



How To Collect Donations for the Essentials Drive

1. Click [here](#) to register online to host a collection drive or visit our website at homeaidcolorado.org/essentials to learn more.
2. Collect items from May 14 through June 18, 2017 - you may begin your collection earlier if you wish.
3. Select a drop-off location in your building, and provide a box or bin for donors to deposit their items in.
4. 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.
5. Essentials Drive items needed: diapers (sizes newborn & up), baby wipes, baby formula (Please NO baby food). *All items must be new and in their original packaging.*
6. Use the tracking sheet to tally the quantity of diapers, baby wipes, formula, and miscellaneous items.
7. **NEW OPTION THIS YEAR-** Consider ordering 'essentials' through our [Amazon Wish List](#). Be sure to share the link with your colleagues, friends, families and neighbors!
8. Bring you donations to our **Bottles for Babies** collection event held on June 15th! Alternatively, we can coordinate a suitable timeframe in which to collect the donations.

Questions? Please see the included FAQ list, or contact Amanda at amanda@homeaidcolorado.org





Essentials Drive FAQ

1. Who is HomeAid Colorado?

HomeAid's mission is to build new lives for homeless families and individuals through housing and community outreach. 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 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 much needed items 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 homeaidcolorado.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. Can you tell me more about the Amazon Wish List?

Visit https://www.amazon.com/gp/registry/wishlist/135T3VSHKKF2V/ref=nav_wishlist_lists_1 to order 'essential' items. All donations will be shipped directly to our office, hassle free! Be sure to shop Amazon Smile and choose HomeAid Colorado as the charitable organization.

6. 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.

7. When is the collection drive?

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

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

Join us at our **Bottles for Babies** collection event which will be held on June 15th from 4-6 pm at 11511 E Stepping Stone Circle, Parker, CO 80134. If you are unable to attend this event, HomeAid Colorado will arrange to collect donations from your place of business the week following the conclusion of the event.

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

Please contact Amanda: 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), baby wipes, and formula from May 14 – June 18, 2017. Please help us make a difference!

Simply bring your donations to [ADDRESS OF LOCATION] and place them in [COLLECTION POINT]. 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

Social Media Posts:

Sample Posts Leading Up to Drive:

1. HomeAid's Essentials for Young Lives Drive is coming up! From May 14 – June 18, we will 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 please visit homeaidcolorado.org/essentials
2. Want to make a difference in our community? Then join us in this year's HomeAid Essentials for Young Lives Drive! Mother's Day through Father's Day, we will be accepting diapers, baby wipes and formula for homeless parents and their babies. Please bring your donations to ([INSERT COLLECTION POINT AND ADDRESS HERE]) and help those who need it most.
3. Colorado's homeless population has increased dramatically over the past few years and your help is needed now, more than ever! HomeAid's Essentials for Young Lives Drive is right around the corner and we are collecting much needed items such as diapers, baby wipes, and formula for homeless parents and their babies. Drop off your donations at ([INSERT COLLECTION POINT AND ADDRESS HERE]) between Mother's Day and Father's Day.

Please be sure to "like" us on Facebook and mention @HomeAidColorado in your social media posts. We also encourage you to use our hashtag #HomeAidEssentials

Sample Posts During the Essentials Drive:

1. Did you know that 1 in 4 homeless individuals is a child? Please join us in helping mothers and their babies by donating much needed items for HomeAid's annual Essentials for Young Lives Drive. Now through June 18, we're collecting diapers, baby wipes, and formula to help homeless infants and toddlers. We'll be accepting donations at (INSERT COLLECTION POINT AND ADDRESS HERE).
2. Everyday expenses add up quickly and with the rising costs of housing in Colorado, it is becoming harder and harder for working families to make ends meet. We need your help now, more than ever! Join us in partnering with HomeAid Colorado's Essentials for Young Lives Drive. Now through June 18, we will be collecting diapers, baby wipes and/or formula to help struggling mothers and their babies. Bring your donations to (INSERT COLLECTION POINT AND ADDRESS HERE) and help make a difference in our community.
3. Imagine everything it takes to be a young mother. Now imagine it without diapers . . . or a home. Please join us in helping young mothers and their babies by donating much needed items to HomeAid's annual Essentials for Young Lives Drive. Now through June 18, we're 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 donate online visit: homeaidcolorado.org/essentials
4. Did you know that the fastest growing homeless group in the U.S. are families with children? Many babies and their parents need a helping hand. Mother's Day through Father's Day, we're collecting much needed items such as diapers, baby wipes, and formula for homeless infants and toddlers. Please bring your donations to (INSERT COLLECTION POINT AND ADDRESS HERE) and help those who so desperately need it.
5. HomeAid Colorado's Essentials for Young Lives Drive is your opportunity to offer much needed help to homeless families and their babies in Colorado. From Mother's Day through Father's Day, we will be collecting diapers, baby wipes and formula to get these essential items into the hands of those who desperately need them. Donations can be dropped off at (INSERT COLLECTION POINT AND ADDRESS HERE).
6. 64% of the homeless in Metro Denver are 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 to help homeless infants and toddlers. We'll be accepting donations at (INSERT COLLECTION POINT AND ADDRESS HERE). For more information or to donation online visit: homeaidcolorado.org/essentials

Reminder: Please be sure to "like" us on Facebook and mention @HomeAidColorado in your social media posts. We also encourage you to use our hashtag #HomeAidEssentials



Thank you for your generous donations!

Please track the item and quantity donated using the tally sheet below.

Item	Tally	Total
Diapers <i>*Please count each diaper</i>		
Wipes <i>*Please count each wipe</i>		
Formula <i>*Fluid ounces</i>		
Miscellaneous items		