

NEWS RELEASE

Sixth annual Stock the Lockers campaign to help local students in need 2015 campaign aims to raise \$50,000

Nanaimo, 30 July 2015 – “A new school year is a real challenge for many local families, especially those with more than one child in their household,” says Crystal Dennison, executive director of the Nanaimo-Ladysmith Schools Foundation (NLSF). “School supplies, clothing, shoes, school fees are costly.”

NLSF is holding its sixth ‘Stock the Lockers’ campaign aimed to raise \$50,000 to help local students whose families can’t afford the extra expense of school-related costs. The three-week campaign kicks off at Staples’ North Nanaimo store, 6581 Aulds Road, on Thursday, August 13 at 10 am.

“Starting the school year off with the right supplies can mean the difference between success or failure for many students,” says Dennison. “Our Stock the Lockers campaign helps ensure that all students are able to come to school ready to learn.”

She says that poverty is very real among many students in the Nanaimo-Ladysmith School District that historically has a high child poverty rate. Almost one in five children in the school district are affected by poverty, according to a recent report by Dr. Paul Hasselback, Island Health’s medical health officer for the central Island region.

“Despite issues of poverty, many students are successful in their academic achievements. Giving them a helping hand in the form of school supplies, adequate foot ware for PE, clean clothes, breakfast, lunch, and other unmet basic needs allows them to focus on their education and helps support them on the road to making a better future for themselves,” says Dennison.

“Through our generous donors, we’re able to make a difference in the lives of local students and help those who have the smallest voice in our society. It’s so important for young people to get an education,” she adds.

The needs are great, and Dennison works closely with principals, teachers and school staff who know which children require help.

In addition to responding to urgent needs of students, the Schools Foundation supports other programs. The elementary music initiative provides funds to buy instruments and introduce children to the joy of making music in schools where budgets are tight. Grade 12 graduates have access to scholarships and bursaries to help with the high cost of post-secondary education. An estate has provided funds for special projects that focus on student leadership, community development, and social responsibility.

Donations for the Stock the Lockers campaign are taken at the two Staples stores in Nanaimo, Coastal Community Credit Union branches, and the Ladysmith Credit Union. Contributions can also be made on-line through the foundation’s website: www.NLSF.ca.

Tax receipts will be issued by mail for donations over \$20.

For more information, please contact Dennison at 250-753-4074.

About Nanaimo-Ladysmith Schools Foundation

Nanaimo-Ladysmith Schools Foundation is a community-based nonprofit organization that raises money and awareness to help vulnerable students in School District 68, which historically has a high child poverty rate. While the original purpose was to raise funds for scholarships and bursaries, the foundation's mission has expanded over the years to helping provide meals, school supplies, and other needs of students affected by financial hardship in their homes.

For more information

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