



News Release

For Immediate Release:

Big Bear City Company Helps Non-profit Make A Difference For Families In Rural Poverty

TelState International Corporation, a technology firm in Big Bear, CA recently donated their Web design and Web programming services to The Box Project, Inc., a non-profit organization changing lives by helping American families in rural poverty.

Big Bear, CA—November 9, 2004—For non-profits, finances are usually a big concern. Operating budgets are tight, and every dollar is squeezed to provide more services. There never seems to be anything left over for technology. TelState International Corporation (TSI) recently donated their services to help The Box Project design their new Website.

The Box Project is a private, national, non-profit organization that has been matching volunteers with families in rural poverty in America since 1962. They act as a matchmaker, pairing sponsors with carefully screened individuals or families that need help. The goal of the program is to help recipients become self-sufficient and overcome the cycle of poverty. The program is unique in offering direct communication between the matched families and eliminating the go-between. Sponsors control how much time they spend and what finances or resources they want to contribute to their matched family. 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. Often sponsors 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 in our own country.

“When I heard about the impact of The Box Project programs, I knew that helping them with their Website was a way our staff could give back and literally impact thousands of families” says Connie Kelly, President of TSI. “Since The Box Project sponsors are spread across the United States, it created some unique challenges and opportunities for improvement. We were able to help them create a Website that effectively told their story, while being able to accept secure credit card donations and process new sponsor applications 24 hours a day. This not only saves staff time, but allows them to find more sponsors and help even more families in rural poverty.”

“The site has been an incredible time saver for us. Over 90% of our sponsor applications are now processed online. That lets us get help to families in need more quickly than ever before” says Susan Patneau, Executive Director of The Box Project. “Through the Website, we are able to provide so much more valuable information to potential sponsors and donors. In the past, if someone was interested in becoming a member, they had to call or write us to ask for information. We would then mail a brochure about our programs and wait for them to mail back the completed application. With the new Website from TSI, potential sponsors come to our Website and can read far more information than we could ever include in a brochure. Then, they can sign up online the same day—while they are excited about getting started with the program. What used to take over a month has been shortened to minutes.”

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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One of the most significant elements that sets The Box Project apart from other helping organizations is that the relationship between families involves the entire family. The result is priceless because it helps parents to teach their children how to give. They learn the value of what they have, and they can begin to understand poverty in America personally because they can put a name and a face on it. Through this program, one family is able to make a positive impact for another less fortunate one, right here in the United States.

Cindy Shearer, president of The Box Project says, " You are not just being asked to give to a cause. You are helping real people like John, Kathy and Camille; people in a family you've come to know and who give you friendship, too. The Box Project believes that when given the right resources, information and support one family can change the life of another. If once a month the postman brings some cheer to the life of a family in need, we are all changed a bit ourselves."

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. For more information, visit The Box Project's Website at www.boxproject.org.

About TelState International Corporation

TelState International Corporation (TSI), established in 1994, is a proven provider of custom, database-driven web sites. TSI services include web site design and applications, e-commerce solutions and internet marketing. For more information, visit TSI's Website at www.telstate.com.

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