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Meaningful giving

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The holiday season is a perfect time to create meaningful acts of giving with charitable donation gifts that will touch people's hearts and support your community.

Making a charity gift means that you make a donation to a charity and name another person as the giver. Many charities depend on gifts through the holiday season for a significant portion of their funding dollars.

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Text

One such charity is Reach Child and Youth Development Society in Delta. Reach is a non-profit charity that benefits children with special needs and their families living in Delta, Surrey and Langley, and has been helping children reach their potential since 1959. Reach provides programs such as preschools, therapies, playgroups and parent workshops. Last year Reach helped more than 800 children and their families.

When you make a charitable donation gift, Reach will send you a donation card or handmade tree ornament that you can give to the person you name in the donation, telling them about your gift. Your donation can be as small or large as you want. Donations of \$100 or more will receive the coveted Reach lapel pin, exclusive to donors. Donations over \$20 receive a tax receipt for the donor.

Not sure who to give your donation gift to? How about a teacher, babysitter, coach or instructor? They all know about development, learning new skills and helping people reach their potential, and will feel good about receiving a Reach donation as a gift.

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Celebrating at friends' homes through the holidays? Instead of taking an ordinary housewarming gift, tie a Reach donation ornament around a small poinsettia, amaryllis or holly wreath with a giving amount in your host's name.

Have a teen you need a gift for? Introduce them to charity giving—buy a clothing or music store gift card and match the amount with a Reach donation in their name. Employees or work colleagues will also appreciate the gift of a donation; you'll be setting a good example and inspiring others to give, while sending warm holiday feelings throughout.

Giving charitable gifts to Reach is easy. You can make a secure donation online at www.reachdevelopment.org, or download a donation form and mail it in. You can also visit Reach and make your donation in person at #3 3800 72 St. in east Ladner. For directions or more information call 604-946-6622.

Donations are essential to help keep Reach programs and services alive. This year Reach's fundraising campaign Reach 4 Children specifies four areas that will be supported by donations: children's therapies; specialized book and toy lending libraries; emergency family support; and new this year, the Capital Campaign for the redevelopment of new facility for Reach programs in the social heart of Ladner. Your charitable donation gift, large or small, will help support these important initiatives.

When you give the gift of a charitable donation to Reach you are not only making a real difference in the lives of hundreds of children and families, you are also giving the receiver of your gift the opportunity to make a difference. In the spirit of the season, your gift of a charitable donation promotes feelings of compassion, goodwill and kindness: feelings that help foster hope and peace. After all, isn't that what the season is really all about?

n Cathy Nidoski is the Director of Communications for Reach Child and Youth Development Society. Reach has provided programs and services to children with special needs and their families since 1959. To find out more about Reach visit www.reachdevelopment.org.

COMMENTS

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