

Kids, Cops & Computers

Educate, Motivate, Graduate



September 2010 Newsletter

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From 9 to 18 schools: Kids, Cops & Computers to double launches

IN THIS ISSUE

- What's new at KCC
- Regine's story of success
- What they are saying about KCC

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Thanks to the generous contributions of donors, the Kids, Cops & Computers program will help 200 new students in 18 different schools get digitally connected this year.

In the past, both the Toronto District School Board and the Toronto District Catholic School Board have identified more high-priority schools to work with than the program could supply. This year however things have changed.

"We've increased the number of computers available for distribution and have expanded the number of schools to go into," says Clayton Shold, MGR Executive Director.

Last year the program was able to accommodate nine high-priority schools. Today the number has doubled.

"We were able to make that happen by evening out our distribution to be fair to schools and the increased generosity of donors," explains Shold.

Kids Cops & Computers will be providing between 10 and 20 computers to each participating school. By receiving their computers and free Internet connections (if applicable), students will have the tools they need to achieve excellence in their academic and personal pursuits.



In Canada, Online Giving Reigns...

Did you know... Three out of every four Canadian donors will transact at least one gift online in 2010.

A recent survey by fundraising consultant Penelope Burk has shown that online giving has surpassed traditional modes of transacting gifts among all Canadian donors under the age of 65.

Toronto Police Officers participate in KCC focus group



Jennifer Nantais and Shona McDougall pose for a picture after attending the KCC focus group session.

Throughout the past two weeks, the staff at Merry Go Round Children's Foundation were busy seeking advice from constituents on how they can improve the Kids, Cops & Computers program to make it even better.

On September 3, they met with a number of police officers at police headquarters. During the meeting officers had the chance to voice their thoughts, suggestions, and formulate feedback on the program.

According to Heather Auclair, Program Co-ordinator, that is exactly what MGR staff hoped to achieve at the focus group.

"We would like to get direct feedback from all contributors to our program—

police, teachers, volunteers— to see how we can improve and make our program an even greater success," says Auclair.

Toronto Police Service is strongly committed to the Kids, Cops & Computers program. As active partners, they noted the program's achievements as well as areas that could be improved.

"One of the frustrations was that some students did not correspond with their eBuddy," says Clayton Shold, Executive Director.

Suggestions to improve eBuddy correspondence included better tracking and problem resolution, as well as setting consequences for not meeting program requirements.

Facebook use was also on the agenda.

Officers and MGR staff alike shared interesting ideas on how social media tools, like Facebook, could be used to interact with students.

In late August, MGR held its first focus group with volunteers. The session was a successful one with volunteers sharing their views and thoughts of the program and events.



Connecting a student one search at a time

Every search you make can now put the Kids, Cops & Computers program 3 cents closer towards helping a student get digitally connected. That's because we've signed up with Comtribute—a company that allows its users to personalize search engines and toolbars with a charity's brands.

Here's how it works:

Every time someone makes a search through the Kids, Cops & Computers search engine portal, an average of 3 cents is donated to the program from the online ad revenue of participating engines like Google, Bing and Yahoo. Three cents may not seem like much at first, however, if 1,000 people download the application and make just two searches a day, we can raise \$14,000 within a year.

Search through the KCC brand portal and help a student get connected by visiting

<http://kidcopcomputer.good-click.com/JoinUs.aspx>

Don't forget to pass this information along and recruit others.



kids, cops & computers
MERRY GO ROUND CHILDREN'S FOUNDATION

“I learned a lot from the program and I was lucky to be picked” Regine’s story of success

Within one year of receiving her all-in-one-computer kit from the Kids, Cops & Computers program, Regine’s grades have improved by 20 per cent. Regine signed up with the program two years ago because she did not have access to a functional computer to complete school assignments.

“My old computer was very slow and I couldn’t use it to do school work,” she explains, adding how that hindered her success at school. But all that changed last year when she received a computer from the Kids, Cops & Computers program.

“When I got my new computer, my marks went up from 70 per cent to the 80s and 90s. I learned a lot from the program and I was lucky to get picked”

Regine notes that the program is really effective because it is not only providing students with a computer and Internet access (if applicable) but it is also teaching them how to use different programs.

“I learned a lot, especially how to use Microsoft Office for school

projects,” she says. “I used PowerPoint for a presentation on the Olympic Games and Word to write essays and assignments.” Aside from learning how to use a computer, “I enjoyed watching hockey games and going to some of the events, like Inspiration,” she adds.

Regine was recognized at Inspiration 2010 for being the recipient of the \$2,500 Tamara Bahry-Paterson Scholarship Award for academic excellence as well as the Microsoft Award for academic excellence. She said she will be putting this money towards her post-secondary education. She plans to pursue medicine and become a pediatrician.

**“When I got my new computer, my grades went up from 70 per cent to the 80s and 90s.”
-Regine D.**



Marc Saltzman presents the Microsoft Award for academic excellence to Regine.



Regine poses with Merry Go Round Foundation Chair, G. Scott Paterson, after receiving the Tamara Bahry-Paterson Scholarship Award.

What they're saying about Merry Go Round and the Kids, Cops & Computers Program

KIDS

"You have truly changed my life... Many kids across the nation do not have such an opportunity like I do...being able to type on this wonderful, new, state-of-the-art computer with internet access. Now, I have easy access to the Internet with a click of a mouse all because of your generosity... You can't begin to know how much this 'special' gift means to me."

-Oceana J

"With the help of the computer and other equipments I was capable of completing assignments, projects, and reports or essays that were assigned. Currently my grades are improving year after year by a significant progress since I have arrived in Canada. This program has given me an

opportunity which other kids could not get and I am very grateful to it."

-Deng P



PARENTS

On her son, Angelo's, graduation...

"It was a fulfilling moment as a mother to see her child graduate. Thanks to his teachers, principal and most especially to your foundation for being there for him... It is a privilege to be part of your foundation and unquestionably a big help on my part as a single mother of two... I as a parent will continue to support your foundation in away way or form that i can render."

- Mother of Holy Family graduating student.

"I have been involved with the Kids, Cops & Computers Program for the past 5 years. My fondest memory is heading to the beach to meet my E-Buddies for a day of fun in the sun at their school's year-end celebration. We spent the day chatting about school, homework, friends and upcoming summer vacation. It was a wonderful way to wrap up the school year, and an excellent opportunity for me to connect with my E-Buddies."

-Constable Jennifer Thompson.

COPS