

DONATE A COAT, WARM A HEART!

THE SLOGAN OF THE CHILDREN'S BREAKFAST CLUB

BY recycling and upcycling the things we no longer need in our lives, we can avoid consumer waste. Each year, the average North American tosses out a total of 81 pounds of clothing. That adds up to a total of 26 billion pounds of clothing and textile waste that ends up in landfills each year. Donating your lightly used clothing means that someone else will get to enjoy it, while making sure it doesn't become another layer in a mountain of pollution.

In the spirit of last year's holiday giving and a previously held Sock Drive, the Toronto Branch decided to donate to a local coat & winter essentials drive to help Canadian families stay warm. In 2022, the selected organization was the Children's Breakfast Club charitable organization whose goal was to collect 90,000 pieces of winter clothing. The coat drive began in 2014 because of an extremely harsh winter. Through the [Children's Breakfast Club](#), the coat drive continues to be an annual success. Coats are distributed to families in need to ensure no child in Ontario is cold during the winter. According to the Environmental Protection Agency, holiday materials can produce 1 million tons of trash to landfills each week.

The Toronto Branch's Holiday Drive ran for 3 weeks from Nov 28th, 2022 – Dec 16th, 2022. Toronto Branch set a goal of collecting 100 pieces of new or gently used winter essentials, such as coats, sweaters, socks, snow pants, toques, and mitts. Wassim Louis and Lisa Atkinson collaborated and helped organize the event while Lisa Kaul and Mike Shim supported. Associates were encouraged to donate and were eligible to win prizes like who donated the most with 3 random draws. The prizes were given out during a Holiday Potluck Luncheon at the Branch on Dec 15th. Our goal was met with over 100 pieces donated!

The day before the winter break, Mike Shim and Lisa Atkinson, drove the boxes of donations to the collection location, a company called Carquest, that dropped off the clothing at the Children's Breakfast Club, so they reached families without delay. The staff at Carquest showed their gratitude with repeated thanks and in addition helped to unload the boxes.

When companies such as Kumon partner up with community charities they can deliver more efficient help to low-income communities and provide sustainable outcomes. Donating used clothes to charity not only benefits those in need, but also has positive impacts on the environment.



Holiday Drive flyer



WE ENCOURAGE EVERYONE AT KUMON TO DONATE THEIR LIGHTLY USED CLOTHING FOR ANY OCCASION OR HOLIDAY EVENT!