



News Talk 650 2008 “Brent and Penney’s Adopt A Family for Christmas” Campaign.

HISTORY: Since 1988, CKOM has presented *Brent and Penney’s Adopt A Family Campaign*, which is named for our long-time Morning Team of Brent Loucks and Penney Murphy, who spearhead the project. Brent and Penney’s Adopt A Family Campaign brings businesses, communities, families and individuals together to help less fortunate Saskatoon and area Families.

This year marks the 20th anniversary of the campaign and we are very proud of the growth of this program. With the help of businesses, families, and individuals who donated. In 1988 we raised \$5,000 and in 2007 we raised over \$100,000 (in cash, food and gifts); enough to help more than 400 families – and 1,300 children

THE NEED: The families that benefit from *Brent and Penney’s Adopt A Family* come from a variety of circumstances, such as homes where a parent has recently been laid off, single parent homes, and low-income households. The common denominator is the need for outside assistance. We believe Christmas is the one time of the year where families and children should be able to count on something just a bit special. The demand grows every year and programs such as Brent and Penney’s Adopt A Family are necessary in meeting this demand.

This year, we are adding a new component, with **Adopt a Senior**. A lot of our senior citizens live on their own, on limited income and often with no family living nearby. None of us would want our parents or grandparents to be left with nothing at Christmas, so here is your chance to deliver a Christmas Gift to a senior along with food for a Christmas meal, something that will truly brighten that person’s life.

BRENT AND PENNEY’S ADOPT A FAMILY: The program is simple: families who need the help of *Brent and Penney’s Adopt A Family* program are identified through

partnering with the Salvation Army in Saskatoon. Families can register at the Salvation Army in person or print off the online form at the Adopt A Family page at our website, Newstalk650.com. New this year, families can also register through the Open Door Society or at SIAST Kelsey Campus through the Student Association Dept. News Talk 650 CKOM listeners are matched with a family that suits the size of their donation or their specific request. For example, some listeners want to contribute to single parent families while others want to help families who have children the same age as their own kids. Adopted families receive gifts for their children, a traditional Christmas dinner and anything else needed to make their Christmas complete.

Starting Monday November 10th, we will once again be asking businesses, organizations and families to “Adopt A Family/Senior for Christmas” by raising money to purchase food and gifts for less fortunate Saskatoon families. Families and Seniors in need of assistance will begin to register with The Salvation Army through their Christmas Clearing Bureau November 17th. The Salvation Army will then begin providing us with a list of families/seniors that need assistance.

We will begin matching you with a family after November 19th.

There are a couple of ways you can participate in the Adopt A Family for Christmas Campaign:

- Take care of all the details of shopping, wrapping, and delivering for the family you Adopt.
- Make a monetary donation to News Talk 650 and have us make arrangements to provide gift cards for presents and food to families in need.

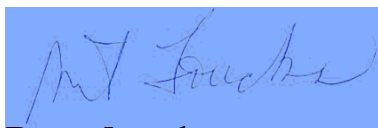
Tax Receipts:

Through a partnership with the Saskatoon Community Foundation, tax receipts can be issued for monetary donations to Brent and Penney’s Adopt a Family. Visa and MasterCard will be accepted.

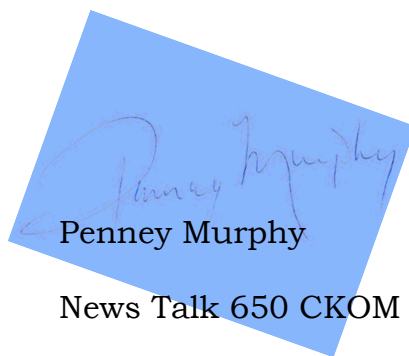
If you are interested in adopting a family for Christmas, please fill out the attached form and fax it to 306-934-5911 or drop it off to Shannon Neu at News Talk 650. We will be happy to assist you.

Our deadline for delivery of gifts and food is December 20, 2008 unless you have made other arrangements with your adopted family.

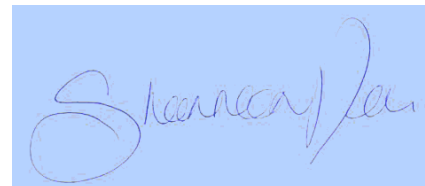
Yours sincerely,



Brent Loucks
Shannon Neu
News Talk 650 CKOM



Penney Murphy
News Talk 650 CKOM



News Talk Coordinator

**BRENT AND PENNEY’S “ADOPT A FAMILY FOR CHRISTMAS”
CONFIRMATION OF PARTICIPATION**

NAME OF BUSINESS/ORGANIZATION/FAMILY: _____

CONTACT NAME: _____

ADDRESS: (Street, City & Postal Code): _____

DAYTIME PH #: _____ DAYTIME FAX #: _____

EMAIL ADDRESS: _____

Do you prefer to be contacted by email or phone _____

**PLEASE COMPLETE THIS PORTION
IF YOU WOULD LIKE TO DO THE SHOPPING FOR YOUR FAMILY:**

HOW BIG OF A FAMILY DO YOU WISH TO ADOPT? _____

SINGLE PARENT OR TWO PARENT? _____

WILL YOU DELIVER GIFTS AND FOOD TO THE FAMILY? _____ Yes _____ No

**PLEASE COMPLETE THIS PORTION
IF YOU WISH TO MAKE MONETARY DONATION ONLY:**

Donation Amount \$ _____ Do you require a tax receipt? _____ Yes _____ No

In whose name should the tax receipt be issued? _____

Credit Card Donation:

_____ Visa _____ MasterCard Credit Card #: _____

Exp. Date: _____ Signature of Authorization: _____

Would you like to receive information on the family you have Adopted? _____ Yes _____ No

Please make Cheques Payable to "The Saskatoon Community Foundation." They will issue all Tax Receipts.

Please return this form before December 15th to: adoptfamily@rawlco.com
OR mail to Shannon Neu - News Talk 650 715 Saskatchewan Crescent West, S7M 5V7

PH: (306) 934-2222 ext..296 FAX #: (306) 934-5911(email or fax is preferred)

Internal Use Only:

Date Received: _____

**BRENT AND PENNEY'S
"ADOPT A FAMILY FOR CHRISTMAS"**

SPENDING GUIDELINES

Gifts can be made or purchased (no used items please).

- Food Gift Cards are recommended for the hampers. We recommend spending \$50/person on food and \$50/child on gifts.
- Adoptees are encouraged to contact the family they adopt for additional information if required.
- In addition to food and gifts for the children, you are welcome to provide/purchase any other items you feel would make your family's Christmas extra special.
- We do not purchase gifts for the parents, but if you would like to – you are again welcome to do so.

It is recommended that \$50 is spent on each child for a gift and \$50 per person in the family for food.

Here is an example of what you would spend shopping for a family:

Single Parent with One Child

\$50 for a gift for the child

\$50 per person in food = \$100 in total food

Family of four- 2 parents, 2 children

\$50 each child = \$100 in total gifts for the children

\$50 each person for food = \$200 in total food for the family