

Sisters put bracelet skills to use raising funds for Ukraine



March Break is, for many, a time for relaxation, travel, and to see family. For Aurora sisters Jade and Lily Gordon, however, it was a chance to double down on a new passion project: making bracelets to benefit Ukrainian relief efforts.

The sisters, who are in Grade 4 and Grade 2 respectively at Our Lady of Grace Catholic Elementary School were looking for ways to help. Avid bracelet-makers, they took their creations to Instagram, personalizing some of their favourite designs in the Ukrainian national colours of blue and yellow.

Priced at \$3 each or \$5 for a two-pack, they have raised close to \$200 for the Canadian Red Cross Ukraine Humanitarian Appeal with their family committed to matching funds collected.

“We were watching the news and noticing how hard the people were struggling and how hard it was to live there and we wanted to help them in some way,” says Jade. “We made these bracelets in the Ukrainian colours and said all the money was going to be donated to Ukraine.”

Adds Lily: “We feel very sad for the people of Ukraine and we hope the donation helps a little bit.”

After the girls began their fundraising campaign on Instagram, the bracelets started flying out the door through word of mouth. As more of their friends, family and followers told their friends and family about the initiatives, more and more orders started coming in.

This past week, while staying with their grandparents in Cornwall over the holiday, mom Sara was keeping tabs on the orders and phoned up to make sure Lily and Jade were keeping up with demand.

“Word of mouth got around,” says Sara. “I had people texting me and calling and we decided that whatever they were able to raise with the bracelets our family would match that amount. We work hard to teach them good morals and values and how lucky they are to live in Aurora, in Ontario, and in Canada. Our family is blessed that we have opportunities for these girls where they can do so much in life and they are very fortunate to have the opportunities they do here in Canada.”

"We're always having these conversations with them. This just seemed like a good idea to do that while also trying to make a small difference because we can only do so much from where we are. Even though it is a small amount, it is a good lesson for them and a good way for them to give back." For Jade and Lily, making bracelets is a good way to not only have fun but make a difference at the same time.

"People should help and contribute because if it were them, if they weren't able to donate, and the war came here, they would have thought back and said, "I should have donated there because now we're struggling so much and I know how they feel,"" says Jade.

For more information on their campaign, visit Lily and Jade on Instagram @jily_creations or email Sara Gordon at saragordon@live.ca.

By Brock Weir
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