

AT&T makes sizable donation

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By Financial News and Daily Record Staff

With the help of AT&T, dozens of girls from underprivileged areas of Northwest Jacksonville will continue to experience the benefits of educational and social guidance with the expansion of the Reed Educational Campus, an initiative of the National Council of Negro Women's (NCNW) Child Watch

Partnership of Jacksonville, Inc. State Sen. Tony Hill, Gertrude H. Peele, executive director of the NCNW's Child Watch Partnership of Jacksonville, and other community leaders participated in the ground breaking ceremony and the official donation of \$50,000 by AT&T.



“Everyday you hear devastating stories about the condition of our economy but today’s donation from AT&T shows there are still responsible and giving companies willing to support the good of our nation even in tough times,” said Hill. “The Reed Educational Center is an invaluable part of this community and today’s ground breaking will help strengthen its roots and expand its services.”

The Reed Educational Campus provides a diverse year-round learning community and serves as a home-away-from-home for ‘tween girls between the ages of 9 and 12. Originally a neighborhood based reading program, the campus has grown to include learning experiences in arts, basic computer skills, health, language arts, math, nutrition, physical fitness, reading, science and sustainable living. The \$50,000 donation will provide for an expansion of the campus to include an “urban garden,” food court and a pantry for the campus’ kitchen where the students can discover the benefits of eating a nutritious diet.

“With the support of the National Council of Negro Women’s Child Watch Partnership of Jacksonville, I have watched the Reed Educational Campus grow from meager beginnings to a beautiful safe-haven for our community’s young girls,” said Peele. “The pantry that AT&T’s donation will allow us to build will not only provide a warm meal for many of these girls but

also teach them the importance of healthy, balanced eating habits. We couldn't be more thankful and hope this donation will allow us to help serve even more deserving young ladies."

AT&T representatives were also present at the ground breaking ceremony to show their support of the campus and their dedication to continue to donate to Florida's communities.

"The National Council of Negro Women's Child Watch Partnership of Jacksonville provides the young women of this community with the educational tools and support to shape their future," said AT&T Florida President Marshall Criser. "The campus pantry, urban garden and food court will enhance those efforts by providing nutritional education to students, parents and caregivers. We are literally planting the seeds to build a stronger Jacksonville. AT&T's continued support of the Jacksonville community, through the expansion of the Reed Educational Campus, serves as an positive example of how communities and businesses can work together to bring about positive change."

In 2008, AT&T sponsored over \$6.6 million in charitable contributions with employees volunteering more than 320,000 hours, valued at \$6.2 million.