

Family Transition Place launches Umbrella of Hope campaign

By Tabitha Wells

With hopes that spring is on its way and International Women's Day just around the corner, Family Transition Place recently launched their new fundraising campaign, the Umbrella of Hope.

The campaign follows its highly successful predecessor, the Purple Scarf, which sold out quickly and had high demand around the area.

“Traditionally, every year with International Women's Day, we've had something that we've used as a fundraiser at the event,” explained Manager of Development and Community Relations Stacey Tarrant. “We've had necklaces, bracelets, and other items. With the popularity of the Purple Scarf Campaign, we wanted to kick something off and we thought it would be a perfect idea with spring coming up.”

Part of the reason umbrellas were selected as the item to sell this year was due to their practicality as people prepare for spring, and the idea that they can be used as presents for others.

“They make a great gift for a friend or for Mother's Day,” said Tarrant. “They're practical. One great thing about the umbrellas is that they are great quality and were sourced from a Canadian supplier that uses eco-friendly screen printing, so we feel really good about the whole project.”

The purpose of the umbrellas is that they act as a strong reminder of the hope that institutions such as FTP provide to women and children transitioning to a life free of abuse. They also help broadcast the message that each person carrying an umbrella will not remain silent about abuse or the need to stop it.

The proceeds from the umbrellas will go to Family Transition, allowing them to continue operating and providing their services locally, Tarrant explained.

“The funds from the campaign will help provide revenue for us to put directly into running our programs and services, which are directed at helping women and children transition into a life free from abuse,” she said.

According to Tarrant, the group has high hopes for the sales of the umbrellas this year.

“I think that based on history that the umbrellas will be well received,” she said. “The International Women's Day committee members were thrilled. The staff is also very excited about it, so I anticipate it will be well-received.”

The Umbrellas of Hope are available for purchase directly through Family Transition place, or through local businesses Off Broadway Boutique on Mill Street and Shoe Kat Shoo on Broadway.