

Hi All,

I hope this finds you well.

I don't have to remind anyone just how bad a year 2020 was. We can only pray that 2021 will get better. This past year found your Council of Beach Associations working harder than ever. We have worked with the Board of Selectmen and the Board of Finance to help establish a Town Budget that would allow for much needed and long overdue projects to be undertaken. With the cooperation and diligent work by our Dept. Heads, we have seen great strides in a year we didn't see coming. Coping with an influx of people coming to Westbrook due to other areas being closed caused an additional burden as well as many of our entertainment and restaurant venues being shuttered or open with many restrictions. Though it has in some instances improved, the burden is still extremely bad for segments of our population.

In keeping with our Policy of networking and coordinating communications between our Associations (17) as well as the Town this is just one aspect of what we do to serve not just members but the community as a whole.

Aside from our usual Scholarships and Civic donations we have undertaken several other projects that assist the schools and students with preparation for their future.

This past year the COB has sponsored both a Food Drive and a Clothing Drive. Both considered the largest success in recent memory. We also assisted this past December with the Food Share program at the YMCA. We had many Volunteers at each of these events and Thank them all. We have also contributed monetary assistance to our Social Services Dept. so they can provide help to our less fortunate.

Last month our Board and Committee Chairs met with our First Selectman and Dept. Heads from Social Services, Youth Services, Senior Center and Visiting Nurses. This was a very informative and eye opening discussion. We did some brain storming and came up with a priority list of their needs and How We Can Help. They filled us in on some of the hardships our fellow residents are going through. Inability to pay basic bills, fuel, food, rent and not being able to meet their Copay charges for needed medical matters ETC. Loneliness, depression and other psychological problems. Just the tip of the Iceberg! We are also looking to help the Senior Center with a new program. A phone a friend. Taking a few minutes to chat with someone who is more or less alone. To see how they are doing and to help cheer them up. More to come on that.

We need your help!

The Hardships are real. We, on the Council Board, have been trying to come up with ways to raise funds to cover some of these shortfalls. Unfortunately, we are coming up empty while Covid restrictions prevent gatherings.

On behalf of all of us, I am asking you to reach into your hearts and yes your checkbook to help us help our less fortunate neighbors. We have set up a separate account at our bank and every penny will be put into this account and distributed to the Social Services and other Depts. to handle and distribute funds where and when necessary. We will do this by purchasing gift cards from local grocery stores, pharmacies and other places as needed. Monetary assistance will also be provided.

We've worked on this APPEAL for hours in order to get it right. Please, Please Help us help others less fortunate in OUR Town.

The Westbrook Council of Beaches Thanks you in advance for your support. If you have any questions please contact me @ captsquale@aol.com

Please make checks Payable to:

WCOB on your memo line put the word HELP

Mail checks to :
Westbrook Council of Beaches
[24 Young Rd.](#)
[Westbrook Ct. 06498](#)

Stay Healthy!
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