



News Release

LAKE FOREST MOTHER-DAUGHTER TEAM “THINKS OUTSIDE THE BOX” TO HELP THOSE IN NEED

For Immediate Release

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Lake Forest, Ill. – Oct. 19, 2004 – Through the non-profit organization known as The Box Project, Lake Forest residents Jill Chaifetz and her daughter Jessica send boxes of supplies and hope across the country to battle rural poverty. The mother-daughter pair has been sending a monthly box to their match family – a West Virginia mother and her daughter, who is Jessica’s age – for the past 11 years in an attempt to make life a little easier for a less fortunate household.

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, with encouragement, advice and boxes of needed supplies about once a month, sent directly to the families. Often, families that have children of similar ages can be paired, making shopping and choices in clothing and items that much easier for the sponsor family. Sponsors and recipients communicate directly with each other through letters or phone calls.

In Jill and Jessica’s case, the girls’ ages were an exact match. Whether it was grade school activities, beginning to wear makeup or entering high school, both girls experienced each milestone at the same time, and each presented an opportunity for a donation. Jill and Jessica have shopped for and donated anything from lunch boxes and winter shoes to makeup and graduation dresses to their match family.

“Part of the genius of The Box Project is that the idea is so simple – a one-to-one relationship with a family in rural poverty, without any extra steps or paperwork. You get to see the direct results of your efforts,” says Jill. “Receiving letters and exchanging photos with the family gets us excited about sending the next box.”

“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 – a family you’ve come to actually know and who communicates with you 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 more than 450 families have been screened and are on a waiting list for a sponsor. The Box Project also offers limited-time sponsorship matches during the holidays, and welcomes donations to support and expand educational programs and other services. For more information about how to get involved, go to www.boxproject.org or call 800-268-9928.

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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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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. The organization seeks to ease the effects of poverty and increase mutual understanding through friendship, education and material aid. With the help of referring agencies, The Box Project seeks out families who want to better themselves, work and learn, then provides programs to support their growth and success.

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