



How to Hold a Collection in Support of HomeAid San Diego's 2017 Essentials Campaign

- 1. Select a contact person.**
 - Someone who is able to promote the drive within your company/organization.
- 2. Determine the dates you plan to collect items.**
 - The official collection dates are Sunday, May 14, 2017 to Sunday, June 18, 2017 but you may begin your collection earlier. All collections must be delivered by 5 p.m. on Monday, June 19, 2017.
- 3. Select a collection location in your building, and provide a box or bin (or baby crib, pack & play, etc.), for donors to deposit their items in.**
 - Choose a place that's convenient for employees/customers/members to leave their donations.
 - HomeAid has donation bins available for use as well.
- 4. Post flyers and/or send e-mail(s) announcing the Essentials Drive.**
 - A flyer template is available from HomeAid San Diego and can be customized to fit your needs, including the items you are collecting, specific collection info (i.e. dates, location), as well as a place for your logo.
 - A sample announcement is included with this kit. Be sure to change the information highlighted to accurately reflect the specifics of your collection.
- 5. Conduct the drive.**
 - Official collection dates: Sunday, May 14 – Sunday, June 18, 2017
 - Essential items needed: **diapers** (size 4 most needed), **unscented baby wipes**, and **formula**. You may choose to collect all of these items or narrow it down to just a few categories, for example diapers and baby wipes. We strongly encourage the donation of bulk products for the value.
 - All items must be new and in their original packaging.
- 6. Ask donors to fill out the donation log (included with this kit) if they wish to receive a receipt for tax purposes.**
 - HomeAid San Diego will send donation receipts based on the information provided, so please make sure to return the donation log to HomeAid San Diego at the conclusion of the drive.
- 7. Deliver your items to HomeAid San Diego's office no later than 5pm on Monday, June 19, 2017.**
 - HomeAid San Diego is located inside the office of Geocon Inc. at:
6960 Flanders Drive, San Diego, CA 92121
Let us know if you need help in getting items to our office.

Questions? Please see the included FAQs, or contact Fiona King at HomeAid San Diego at 619-333-0839 or fiona@homeaidsd.org

Thank you for your generous support! You are helping homeless families and babies receive desperately needed necessities.

**HomeAid San Diego's 2nd Annual
'Essentials for Young Lives' Campaign
May 14 – June 18, 2017**

Frequently Asked Questions

1. Who is HomeAid San Diego?

HomeAid San Diego is a nonprofit, founded in 2002, with the mission of building new lives for homeless families and individuals through housing and community outreach. Since its origination, HomeAid San Diego has built or renovated 22 shelters that created 691 new permanent beds providing over 235,000 annual bed nights. Learn more at www.homeaidsd.org.

2. What is the Essentials Drive?

The Essentials Campaign is a community-wide drive to collect “essentials” such as diapers, baby wipes, and formula for infants and toddlers in need. The drive is conducted in conjunction with Mother’s Day, Memorial Day and Father’s Day, providing a great opportunity to help struggling mothers, fathers and families with their babies. Sadly, San Diego’s homeless population ranks #4 in the country at approximately 8,742 people. It is estimated that families comprise 28% of all sheltered homeless in San Diego County, the number of unsheltered families unfortunately, remains unaccounted.

3. What items are needed?

Essential items needed include diapers (size 4 most needed), unscented baby wipes and formula.

4. Can I donate online?

Yes! You can find our official registry online at <https://www.myregistry.com/public/homeaidsandiego>. Monetary donations and gift cards (ex. Target, Walmart & Babies R Us) are also accepted. Visit <http://www.homeaidsd.org/donate/>.

5. Are there any items that are not accepted?

Yes, unfortunately we cannot accept any used items. ***All items must be new and in original packaging.***

6. Where do the collected items go?

All items collected are distributed to local nonprofit organizations serving homeless families and children. Several of these organizations operate facilities built in partnership with HomeAid San Diego. The recipients of the 2016 Campaign included:

North County Lifeline
Interfaith Community Services
YWCA of San Diego County
Casa de Amparo

The Salvation Army Door of Hope
Home Start, Inc.
Walden Family Services

7. When is the drive?

The official drive dates are May 14 – June 18, 2017, but many locations start earlier to have a longer collection period. As long as items are delivered by June 19, the start date is up to you.

8. How do we get the items we collect to you?

It is most helpful if you are able to deliver the items to HomeAid San Diego’s office in Sorrento Valley, **no later than 5:00 p.m. on Monday, June 19** for sorting. If you need assistance with delivering your items to HomeAid San Diego, please contact us at 619-333-0839 or fiona@homeaidsd.org.

9. Who should I contact if I have additional questions?

Please contact Fiona King at HomeAid San Diego, 619-333-0839 or fiona@homeaidsd.org.



Sample Announcement

Help Homeless Families and Babies through HomeAid San Diego's 2nd Annual 'Essentials for Young Lives' Campaign

Did you know that women with children are among the fastest growing segments of the homeless population? For many families already struggling to make ends meet, necessities like diapers and formula can be simply unaffordable. In honor of Mother's Day, Memorial Day and Father's Day, we invite you to take a moment of your time to help homeless families and their babies by participating in HomeAid San Diego's 'Essentials for Young Lives' Campaign.

In support of the Drive, we are collecting [LIST OF ITEMS] from [DATES]. Please help us make a difference! Simply bring your donations to [LOCATION IN BUILDING] and place them in [LOCATION]. HomeAid San Diego will distribute all donated items to local nonprofit organizations serving homeless families and young children. Contact [NAME OF CONTACT PERSON AT YOUR COMPANY/ORGANIZATION] with any questions at [PHONE NUMBER/E-MAIL]. For more information about HomeAid San Diego, please visit www.homeaidsd.org or www.facebook.com/homeaidsandiego.

HomeAid San Diego is a 501(c)(3) nonprofit organization dedicated to building new lives for homeless families and individuals through housing and community outreach.

Visit www.homeaidsd.org for more information.

(Federal nonprofit tax ID # 01-0635895)



Thank you for contributing to the 'Essentials for Young Lives' Campaign!
You are helping provide "essentials" to struggling families and their children.

If you would like to receive a donation receipt for your contribution, please provide the following information and a receipt will be sent to you.

NAME	ADDRESS, CITY, STATE, ZIP	PHONE	EMAIL	ITEM(S) DONATED