



## Middleton Outreach Ministry

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### For Immediate Release

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### Preventing Homelessness, one Backpack at a Time

**Madison and Middleton, WI (August, 2011)** On Thursday, August 25 and Friday, August 26<sup>th</sup>, around 700 kids from around the West Madison and Middleton areas will receive a gift from Middleton Outreach Ministry and the community that will give them a boost of confidence on the first day of school next week. In its 12<sup>th</sup> year, the School Supply program will provide school-aged children and teens with items that they will need to be successful in the upcoming year.

“Each child will receive a backpack filled with supplies that is customized for the grade that they will be entering,” says Val Hartjes, Special Events Manager for Middleton Outreach Ministry. “Our goal is to provide more than the basics so that they are truly prepared. The program also supplies relief to families worried about the extra expense of the often costly supplies.”

This year, the backpack distribution, which will serve MOM clients who have preregistered for the program, will also feature items from the MOM Clothing Closet. At a time of year where many families are shopping for new school clothing for their growing children, clients can take as much clothing as they need to clothe their children for the upcoming cooler weather.

“Giving the students the items that they need to fit in and feel prepared can make a profound difference in the life of a student,” says Jackson Fonder, Executive Director at MOM. “The School Supply Program and the Clothing Closet are both ways that MOM is working to keep families in stable housing, supplying them with the assistance they need to free up financial resources to pay for necessary expenses like rent.”

This past year, an area family who has been a client of MOM for several years called to let us know that MOM’s School Supply Program made a lasting difference for her family. “My daughter went to school every year knowing that the community cared about her, and it made her work even harder,” said Idelle. This year Idelle’s daughter will be a freshman at Stanford University on a full scholarship.

Supplies for the Program are donated by area individuals, groups and companies. Volunteers, including some groups who are helping as a part of the United Way’s Days of Caring, collected and sorted supplies and stuffed backpacks. The distribution, will take place on Thursday, August 25<sup>th</sup> (1-7pm) and on Friday, August 26<sup>th</sup> (10am-2pm) at St. Luke’s Church (7337 Elmwood Ave., Middleton).

### About MOM

MOM is a local non-profit organization that leads a community-wide effort to prevent homelessness and end hunger for our neighbors throughout Middleton, West Madison and Cross Plains. Through our business partners, affiliated churches, area schools, community service clubs, and numerous individuals, we provide food, clothing, housing assistance, emergency financial assistance, and special services for seniors. All programs are provided free of charge to neighbors in need. To learn more about the programs and people helped by MOM, log on to [www.momhelps.org](http://www.momhelps.org). # # #

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**momhelps.org**

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