



## **How To Collect Donations for the Essentials Drive:**

1. Notify Amanda at HomeAid ([amanda@homeaidcolorado.org](mailto:amanda@homeaidcolorado.org)) that you would like to be a collection point for the drive.
2. Select a contact person who is able to promote the drive within your company/organization and send their contact information (phone and e-mail) to [amanda@homeaidcolorado.org](mailto:amanda@homeaidcolorado.org).
3. Collect items from May 14 – June 18, 2017 - you may begin your collection earlier if you wish.
4. Select a drop-off location in your building, and provide a box or bin for donors to deposit their items in.
5. Post flyers and/or send an e-mail announcing the Essentials for Young Lives Drive to your employees, associates and trade partners. A flyer template will be provided for your use by HomeAid Colorado and a sample event announcement e-mail is included with this kit. Be sure to change the information highlighted to accurately reflect the specifics of your collection.
6. Essentials Drive items needed: diapers (sizes newborn & up), baby wipes, baby formula (NO baby food). ***All items must be new and in their original packaging.***
7. HomeAid will arrange to pick up all donated items the week after the event concludes

Questions? Please see the included FAQ list, or contact Amanda at [amanda@homeaidcolorado.org](mailto:amanda@homeaidcolorado.org)





## Essentials Drive FAQ

### **1. Who is HomeAid Colorado?**

HomeAid's mission is to build and maintain dignified housing. From emergency shelters to transitional housing to permanent supportive housing, every HomeAid project includes support services that help residents move toward self-sufficiency, such as education and job skills training, financial education, counseling and other support. HomeAid builds housing for homeless families and individuals, then donates it to partner nonprofit care providers who serve the homeless. HomeAid provides construction-related technical assistance as well as in-kind labor and materials from the building industry, which allows our partners to focus their energy and resources on providing direct services to the homeless while we take care of construction. For more information, visit [www.homeaidcolorado.org](http://www.homeaidcolorado.org).

### **2. What is the Essentials for Young Lives Drive?**

The Essentials for Young Lives Drive is HomeAid's annual community-wide drive to collect "essentials" such as diapers, baby wipes, and formula for homeless infants and toddlers. The drive is conducted in conjunction with Mother's Day, providing a great opportunity to help homeless mothers and their babies.

### **3. What items are needed?**

Essential items needed include diapers (sizes newborn and up), baby wipes, and formula. Monetary donations are also accepted at [hacolo.org/essentials](http://hacolo.org/essentials)

### **4. Are there any items that are not accepted?**

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

### **5. Where do the collected items go?**

All items collected are distributed to local nonprofit organizations serving homeless families and children. Some of these organizations operate facilities built in partnership with HomeAid Colorado.

### **6. When is the collection drive?**

The official drive dates are May 14– June 18, but you can start your collection earlier if you wish.

### **7. How do we get the items we collect to you?**

HomeAid Colorado will arrange to collect donations from your place of business the week following the conclusion of the event.

### **8. Who should I contact if I have additional questions?**

Please contact Amanda: [amanda@homeaidcolorado.org](mailto:amanda@homeaidcolorado.org)





## Marketing and Promotional Items

### Sample E-mail Announcement:

#### Help Homeless Moms and Babies through HomeAid Colorado's Essentials for Young Lives Drive

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

In support of the Drive, we are collecting diapers (sizes newborn and up), wipes, and formula from May 8th – June 19<sup>th</sup>. Please help us make a difference!

Simply bring your donations to [LOCATION IN BUILDING] and place them in [LOCATION]. HomeAid Colorado 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 Colorado, visit [homeaidcolorado.org/essentials](http://homeaidcolorado.org/essentials)

### Sample Social Media Posts:

Please "like" us on Facebook and mention @HomeAidColorado in your social media posts.

