

For Immediate Release

A New Way to Give: Kyrene Mobile Tool Connects Community with Kids in Need

TEMPE, Arizona (September 5, 2018) The Kyrene School District (KSD) is celebrating the successful launch of a new text-based tool that puts giving at your fingertips.

Have you ever seen a child without a backpack? Or with shoes a size too small? Maybe you've heard of a family who lost their home to a fire, and you didn't know how to help. Our Kyrene students and families have needs far beyond the classroom, so we are reaching into our community to meet those needs, with a new tool called Purposity.

KSD is the first school district in Arizona to use Purposity, an online application that allows school staff to share specific student needs with Purposity members, who can then choose to fill that need.

How it works: Once a week, Purposity members get a text message with a list of Kyrene student needs, as identified by staff. With a couple of taps, members can fill those needs and know that any donation or contribution will go directly to the student.

Fast Facts:

- Kyrene set a record with Purposity for initial membership enrollment. Within 48 hours of introducing the tool to our community, more than 500 people had signed up to give.
- Kyrene recently sent the first list of 41 student needs. Our community filled all 41 needs in just 40 minutes.
- A few needs filled so far: shoes, clothing, bedding, bath towels

"The generosity of the Kyrene community never fails to amaze me, but the speed at which our community answered this call was truly awe-inspiring," said Kyrene Superintendent Dr. Jan Vesely. "To be successful in school, we need to ensure our students' needs are met at home."

A Purposity donor and a Kyrene staff member responsible for identifying student needs are both available for interviews. Interested media should contact Erin Helm: ehelm@kyrene.org

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Kyrene School District is one of the top elementary school districts in Arizona, comprised of 25 schools (18 elementary, 6 middle, one K-8). The District's boundaries encompass all of Ahwatukee, parts of Chandler, Tempe, Guadalupe and the Gila River Indian Reservation. Kyrene enrolls approximately 17,000 students annually, offering many educational choices to enhance learning (arts integration, dual language, traditional, college preparatory, leadership, and gifted.) Kyrene also offers a variety of on-site community programs before/after school and during school breaks. To learn more, visit kyrene.org or call 480-541-1000.