

CCS ramps up Kidz in Caledon campaign ahead of school year

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A local non-profit is asking the community to help out kids in need as the 2024/25 school year approaches.

Caledon Community Services (CCS) will be providing support to over 400 children this year through its Kidz in Caledon initiative.

Whether it's nutritious meals, back-to-school kits filled with essentials, or funding support so kids can participate in the same recreational activities their peers do, CCS is looking to make an impact on Caledon kids' lives and is calling on residents to join them.

According to CCS, for children and families living in poverty, summer can be a time of worry and increased struggle. A rising cost of living has put more families than ever in need.

High food prices and the added financial burden of school supplies, clothes and more can place strain on families. The cost of summer camps can also be a financial strain for parents and caregivers who need their kids to be somewhere fun and safe while they are at work.

CCS Chief Development Officer Mariia Kupriianova said it's a challenging time for many families where there's an impossible choice to make between paying the rent or putting food on the table.

"Throughout the years, the Kidz in Caledon campaign has touched so many lives, so many families right here in Caledon, and oftentimes the kids themselves are not even aware that their family may be benefiting from that hand up when it's much needed. But thanks to our wonderful community, that help is there when it's needed the most," she said. "The gifts to Kidz in Caledon today are touching countless lives and making a lasting impact for the future. Every gift, all that kindness and generosity from our community, it paves the way for a brighter future for many, many children."

Right now, Downey's Farm Market has provided \$5,000 to CCS for the Kidz in Caledon campaign in the form of matching gifts.

"They've been our long-term partner," said Kupriianova. "This is a wonderful, wonderful community partnership, and we're so grateful to so many other neighbours, local businesses, and community groups that have chosen to support us."

Those interested in supporting the Kidz in Caledon campaign can donate online at ccs4u.org or by phone at 905-584-2300 extension 260.