'Meara
Communications Coordinator
the Caring and Sharing Exchange
613-864-2915
communications@CaringandSharing.ca

* name has been changed to protect privacy.

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