

MEDIA ADVISORY

June 20, 2022



The Mustard Seed's Children & Youth Campaign: Investing in Families in Need

Calgary, AB – Today marks the beginning of the Mustard Seed's Children & Youth Campaign that focuses on a proactive approach to support children and families in the cities we serve. From June 20 – August 13, support from our community will go directly towards efforts and programming that prevents intergenerational poverty. By expanding and investing in services to include children, we impact the whole community – supporting children and youth means supporting families and generations to come.

Using the social determinants of health, we've identified areas of need in each community we serve and have created programming to strengthen those areas.

"Support provides children and their families with healthy snacks, culturally appropriate meals, free or low costs programs such as summer days camps, school backpacks, youth empowerment nights, homework clubs, and more," says Nadia Martinez Enriquez, Community Hubs Supervisor. "All the funding and donations for the Neighbour Centre will help us provide support for families, as well as create a space for their children to just be themselves, to learn and play."

In 2021-2022, over 1,000 children were helped and supported through The Mustard Seed Calgary Neighbour Centre programs, while running over 30+ family-oriented programs every single month.

Thanks to our generous sponsor, Shaw Birdies for Kids presented by AltaLink, gifts in support of the Children & Youth Campaign will be matched up to 50% until August 31.

For more information: [TheSeed.ca/Children](https://theseed.ca/Children)

Learn more: [Bringing People Together: Our Neighbour Centres](#)

Photography and interview opportunities will be available.

Available for interview:

- David Conrad, Community Engagement Program Director, The Mustard Seed Calgary
- Nadia Martinez Enriques, Community Hubs Supervisor, The Mustard Seed Calgary

About The Mustard Seed:

The Mustard Seed is a Christian non-profit organization that has been caring for individuals experiencing homelessness and poverty since 1984. Operating in five cities across Alberta and British Columbia, The Mustard Seed is a supportive haven where people can have their physical, mental, and spiritual needs met and grow toward greater health and independence.

theseed.ca

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