

SEND'EM OFF Smiling

CAMPAIGN NEWSLETTER 2015
1079 bags sponsored



In Memoriam

Our dear friend and beloved board member, Lorrie Baechler, passed away this year. Lorrie was a wonderful volunteer who we will remember as having a big heart as well as a big smile for everyone she met. She made many contributions to our organization and is greatly missed.

We would also like to thank everyone who donated to SOS in Lorrie's memory.

New Ways to Donate to SOS!

We have partnered with local company ChangeIt! ChangeIt lets you automatically round up your debit, credit, or mobile purchases & donate the difference to causes you care about, like SOS! For more information on how to get started, go to <https://ca.changeit.com>



You can also donate your **Air Miles** through ChangeIt <https://changeit.airmiles.ca>. How easy is that!

SOCIAL MEDIA: OUR TWITTER HANDLE HAS CHANGED!

Our Twitter handle is now **@SendemSmiling** #firstdaysmiles #backpacksrock! Don't forget to like us on Facebook and check out our website, www.sendemoff.ca. Our social media committee will keep you posted on all our happenings throughout the year!

Welcome to Syrian Refugees

Waterloo Region is welcoming many Syrian refugees to our community, and SOS is expecting an even greater demand for the Fall 2016 school year.

Stay tuned to our social media channels for more information leading up to September.

Warehouse Primes Needed

Have you helped pack and quality-check backpacks at our warehouse? Wondering how to get more involved? We need help supervising our warehouse nights. They run from mid-June to the end of August. If you think this may interest you, contact us at sendemoff@golden.net or call us at 519-746-4242 for more information.

Make a Difference – Donate Now!

Help turn a frown upside down

Please visit www.sendemoff.ca and click 'Donate' or complete this form and return it to us at P.O. Box 333 Kitchener ON N2G 3Y9

- I'd like to fill a backpack for a special child.
- I'd like to help fill a backpack. Enclosed is my cheque for \$ _____.
(Tax receipts will be issued for donations of \$20 or more).
- I'd like more information on individual/workplace/corporate sponsorships. (Please circle your choice).

Name: _____ Phone: _____

Address: _____ E-mail: _____

Testimonials from our Workplace Campaign Advocates!

TD CANADA TRUST

I heard about SOS for the first time when I joined TD in 2001. I remember thinking, "this is the greatest idea ever!" It is amazing the impact SOS has on these children, I have spent 14 years loving the fact that we help children in our community – that the work and the benefit are from people and for people in our backyard. Last year I had the opportunity to work with the committee and was able to go and deliver the bags myself. I cannot express what the squeals of joy did to my heart, knowing that I helped with that just a little bit is the greatest feeling.

~Kelly Da Silva

TD CT workplace advocate

OTIP/CURO

Our organization is dedicated to supporting members of the education community. When teachers share their experiences of the visible effect of poverty in the classroom, we find ways to respond. CURO's SOS Barbeque is one way we can help. From organizing the day and shopping for supplies to delivering the backpacks, our staff are able to share in solutions that are important to education, and make a positive difference in the classroom


The success of this event is made possible through the dedication of our remarkable staff, the generosity of our insurance partners and the contributions of our many volunteers including our local fire fighters who man the barbeques throughout the day. Thank you all!

~ Monica Kuzyk

OTIP/CURO workplace advocate

THANK YOU

We gratefully acknowledge the countless individuals and volunteers, along with the following donors for their support which enabled us to deliver our program in 2015:

Platinum	\$10,000+		
Gold	\$5000-\$9999	Peer Group Ross & Doris Dixon Charitable Foundation Rotary Club of Kitchener-Grand River	
Silver	\$2500-\$4999	OTIP	
Bronze	\$500-\$2499	Brigadoon Public School Desire2Learn Economical Insurance Rechem Incorporated St. David Catholic Secondary School Savvas Chamberlain Family Foundation Sun Life Financial	Challenger Motor Freight Diamond Medical Services Lexington Public School Rogers Communications St. Gabriel Catholic Elementary School Sirius Consolidated Inc. TD Canada Trust

Community Partners

Ali's Bar and Grill (Cambridge)
Community Outreach WLU
Fieldgate Properties Family Fun Bash
National Sports (Waterloo)
SAP Corporate Social Responsibility

Workplace Campaigns

Workplace campaigns rally groups to fundraise, shop, organize, and fill backpacks for our kids. These organizations work tirelessly and fundraise in so many creative ways – bake sales, used book sales, carnivals, salad bars, and BBQ's. Together they filled backpacks for 354 kids in 2015! If you don't see your company listed and would like to organize something at your workplace, let us know!

Allianz	Manulife	St. Benedict Catholic Secondary School
Dillon Consulting	Northfield Racquet Club	TD Canada Trust
Economical Insurance	OTIP/CURO	Waterloo Smiles
Farmers Mutual	Quarry Communications	Waste Management
Homesense/Winners		



Send'em Off Smiling Children's Charity is a registered charity founded locally in 1994. With the help of countless volunteers and sponsors, SOS provides new clothes, shoes, and school supplies to elementary school-aged kids who need them most in Waterloo Region. Through confidential referrals by schools, we collect, assemble and deliver a completely personalized, full backpack directly to each child in time to go back to school in September.

P.O. Box 333, Kitchener ON N2G 3Y9 519-746-4242
Visit us at www.sendemoff.ca for more information

CHARITABLE REGISTRATION
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