



Every Student, Every Day

VICTORIA GOLD YUKON STUDENT ENCOURAGEMENT SOCIETY

October 2, 2018

“Every Student, Every Day” campaign raises over \$175,000, Whitehorse, Yukon

Whitehorse, Yukon – Victoria Gold Yukon Student Encouragement Society’s, *Every Student, Every Day (ESED)* charity will benefit from over \$175, 000 from its annual fundraising. The Partnership Sponsors campaign has raised over \$120,000 and the gala held on September 29th at the MacBride Museum of Yukon History, raised over \$40,000.

This annual fundraising to help address student attendance challenges in the territory continues to be supported by \$25,000 in matching funds from the Yukon Government.

“We know that the issues that affect attendance are complex and intertwined. There is no silver bullet, and many of them will take the community to help. The *“Every Student, Every Day”* initiative is structured to encourage communities to lead projects that best address their unique attendance challenges. This year’s funding will continue to go towards assisting community lead projects to improve student attendance and an aggressive campaign to raise awareness of the issue.”, said Tara Christie, President. “A huge thank-you goes out to all our sponsors, volunteers and the educators who are helping to address this issue.”

ESED would like to thank Partners who have signed up for our multi-year campaign and also the 2018 Gala Event Sponsors:

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A special thanks to Jon Rudolf, CEO of Cobalt Construction, whose last minute donation of a rare, hand struck Lasqueti mint “Mammoth and Prospector Panning” one ounce gold coin raised \$5000.00 in the live auction.

“Every Student, Every Day” was created in 2012, and in six short years, the volunteer initiative is demonstrating positive, tangible results in schools throughout the Yukon. We know that one of the most important things our territory’s students can do is also one of the most basic: go to school every day. Since its inception, *“Every Student, Every Day”* has raised and distributed over \$365,000 to directly support more than 70 grass-roots student attendance projects in our territory’s schools and communities.

Over the first 5 years, *“Every Student, Every Day”* had approximately \$50,000/year to distribute to applications from schools, first nations, student residents, the teen-parent center and Yukon communities. This allowed us to start to tackle the problem through pilot projects to find what works and to gain momentum. This past April, the Society awarded

\$67,500 to 19 student attendance initiatives across the territory, which are on-going now. The fund will be able to distribute over \$100,000 in 2019-2020.

“Every Student, Every Day” encourages schools, First Nations, community groups and parents to get involved with improving student attendance. Over the coming months ESED will be making announcements and the funding for community & school led projects will be available to apply for in January 2019.

To learn more about “Every Student, Every Day”, please visit www.everystudenteveryday.ca or find the charity on Facebook.

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