

Polar Bear Dip raises money for Seneca students

By Jeff Doner

Seneca staff, faculty and students rallied together and took a chilly plunge for the third annual Polar Bear Dip to raise funds for the Campaign for students last week at the College's King Campus.

Braving the frigid waters were 15 participants who collectively raised \$1,581 for the campaign that provides financial support to students.

"I think one of the things that is special here is that the students get involved as well," said Katie Colvin, annual giving and stewardship officer. "Our campaign co-chairs are David Agnew, the president of the college, and Max Louis, the president of the student federation, so everyone's kind of on-side to help the students and work together. I think our program is robust and has good energy, which is pretty amazing given that we have our four large campuses."

The campaign is college wide and has been running since mid-February with various events including bake sales, flower sales and used book sales that lead into the marquee polar bear dip.

Last year, the Seneca community raised \$136,000, which goes directly into an endowment to help students in need across all faculties on an ongoing basis.

"Not everybody realizes the need that exists around students, we know that about two thirds of our students access needs based government grants," Colvin said. "I met a student last week that works 35 hours a week to put themselves through school and I met another student that works nights as a security guard and another from a single-parent household who puts himself through. These bursaries make a huge difference."

Liana Tome is a graduating Seneca student and part time employee who was elated to help raise money to help fellow students.

"I definitely see some struggling and I do realize that a lot of students take advantage of those bursaries and it's nice that they are available to students that really need them, so raising money for this cause is such an amazing thing."