

A Gift that Keeps on Giving

For Velvet Jones single mom of Jervin 12 and Patrick age 3 receiving warm coats and hats for the winter is an added bonus in addition to the services that they have received at the Northeast Guidance Center. The Northeast Guidance Center- a mental health agency with over 50 years of history in mental health- has helped the Jones family learn to communicate and as Ms. Jones stated “given her a new perspective on life.”

The coats that her sons received this year were donated as part of the Rotarians of Grosse Pointe’s annual Operation Warmth program. The Northeast Guidance Center was provided with 900 coats to meet the demand through their partnership with the Rotarians they ranged in sizes from toddler to teen. Past president Diane Strickler said “that to watch children like Velvet Jones sons select a coat of their choice is a “self-esteem builder” and an opportunity to bring a smile

Frederick Ollison III 2015-2016 president of the Rotary of Grosse Pointe stated, “when Rotary asked



Far Left: Diane Strickler, past president of the Grosse Pointe Rotary. Far Right: Sherry McRill, Grosse Pointe Park resident and President and CEO of the Northeast Guidance Center. Center: Ms. Jones, LLMSW and her sons.

our partner social service agencies (Matrix Human Services, the Children’s Center of Detroit and Cross roads) 4 years ago how many children’s coats they would need, the response was a staggering 16,000. Today we’re approaching 14,500 coats being delivered to the original 3 service agencies plus Northeast Guidance Center.” With this year’s generous donations from Rotarians, foundations and community citizens, over 14,000 children will be warmer, healthier, taking pride in a new coat and

hopefully standing at the school bus stop. Sherry McRill, President & CEO of NEGC has said many times that “kids who don’t have coats don’t go to school”, in fact it is reported that they go to school every third day because they share the coat with other siblings in the home which has long lasting affects including literacy and health issues.”

For the Jones family Operation Warmth in partnership with the Northeast Guidance Center became the gift that will continue to give long after the holiday season ends.

