

SEND'EM OFF Smiling



Over 150+ volunteers!

Campaign Newsletter 2024

www.sendemoff.ca   



Celebrating 30 Years of Smiles!

2024 marked a momentous milestone as we celebrated our 30th anniversary! Over the past three decades, we have been dedicated to our mission of setting children on a more hopeful path. From humble beginnings, we have grown thanks to the unwavering generosity of our donors, volunteers, and community partners. Whether you have given your time, money, ideas or energy to our organization, we are truly grateful for your contributions.


Together, we have provided backpacks to thousands of families. Our impact is evidenced by the countless success stories. As we reflect on our journey, we are filled with gratitude and pride for what we have achieved together.

Special thanks to our current and former Board members – many pictured here at our Anniversary Open House.


Thank you for your continued support and commitment to our cause. Here's to another three decades of smiles!



Children
Helped
672

 519-746-4242

 www.sendemoff.ca

 P.O. Box 333
Kitchener, ON N2G 3Y9

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.

Charitable Registration: 82922 7883 RR001

Parent Testimonial

My heartfelt thanks for the wonderful school supplies you provided, including bags, shoes, shirts, and pens. As a parent, I am deeply appreciative of your generosity and the positive impact it has had on my child. They are very excited for the first day of school because of their new bags and shoes.

Sponsor Testimonial

Child poverty is real and right here in our community too! The Send 'em off Smiling program does an exemplary job of "connecting the dots" between child poverty, learning readiness, and the future prospects of children. PEER employees and shareholders are committed to giving back to community and we can't imagine not supporting this cause. - PEER Group

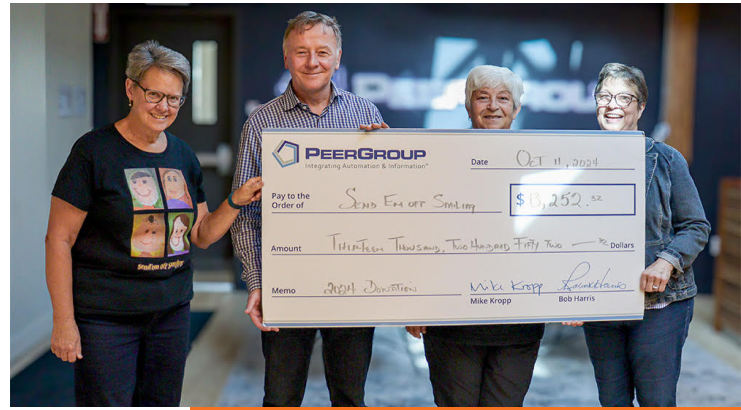
From the Board

This year's campaign to increase sponsorships and provide backpacks for underserved children has been a resounding success. Through strategic outreach and community engagement we attracted new sponsors, new donors and exceeded our goals.

The campaign raised over \$83,000 in cash donations and introduced 90+ new sponsors which allowed us to provide backpacks stuffed with clothing, running shoes and essential school supplies for 672 children.

Community events and several sponsorship fairs fostered strong connections among our supporters, with volunteers playing a crucial role, dedicating 100's of hours to organize and distribute the backpacks.

Feedback from parents has been overwhelming, highlighting the impact of these donations on their child's educational journey and their mental health. We're excited to build on this momentum for the 2025 campaign, aiming to reach even more children in need. Thank you to everyone who contributed to making Send'em Off Smiling such a success!



Donate Today!



Online

Email info@sendemoff.ca or visit www.sendemoff.ca/donate

Gift Registry

Donate individual items by ordering items off our registry. They will be mailed directly to our warehouse. Thank you to everyone using it! www.sendemoff.ca/donate

Mail

Return this completed form to us at P.O. Box 333 Kitchener, ON N2G 3YG



Make a Difference Donate Now!

- I would like to fill a backpack
- I would like to donate \$ to help fill a backpack
- I would like more information on workplace programs
- I would like more information on corporate sponsorships

Name: _____

Address: _____

Phone: _____

Email: _____

Even More Generosity!

We gratefully acknowledge the countless individuals and volunteers along with the following donors for their support which enabled us to deliver our program in 2024:

Platinum \$10,000+

Gold \$5,000 - \$9,999

- OpenText Corporation
- SVP Teens
- Walmart Canada
- The Ross and Doris Dixon Charitable Foundation

Bronze \$500 - \$2,499

- Michelle and Michael Lico
- Tracy Mann
- Flawless Painting
- Toyota Manufacturing
- May Court Club of Kitchener-Waterloo
- George Feeley
- Cathy MacGregor
- Freda Thomson
- Optimist Club of Waterloo North



Silver \$2,500 - \$4,999

- Enterprise Holdings
- OTIP
- Rotary Club of Kitchener Grand River
- Sheri Hinton

- Whitney & Company Realty
- Heffner Lexus Toyota (employees)
- TD Gives
- TD Branch 2760
- TD Branch 76
- TD Branch 0111
- Enova Power
- The Savvas Chamberlain Family Foundation

Community Partners

- Factory Shoe
- St. Michael's Catholic Church, Waterloo
- St. Peter's Lutheran Church, Cambridge
- Waterloo Girl Guides