



News Release

For Immediate Release:

Local Co-workers Send Boxes Of Hope

Generous local residents change lives by sponsoring and helping American families in rural poverty.

Plainville, CT—April 21, 2004— With the help of The Box Project, a national, non-profit organization, people are making a difference in the lives of families living in rural poverty in America.

The Rainbow Colors have been sponsoring a family of 6 in Mississippi for over 2 years. The Rainbow Colors is a group of co-workers from Binney & Smith, Inc. in Pennsylvania that are committed to making a difference. Group members participating in The Box Project initiative include Renee' A. Fischl, Jill Stauffer, Debbie Dimler, Susan Mahorsky, Tina Mertz, Judy Fenical, Joe Chunko, and Shelly Price.

This is the second family their group has sponsored through The Box Project. Their current match family includes a dedicated grandmother and grandfather that are raising 4 of their grandchildren. "We liked the idea that we could really help someone who needs assistance with everything from basic necessities to canned goods, clothing and things for their home. They are so grateful for every box" says Renee'.

"It is rewarding to know that our match family really appreciates anything and everything we send," Jill writes. "We try to send them things that they need, but also try to get things that are fun and that they may not otherwise be able to afford."

Tina recounted how the grandmother's tears of appreciation flowed recently when the box included a post-mastectomy bra that she would not otherwise have been able to afford. "The most rewarding part of being a sponsor is knowing that you are helping someone not just around the holidays or through the winter months, but all year around" says Debbie. "With The Box Project, we are able to address specific needs and wants, and then hear from them how much it is appreciated. We take so much for granted at times that reading her letters puts things back in perspective for us."

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.

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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. 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 800-268-9928.

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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