



# Kin Canada

Kinsmen • Kinettes • Kin

## Media Backgrounder – The Milk for Britain Campaign

### Kin Today

- In 2006, Kin had contributed \$1 billion to the people of Canada and the world from its 86 years of service.
- Over \$41 million has been donated to Cystic Fibrosis Canada since 1964.
- Thousands of volunteer service hours and millions of dollars are contributed each year by Kin. In the 2014/2015 year, members provided more than 500,000 service hours and raised over \$20.4 million.
- Kin has made 560 blood donations to Canadian Blood Services. This year's goal is 565.
- National Day of KINdness on February 20<sup>th</sup> is an annual national service project that celebrates Kin's founding. In 2015, 134 clubs and its members participated, performing thousands of acts of kindness and encouraging community members to #PassItOn.
- Telemiracle is an annual 20-hour telethon run by the Kinsmen Foundation in Saskatchewan, which raised over \$5 million this year alone. The Foundation assists the people of Saskatchewan in acquiring special needs equipment and access to medical treatment.
- Through the Kin Canada Bursaries program, over \$1,000,000 in bursaries have been given to 1,000 students across Canada since 1994.

From the Kin Canada office in Cambridge, Ontario, staff provide valuable support and guidance to help clubs succeed, and coordinate clubs across Canada for its national projects and larger service efforts. Almost 500 service clubs in communities across the country are made up of dedicated and passionate members who work towards *Serving the Community's Greatest Need* through projects, fundraisers and partnerships.

### Kin During WWII

- Milk for Britain started when the founder of Kin, Hal Rogers, heard an appeal from the British Minister of Food, Lord Woolton, on the radio in 1941. Despite no longer being an active member due to age limits, Hal led the campaign efforts.
- Kin contributed over \$3 million (equivalent to \$42 million today) to the Milk for Britain campaign. All of the money collected for the campaign was managed by CIBC Branch Manager, Jack Houston.
- Over 50 million quarts of milk were bought and sent overseas, protected by the military so that only two insured shipments were ever lost.
- When rationing prevented the sending of whole milk, Kin started sending skim milk, and then chocolate milk to feed the children of Britain
- Many Kinsmen were already fighting in the war, leaving less than 3,000 members in clubs across the country to help out with the effort when it first started.
- With so many men at war, the result was the greater involvement of women in Kin, a vital factor in the beginnings of Kinettes - and ultimately, the creation of Kinettes Clubs.



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- Milk for Britain later turned into the Food for Britain campaign, as the war wound down, to keep trying to help Britain with its rebuilding efforts

## **Organizations Involved**

- The Canadian National Railway (now CN) offered their assistance by shipping the milk across the country for free, providing valuable support for the campaign.
- The Canadian Red Cross helped with the collection of the milk containers and fundraising efforts.
- Other service clubs like Lions Clubs, Rotary, and Kinetics helped out with fundraising efforts.
- The Women's Voluntary Service distributed the milk once it arrived in Britain. They repurposed the empty containers to start the still successful and important Meals on Wheels program.