



A Box Full of Story Ideas

- Thoughtful, meaningful giving can appear old fashioned in the click-and-ship, order online world of gift cards, gift certificates, and “personalized” messages. The Box Project is a sobering reminder that, to maximize the benefit to both giver and receiver, nothing replaces personal involvement and a little bit of effort.
- In a society where far too many children are consumed by the latest fashions, music, video games and electronics, how does a parent effectively teach the value of unselfish giving? The Box Project provides an experience in which parents and children can learn a life-changing lesson in the stark differences between necessity and luxury. Children on each end of this giving equation have a chance to establish a relationship with each other, opening doors and offering invaluable lessons about different cultures and lifestyles in America.
- So much commercial attention surrounds the gift-giving “season” – the big push around our country’s major holidays. The Box Project is a great way to show that giving is needed and appreciated all year long, and that poverty never takes a vacation? holiday.
- In this, the wealthiest country in the world, poverty is a problem of which far too few people are aware, and fewer still are eager to discuss. The Box Project puts a very real face on a very real problem in rural America, and shows how easy it is to make a profound impact on the lives of the less fortunate.
- In the ongoing battle against poverty, homelessness, hunger and suffering in this country, Sue Patneade is a well-decorated veteran. For nearly three decades, Patneade has worked in the non-profit sector, dedicating her life to the solution of various social problems plaguing our society. Patneade currently serves as the Executive Director of The Box Project.
- How do you buy shoes for someone who doesn’t know their size because they’ve never been shopping in a real store? Or because there are no stores at which to shop? The stark reality of a life lived in poverty can be difficult for more affluent Americans to grasp, and the unexpected disparity between the haves and the have nots often poses challenges to those wanting to help.
- The ebb and flow of financial and resource support for not-for-profits. One story on Oprah can incite millions to support a single cause. What happens, though, when the fervor dies down? How do non-profits stay afloat and continue to provide vital services when contributions decline?

For more information about The Box Project, or to schedule an interview, please contact me at

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