

UPFRONTS

Children Give Back

Children all over Ontario are learning that the true spirit of philanthropy doesn't depend on age or the amount of money given. Drawing on her fundraising skills and teaching experience, *Lifestyles* profilee Ellen Schwartz launched her newest initiative, Project Give Back, five years ago. The program is designed to instill the importance of community outreach into the lives of children in grades 4 and 5.

"I have taught this in my own classroom for five years, noticed the effect



and the difference it was making, and decided to bring it to other schools," said Schwartz, who was named a 2009 Woman of Action by the Israel Cancer Research Fund. "This is my first year in all of the schools, and the program has received extremely positive feedback."

The Project Give Back curriculum includes three components: researching and presenting a paper on a chosen charity, organizing and implementing a fundraiser, and composing

a letter—which is the first contact between the students and the charity—to explain the project and donate the proceeds of the fundraiser. Through these efforts, Project Give Back aims to enhance responsibility and show students the impact of their effort on their communities.

Charities chosen for past projects include Doctors Without Borders, the Breast Cancer Society of Canada, The Hospital for Sick Children, and World Vision Canada.