



## Sharing & Caring Gives Over \$1.2 Million in Holiday Support to Local Families

**Bentonville, AR – December 12, 2025** – *Sharing & Caring of Benton County will host its 19th Annual Distribution Day on Friday, December 12, at the Benton County Fairgrounds, delivering more than \$1.2 million in Christmas support to over 1,000 local families facing unprecedented hardship.*

### A Deeper Need This Year

While the number of families served has remained steady, the severity of need has surged. Families in Sharing & Caring's **Hope at Christmas Program** now average 43% of the federal poverty threshold, down from 52% last year. Supplemental support needs have also risen sharply, with SNAP and school-verified FIT indicators increasing from 235 families (22%) to 385 (36%). The data is clear: families aren't just struggling — with harder circumstances and fewer resources, they're falling further behind.

**“The need isn't broader — it's deeper,”** said Executive Director Thomas Blackwell.

“Families are hurting in ways we haven't seen before. We're here to meet that need so no child wonders if they've been forgotten this Christmas.”

### Distribution Day Impact

- **1,000+** families supported with household essentials, plus “baby boxes” for new & expectant mothers
- **3,000** Benton County children receiving personalized Christmas gifts, clothing, and bedding
- **935+** volunteers mobilized — contributing more than 5,000 hours of service
- 35,000+ pounds of food distributed
- **\$1.2 million** in total support invested into the community

### Beyond Distribution Day

Sharing & Caring's reach extends across Northwest Arkansas. One day before serving its own families, the organization delivered a full semi-truckload of product to Care Community Center's Toys for Tots program—supporting more than 10,000 children in Benton, Carroll, Madison, and Washington counties. Even beyond its direct service area, Sharing & Caring steps up to help meet the growing regional need.

**“So many parents are doing their best under impossible circumstances,”**

said Development Manager Alicia Bunn. “Knowing you're not alone can change the whole story. This season reminds us how powerful our community is when nonprofits and neighbors stand together.

**That's the heartbeat of Sharing & Caring.”**

### Hope Beyond the Holidays

Sharing & Caring works year-round to break the cycle of poverty through its Scholarship Program, which funds vocational training and career-focused education for students who may not be college-bound. **In 2024, the organization awarded 1,426 scholarships to Benton County students.** Sharing & Caring believes that hope and access to education are essential to empowering the next generation—and that every child in Benton County deserves both.

**Want to help?** There's still time! Donate Here → [sharingandcaringkids.com/donate](https://sharingandcaringkids.com/donate)



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