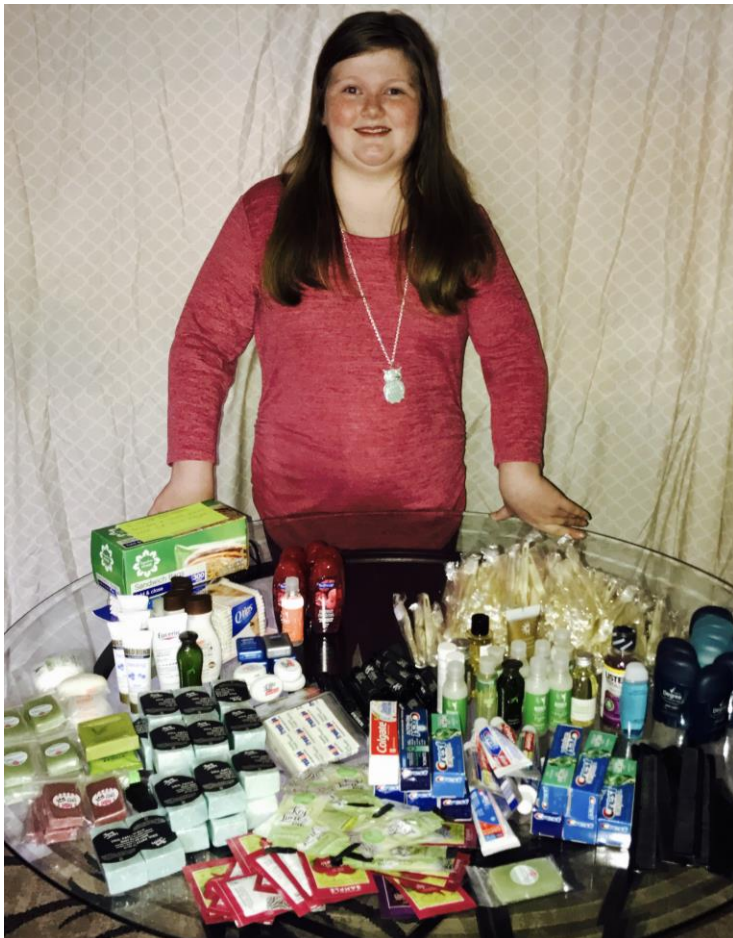




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### Youth Nonprofit “Scentsational” Project Targets Homeless Youth, School Counselors



*Ashlee Brockwell, of We Canceve, stands with half of the items she collected for “Scentsational.”*

(Harford County, Md.) – It started as a simple collection aimed to give unused hotel-size toiletries to school counselors and shelter staff for area homeless children. But to Ashlee Brockwell, a sixth-grade student at Patterson Mill Middle School, this project is all about building self-esteem.

Brockwell is the newest member appointed to the all-youth board of advisors of the We Canceve Movement, Inc., a Harford County-based nonprofit organization that brings happiness to homeless, sick and foster children through a series of service projects and annual programs. The group, established in 2012, has distributed hundreds of small toiletries kits since 2012 to area homeless and foster children, which includes children at their newest recipient organization, Magnolia Elementary School.

The group named their collection “Scentsational” to drive home the message that personal hygiene grooms one’s own positive attitude.

“The Scentsational project means a lot to me because I get to help people feel better about themselves and serve my community,” said Brockwell, age 12. “No one should feel embarrassed about how they look. Coming to school

clean means the homeless children will have more focus on their education. Also, socially they will feel more comfortable around their peers.”

We Canceve Movement Founder Grace Callwood agrees.

“I imagine it feels really terrible for any kid at any age to know that everyone can tell who in their classroom stinks and who doesn’t, and who can afford to be clean and who can’t. It’s really sad that so many people can’t pay to be clean, which is a basic necessity,” said Callwood whose a sixth grade student at Edgewood Middle School.

Callwood, age 12, said the group knew a lot of people who collect hotel soaps and “so we always ask people to save their unused items for us so we can give them to the people who really need them and who can’t afford to buy their own.”

America has more than five million hotel rooms, according to an August 2015 article in the Business Travel News. This number is up from 4.5 million in February 2008. In Maryland alone, there 1,403 hotels, according to Booking.com, and on average, there are 114 rooms in a limited-service hotel and 290 in a full-service hotel.

“So even if we got donations from just limited-service hotels, that means we could collect a soap or body wash, shampoo, conditioner, lotion and sometimes mouthwash from hotels in our state and help more than hundred thousand children,” said Callwood.

Board members collected donations of unused hotel toiletries and also full-size items donated to the project.

Brockwell called up her cousin Caleigh Griffin in Nashville, Tenn., who with college buddy Caitlin Roorda created Cheap Chicks Craft Soapery.

“They are impressed by how many ways the WeCancerve Movement helps families in need. When they heard about Scentsational, they offered to help in any way they could. I'm very lucky to have such supportive family members. I think the kids will be happy to get their products,” said Brockwell. “Their soaps smell great!”

Cheap Chicks donated a few dozen hand-crafted soaps, scrubs, bombs, and butters out of 100% all-natural, raw, paraben and GMO-free ingredients to We Cancerve. We Cancerve collects toiletries all year. The current collection will be distributed Valentine's day. Anyone interested in hosting a toiletries collection for We Cancerve should email them at [peoplewhocare@wecancerve.org](mailto:peoplewhocare@wecancerve.org).

To date, We Cancerve has donated more than \$9,000 in cash grants to Sinai Hospital, Casey Cares Foundation, Harford Family House, Anna's House, Eastside Family Emergency Shelter and the Sharing Table, and plus more than \$23,000 in products to more than seven homeless shelters, four hospitals and a group home for children in foster care.

We Cancerve has established an accumulator fund with the Community Foundation of Harford County (CFHC). The We Cancerve Accumulator Fund will eventually become a permanent fund of CFHC to support the work of the We Cancerve Movement. Contributions made to the Community Foundation of Harford County are tax-deductible, and can be designated to the We Cancerve Accumulator Fund. The Community Foundation of Harford County is a 501(c)(3) public charity (nonprofit) supported by the community through donations. For more information, visit [www.wecancerve.org](http://www.wecancerve.org).

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