



Gift drive gets a boost for Boys & Girls Clubs



Photo of Sarah Alsofrom with GL Homes and Leia Salter, third grader

Boys & Girl Clubs in Palm Beach County had realistic expectations for their virtual toy drive this holiday season. As COO Steve Cornette said, “our donations were down 80%...”

Then GL Homes Philanthropy gave them \$10,000 to buy toys. Just like that.

“That’s why this gift is so instrumental. This is an amazing, amazing gift,” Cornette said in immediate wake of the donation. “With the \$10,000, we want to make sure every child has a gift to get through these tough times.”

The Boys & Girls Clubs didn’t appeal to GL Homes. It started as a conversation. “We asked what we could do. 2020 has been a tumultuous year with job loss and so many families struggling to pay the rent, put food on the table and keep the lights on,” said Sarah Alsofrom, GL Homes’ community relations director.

So the company stepped in as presenting sponsor “to kick start donations,” Alsofrom said. Deadline is Dec. 11.

There’s lot of kids involved at all 13 clubs, including Boca’s, Cornette said. “Donors can a select a toy on Amazon. We welcome all gifts. The need has definitely increased with a lot of family members out of work. We’ve been able to feed our families. And we’re not only having after-school programs. We’re helping kids with distance learning from 7:30 a.m. to 7 p.m.”

The children served are 6 to 19 years old, Cornette said. Don’t forget the older kids and teens, Alsofrom added. “This is not just picking up a doll or Teddy bear. It takes more thought for a gift for an older child.

“The holiday season means as much to them and we don’t want to leave them out. This has been a difficult year for them, too. In more ways, they are very aware of what’s happening.”

By Marci Shatzman