

SAMMinistries Launches Gifting Challenge for Children

#MYGIFTYOURGIFT #Kid2KidChristmasChallenge

SAN ANTONIO (November 10, 2016) – As a part of their annual holiday wish program for homeless children, SAMMinistries is launching the first Kid2Kid Christmas Challenge. The challenge encourages kids across Bexar county to either sacrifice one gift of their own and donate one instead or make a monetary donation to help SAMMinistries purchase gifts for homeless children.

The campaign was sparked when 8-year old Alex Evans decided to give gifts instead of receiving this year. Her mother, Dr. Samantha Evans, wrote in to SAMMinistries letting them know her daughter chose SAMMinistries as the non-profit she would like to support. Inspired by Alex's generosity, SAMMinistries wants to encourage other local children to give back during the holidays.

“My daughter decided that, rather than receiving any large gifts for Christmas, she wanted to make a donation to a charity on her behalf,” explained Dr. Evans. “She liked that SAMMinistries serves our community here in San Antonio and offers education in addition to assistance for those in need. I am obviously proud of her decision to give back but am thankful for an organization like SAMMinistries to exist in our area for us to support.”

SAMMinistries is asking donors of all ages to participate in the challenge by visiting their website at SAMM.org/give/kid2kid. From there, they can either make a monetary donation or commit to shopping for a homeless child.

“At SAMMinistries, our goal is to break the cycle of homelessness for families,” said SAMMinistries President and CEO, Navarra Williams. “Your support this Christmas means that parents can continue to focus on becoming self-sufficient through education, job training and debt reduction, because they know that their children will have gifts to open on Christmas morning. We have approximately 700 children in need so we are asking the public to get their own children involved and make this an extra special holiday season.”

ALL TOY DONATIONS ARE DUE BY DEC. 3 TO SAMMINISTRIES DONATION STATION, 5246 BLANCO ROAD. PLEASE VISIT Samm.org to participate or make a donation today.

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