### Posts Leading Up To Drive:

1. HomeAid's Essentials for Young Lives Drive is coming up. From May 8–June 19 we'll be collecting diapers, baby wipes, and formula to help homeless infants and toddlers. We'll be accepting donations at (Insert collection point and address here.)  
For more information or to donate online visit: <http://homeaidcolorado.org/essentials/>
2. From May8–June 19, you can help homeless mothers and their babies in Colorado receive necessities that they desperately need such as baby wipes, diapers, and formula. We'll be accepting donations at (Insert collection point and address here.)  
P.S. Please share this with your friends to help us spread the word!
3. HomeAid's annual Essentials for Young Lives Drive is almost here and we need your help! From May 8–June 19, 2014 make a difference and join us in collecting items young homeless mothers and their infants so desperately need including baby wipes, diapers and formula. We'll be accepting donations at (Insert collection point and address here.)  
P.S. Please share this with your friends to help us spread the word

## **Posts During Drive:**

1. Did you know that 1 in 4 homeless individuals is a child?  
Please join us in helping young mothers and their babies by donating essential items for HomeAid's annual Essentials for Young Lives Drive. Now through June 18, we're collecting diapers, baby wipes, formula to help homeless infants and toddlers. We'll be accepting donations at **(Insert collection point and address here.)** Please share this with your friends to help us spread the word!
2. Many babies (and their moms) need a helping hand.  
Essentials for Young Lives Drive is HomeAid's annual community-wide program to collect essentials such as diapers, baby wipes, and formula for homeless infants and toddlers. We'll be accepting donations at **(Insert collection point and address here.)**  
For more information or to donate online visit: <http://homeaidcolorado.org/essentials/>
3. Did you know that the fastest growing homeless group in the United States is families with children? Many babies (and their moms) need a helping hand. Now through June 18, we're collecting essentials such as diapers, baby wipes, and formula for homeless infants and toddlers at **(Insert collection point and address here.)**.  
For more information or to donate online visit: <http://homeaidcolorado.org/essentials/>
4. Did you know that 64% of the homeless in Metro Denver are people in families with children?  
Now through June 18, with a little help from our friends like you, HomeAid Colorado is collecting diapers, baby wipes, and formula—even your old cell phones—to help homeless infants and toddlers. We'll be accepting donations at **(Insert collection point and address here.)**  
For more information or to donate online visit: <http://homeaidcolorado.org/essentials/>
5. Imagine everything it takes to be a young mother. Now imagine it without diapers . . . or a home. 1 in 4 homeless individuals is a child. Please join us in helping young mothers and their babies by donating essential items to HomeAid's annual Essentials for Young Lives Drive. Now through June 18, we're collecting diapers, baby wipes, formula to help homeless infants and toddlers. We'll be accepting donations at **(Insert collection point and address here.)** For more information or to donate online visit: <http://homeaidcolorado.org/essentials/>
6. Now through June 18, with a little help from our friends like you, we're collecting diapers, baby wipes, formula to help homeless infants and toddlers. We'll be accepting donations at **(Insert collection point and address here.)** For more information or to donate online visit: <http://homeaidcolorado.org/essentials/>
7. Every new mother needs a little help now and then. HomeAid's annual Essentials for Young Lives Drive is your opportunity to offer much-needed help to homeless mothers and infants in Colorado. From May 14–June 18 we'll be collecting diapers, baby wipes, and formula to get these essentials into the hands of those who so desperately need them. We'll be accepting donations at **(Insert collection point and address here.)**  
For more information or to donate online visit: <http://homeaidcolorado.org/essentials/>
8. HomeAid and homeless infants throughout Colorado need your help. Join us now through June 18th as we collect essential items such as diapers, baby wipes, and formula. The annual Essentials for Young Lives Drive is your opportunity to make a difference in your community and in the lives of homeless mothers and their infants throughout Metro Denver. We'll be accepting donations at **(Insert collection point and address here.)**



# HomeAid<sup>®</sup> essentials



Essentials for Young Lives  
Mother's Day – Father's Day

**May 14 – June 18**

A growing number of families in our community are struggling to care for the basic needs of their children and YOU can help.

We're teaming up with HomeAid Colorado to help families in Denver.

For a list of donation items, drop off locations or to donate online visit [www.HomeAidColorado.org](http://www.HomeAidColorado.org).

**Donate**



**DIAPERS**



**WIPES**



**FORMULA**

## Did You Know?

  
**1 in 3**  
American families struggle to provide diapers

  
**4 in 10**  
mothers in America have to choose between buying diapers and other necessities

  
**1 in 5**  
mothers in America report they have personally run out of funds for diapers