



FOR IMMEDIATE RELEASE

MEDIA CONTACT:

*Katharina Brierton Lane, Hayworth Creative Public Relations
386-677-7000 office
katharina@hayworthcreative.com*

The Box Project Awarded Challenge Grant from Sunshine Lady Foundation

ORMOND BEACH, Fla. (August XX, 2007) – The Box Project, a national, non-profit organization dedicated to fighting poverty in rural America, was recently awarded a \$5,000 challenge grant from The SUNSHINE LADY Foundation, Inc. The grant requires The Box Project to raise matching funds in the coming year, offering critical financial assistance to help maintain The Box Project operation. The SUNSHINE LADY Foundation invests in organizations that provide opportunities for advancement in education, well being and life choices for disadvantaged individuals, especially the working poor and families in crisis.

The Box Project qualified for support from the foundation because of its ongoing efforts to break the cycle of poverty in rural America. Through its year-round Family Match program, The Box Project acts as matchmaker, pairing individual, family or group sponsors with carefully-screened Americans living in rural poverty. About once a month, sponsors send a box with food, clothing, and other essential supplies directly to their match family, along with a letter. Communication between the families is an important element of the program, allowing the opportunity for both sides of the relationship to benefit through lasting friendships. The Box Project also offers programs to assist with school supplies, emergencies, and education.

“We’re pleased to be challenged by The Sunshine Lady Foundation to raise matching funds and we intend to match their contribution many times over,” said Susan Patneaude, Executive Director of The Box Project. “Our two organizations share similar missions, which makes collaboration easy. We hope to maintain a working relationship with the Sunshine Lady Foundation far into the future.”

The goal of the SUNSHINE LADY Foundation challenge is to provide an additional incentive to The Box Project board to expand its fundraising efforts in new and creative ways. As a provision of the grant, The Box Project Board of Directors must work in teams to raise matching funds, determine a plan to promote growth within the organization and implement the plan. The Box Project board will raise the matching funds through a special appeal and with various fundraisers conducted by board members in their local communities.

The SUNSHINE LADY Foundation, Inc. is a private family foundation established in the fall of 1996 through the vision and determination of Doris Buffett, founder and president of the foundation. To date, her foundation has awarded more than \$30 million to organizations and individuals she supports. The Chronicle of Philanthropy reports that Warren Buffet, Doris Buffett’s

-more-



-2-

brother, sends her all of the requests for funding that come across his desk. So far, Ms Buffett has received thousands of letters from her brother, who helps to fund grants through the transfer of \$5-million in Berkshire Hathaway stock to his sister's foundation. Doris Buffett has worked for many years on behalf of battered women and their children, as an advocate, fund-raiser, board member and community organizer. A primary focus of the Foundation is to continue, develop and enhance efforts to end domestic violence. Additional funding priorities of the Foundation include primary education, scholarships and families in crisis.

Founded in 1962, The Box Project, Inc. is a 501(c)(3) organization with headquarters in Central Florida. Working to help Americans living in areas with the highest rates of rural poverty, The Box Project seeks to ease the effects of poverty and increase mutual understanding by establishing meaningful relationships, promoting education, and offering material aid. With the help of referring agencies located in the areas served, The Box Project offers programs that simply alleviate the suffering of some, while also providing opportunities to support the growth and success of others seeking to learn how to make life better for themselves and their families and willing to work toward the goal of achieving increased self-sufficiency. For general information, to sign up to be a sponsor, or to make a contribution please visit www.boxproject.org. For other information, please call 386-677-8094.

###