



News Release

For Immediate Release:

Join Families Across the Country Sending Boxes Of Hope

Families impart the true meaning of the holidays by sponsoring and helping American families in rural poverty.

Ormond Beach, FL—October 27, 2004—With the help of The Box Project, a national, non-profit organization, people across the country are making a difference in the lives of families living in rural poverty in America.

Parents wishing to impart the true meaning of the holiday season can join with families across the country in an innovative family-centered approach to giving called The Box Project. Their Family Match Program could be the perfect way to take back the holidays by instilling in children an awareness of the needs of other Americans and the value of giving to others.

Anne and Christopher Blake along with their four children are just one family helping those in need. They live in Michigan and have been sponsoring a family in Mississippi since 1998. “I was motivated to help after reading about The Box Project in a magazine. I liked the idea that we would get to know our match family through letters, packages and pictures” says Anne. “It is rewarding for my children to make or select items at the store to include in a monthly box and know that they are making a difference. We are all taught to love thy neighbor. The neighbor that needs my help happens to live hundreds of miles away.”

Anne’s sensitivity to rural poverty may have roots in hearing her mother’s tales about growing up in a rural setting without indoor plumbing. It is hard to imagine that kind of day-to-day struggle but millions of people live it.

What sets The Box Project apart from other volunteer or charitable opportunities is that it involves the entire family. The result is priceless for families like the Blakes because they believe that their children can now put a face on poverty. Through this program, her family is able to make a positive impact—creating a better, more loving, caring and compassionate world. “My family cannot change the world” says Anne. “But once a month the postman brings some cheer to the life of another family. Because of that, we are changed a bit ourselves.”

The Box Project acts as a matchmaker, pairing sponsors with carefully screened individuals or families that need help. The goal of the program is to help them become self-sufficient and overcome the cycle of poverty. The sponsors offer long-term friendships, including encouragement, advice, and boxes of needed supplies about once a month. Sponsors and recipients communicate directly with each other through letters, or phone calls. They send boxes of food, clothing, or supplies directly to the families. As they come to know each other more, trust and friendships grow—providing a positive and valuable experience for both the recipient and the sponsor.

100 Business Center Drive, Ste. 26 ~ Ormond Beach, FL 32174 ~ Phone: 386.677.8094 ~ Fax: 386.677.8617 ~ Web: www.boxproject.org

Our Mission: Encouraging families and individuals living in rural poverty in America to become self-sufficient and overcome the cycle of poverty by offering them friendship, education, and material aid.



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This Family Match program is unique in offering direct communication between the matched families and eliminating the middleman. Sponsors control how much time they spend and what finances or resources they want to contribute to their matched family. Often they will get their own families, friends and social groups to assist them with their sponsorship, all the while offering the opportunity to teach their children the value of helping and learning about other people and cultures.

“You are not just being asked to give to a cause”, said Cindy Shearer, President of The Box Project. “You are helping John, Kathy and Camille—names of real people in a family you’ve come to actually know and who give you friendship too.”

The Box Project sponsors are matched with families in rural areas of Maine, West Virginia, Virginia, Mississippi, and Kentucky, as well as Native Americans on reservations of South Dakota. Since 1962, over 15,000 families have been helped through this program. Currently over 450 families have been screened and are on a waiting list for a sponsor and friend. The Box Project also offers limited time sponsorship matches during the holidays, and welcomes donations to support and expand our education programs and other services. For more information about how to get involved, go to www.boxproject.org or call toll free 866-677-8094.

About The Box Project

The Box Project, Inc. is a national, not-for-profit 501(c)(3) organization. Founded in 1962, The Box Project has been working to help people living in areas of the United States with the highest rates of rural poverty. We seek to ease the effects of poverty and increase mutual understanding through friendship, education, and material aid. With the help of our referring agencies, we seek out families who want to better themselves, work, and learn, then provide programs to support their growth and success.

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