

# Easter Seal Society sets highest goal ever

Hope and opportunity are important words to physically disabled children. Maintaining hope and opportunity to more than 7,000 children in Ontario is what The Easter Seal Society has worked for since its inception in 1922.

Throughout March the Society and its 228 affiliated Easter Seal service clubs will be co-ordinating their 43rd annual Easter Seal campaign. This year the provincial target is \$4.2 million - the highest goal ever in the Society's history.

"The many needs required by physically disabled children are not immune to rising costs," said C.G. "Bud" Bishop, Easter Seal Chairman for the Rotary Club of Georgetown. "We again turn to the people of Georgetown to ask for their continued support, and the resources required to ensure a

lifestyle of dignity for the special children and families under our care, and throughout the province."

The Easter Seal Society is the largest, most independent children's organization of its kind in Canada. In 1989, less than four per cent of a budget exceeding \$14 million will come from government sources. For this reason Easter Seals depends heavily upon the efforts of its volunteer service clubs, and funds raised through a variety of means. Though the majority of funds are received from the March mail campaign, the Society also receives funding from its provincial Snowaramas and Skiaramas, assorted corporate special events, individual donations, and the annual Easter Seal Superthon which was telecast

Saturday, March 4 to Sunday, March 5 over most CBC stations.

Children receive assistance for the provision of vital equipment such as: wheelchairs, braces, artificial limbs, a camping holiday at one of five Easter Seal camps, transportation to treatment centres, extensive research and prevention programs, and much more.

The Society also employs 38 Easter Seal Nurses located in 23 district offices in Ontario. Through home visits they co-ordinate services and programs for each child, and serve as advisors for parents.

"Physically disabled children do not live in a dream world. They are faced with harsh realities every minute of the day," says Mr. Bishop. "Helping these children to triumph over their personal

challenges is an ongoing commitment of Easter Seals, and one which our club is proud to be associated with.

"Through the generosity of dona-

tions large and small, The Easter Seal Society remains committed to providing opportunities for each child.

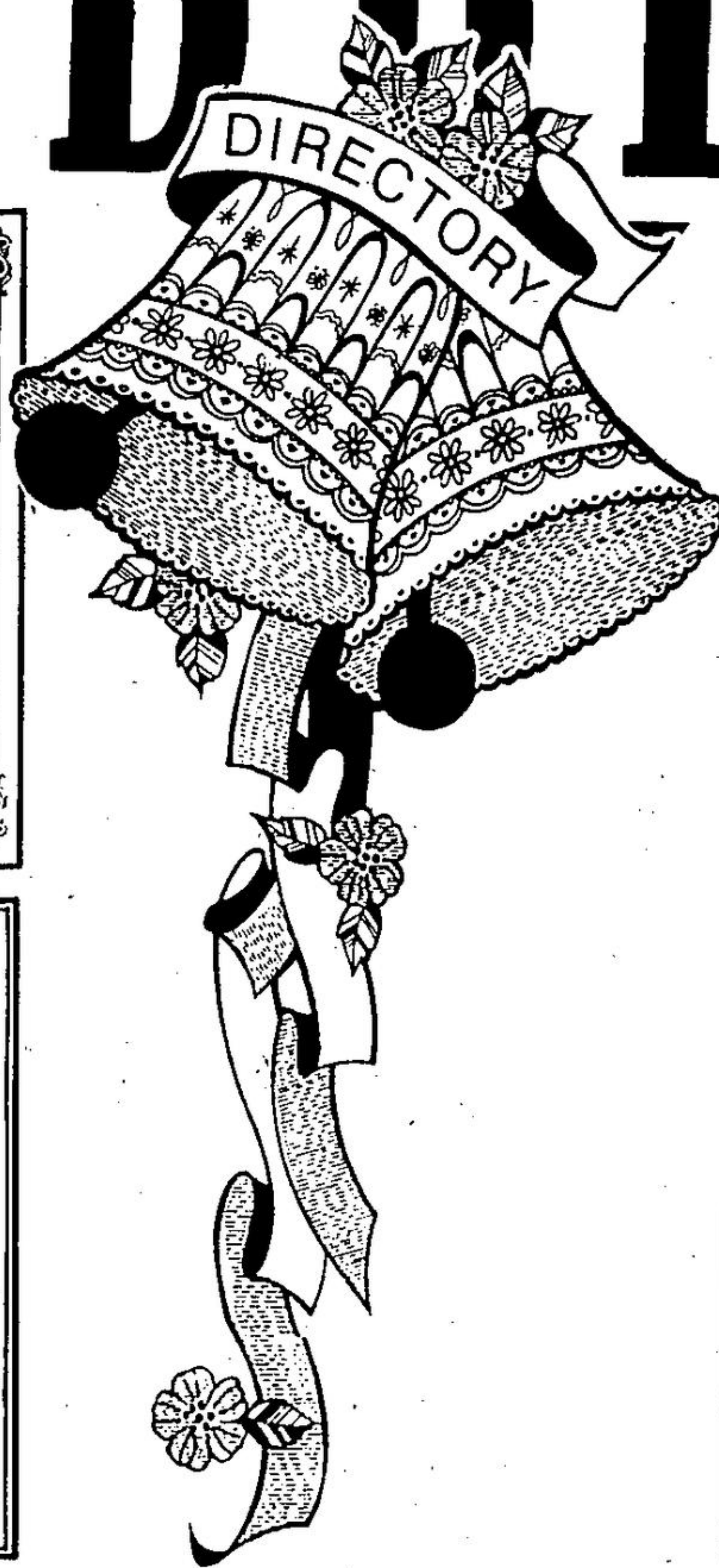
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