

## SHOPPING FOR KIDS

# Warm the Children needs help

JACKSON CITIZEN PATRIOT  
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By Keith Roberts

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Donations and volunteer shoppers are still needed to make this year's Warm the Children campaign a success.

The campaign, which provides winter clothing to children, has received \$50,439 in donations through Tuesday, compared to \$60,200 at this time last year.

"We know that it's a tough economic year, but the nice thing about the program is all of the funds go right back into the community," said Cheri Dunn, marketing coordinator for the Citizen Patriot.

Last year, the campaign received a total of \$67,900 in donations from individuals, businesses and organizations.

This year's goal is to give about 800 children \$80 worth of vouchers for coats, hats, mittens, sweaters, pajamas and other articles of clothing from Meijer.

The campaign is a partnership of the Community Action Agency, which selects the recipients; the Jackson Junior Welfare League, which connects recipients with volunteer shoppers; and the Citizen Patriot, which collects the donations and promotes the campaign.

Kelly Inosencio of the Jackson Junior Welfare League said about 40 more shoppers are needed to help the children make their selections. Inosencio said most shoppers spend 60 to 90 minutes shopping and get a big feeling of accomplishment afterward.

"It's a nice way to give back to your community without it being an overwhelming time commitment," Inosencio said.

Inosencio also said the campaign is getting more repeat shoppers this year.

"They see the appreciation from the family and they want to shop again," Inosencio said.

### How to help

■ **Give money:** To make a donation, send a check to the Warm the Children Fund in care of the Jackson Citizen Patriot, 214 S. Jackson St., Jackson, MI 49201.

■ **Give time:** To be a volunteer shopper, go to [www.jjwl.org](http://www.jjwl.org) or e-mail your name, address and telephone number to [warmthechildren@jjwl.org](mailto:warmthechildren@jjwl.org).