



How To Collect Donations for the Essentials Drive

1. Register [here](#) to host a collection drive, volunteer or sponsor. To learn more about our Essentials program, visit our website at www.HomeAidColorado.org/essentials.
2. Collect items from October 1st through November 10th- 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 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 email is included with this kit. Be sure to change the information highlighted to accurately reflect the specifics of your collection.
5. Travel size hygiene items needed: soap, shampoo, conditioner, lotion, toothbrushes, toothpaste, disposable razors and shaving cream, deodorant, q-tips, mouthwash, hand sanitizer, wet wipes, washcloths, socks and foot cream, feminine products and combs. ***All items must be new and in their original packaging.***
6. HomeAid will provide your organization with bags, if you'd like to package your own care kits prior to pick-up or delivery. HomeAid will arrange to pick up all donated items by November 10th.

Questions? Please see the included FAQ list, or contact Alyssa at Alyssa@HomeAidColorado.org



Essentials Drive FAQ

1. Who is HomeAid Colorado?

HomeAid's mission is to build new lives for homeless families and individuals through homeless housing development and community outreach. By leveraging our relationships within the home building industry to garner in-kind donations of labor and materials, we are able to build and maintain homes and shelters for reputable nonprofit organizations who provide housing and services to the homeless. This collaboration allows nonprofit care providers to focus their energy and resources on providing direct services, like financial education, job skills training and counseling while home builders provide the construction-related services needed to build high quality housing at a fraction of the cost. Everyone deserves and safe, stable and dignified place to call home and an opportunity to build second chances. For more information, visit HomeAidColorado.org.

2. What is the Essentials Program?

Expansion of our Essentials program aids our community outreach initiatives. Through a community-wide drive, the *Essentials for Young Lives* and *Essentials CareKit* program provide necessary items for homeless parents, their babies and individuals experiencing homelessness.

The Essentials for Young Lives Drive collects items such as diapers, baby wipes, and formula for homeless infants and toddlers. The drive is held annually from Mother's Day to Father's Day, providing a great opportunity to help homeless mothers, fathers and their babies.

The HomeAid CareKit Drive collects travel sized toiletry items. Once the donations are collected and assembled into CareKits, they are then distributed to care providers and emergency shelters, giving homeless individuals and families a fresh, clean start.

3. What items are needed?

Essential items needed to assemble HomeAid CareKits include soap, shampoo, conditioner, lotion, toothbrushes, toothpaste, disposable razors, shaving cream, deodorant, q-tips, mouthwash, wet wipes, hand sanitizer, socks, foot cream, feminine products, combs, washcloths. Monetary donations are also accepted to purchase additional items needed.

4. Are there any items that are not accepted?

Yes, unfortunately we cannot accept opened or 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 individuals and families. Some of these organizations operate facilities built in partnership with HomeAid Colorado. Items will be distributed the week of November 11-19 for National Hunger & Homelessness Awareness Week.

6. When is the collection drive?

The official drive runs from October 1st through November 10th, but you may start earlier if you wish.

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

Items can be delivered to HomeAid Colorado, located at 88 Inverness Circle East, Building E, Suite 104, Englewood or HomeAid will arrange to collect donations from your place of business by November 10th.

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

Please contact Alyssa Shuman: Alyssa@HomeAidColorado.org





Marketing and Promotional Items

Sample E-mail Announcement:

Did you know that more than half of the people experiencing homelessness in Metro Denver are families and children? Homelessness strikes close to home, affecting our families, our friends, and the towns and cities we live in. A recent poll showed that nearly half of residents across the seven-county Metro Denver area have a family member or close friend who has experienced homelessness. The reality is, losing a home can happen to anyone. Job loss, high housing costs, family break-ups, and illnesses are among the most common causes of homelessness. In honor of National Hunger & Homelessness Week, we invite you to take a moment to help out those experiencing homelessness by participating in HomeAid Colorado's Essentials CareKit Drive.

From now through November 10th, we are collecting travel size toiletry items, including soap, shampoo, conditioner, washcloths, toothbrushes, toothpaste, mouthwash, deodorant, q-tips, lotion, razors, shaving cream, socks, foot cream, hand sanitizer, wet wipes and feminine products. 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 individuals and families.

Contact [NAME OF CONTACT PERSON AT YOUR COMPANY/ORGANIZATION] with any questions at [PHONE NUMBER/EMAIL]. For more information about HomeAid Colorado, visit www.homeaidcolorado.org.

[Attach Essentials Flyer to email]

Social Media Posts:

Sample Posts Leading Up to Drive:

1. HomeAid's Essentials CareKit Drive is coming up! From October 1st through November 10th, we will be collecting travel size toiletry items that will eventually be distributed to local family and emergency shelters for those experiencing homelessness. We'll be accepting donations at [INSERT COLLECTION POINT AND ADDRESS HERE]. For more information or to donate online, please visit www.homeaidcolorado.org/essentials.

2. Want to make a difference in our community? Then join us in this year's HomeAid Essentials CareKit Drive! October 1st through November 10th, we will be accepting donations of travel sized toiletry items for individuals and families experiencing homelessness. 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 CareKit Drive is right around the corner and we are partnering with them to collect travel sized toiletry items. Drop off your donations at [INSERT COLLECTION POINT AND ADDRESS HERE] between October 1st and November 10th.



Sample Posts During the Essentials Drive:

1. HomeAid Colorado's Essentials CareKit Drive is your opportunity to offer much needed support to those experiencing homelessness. Now through Christmas, we will be collecting travel sized hygiene items to those who desperately need them. Please bring your donations to **[INSERT COLLECTION POINT AND ADDRESS]**.
2. This holiday season, we are partnering with HomeAid Colorado to collect travel sized hygiene items and distributing them to local family and emergency shelters. Give the gift of a fresh, clean start to those experiencing homelessness by bring your donations to **[INSERT COLLECTION POINT AND ADDRESS]**.
3. A CareKit is more than the amenities inside, it's about providing hope and restoring dignity. Join us in collecting unused travel size toiletry items to help those who are struggling to meet their family's most basic needs. Please drop off your donations to **[INSERT COLLECTION POINT AND ADDRESS]**.

[Feel free to share photos of your company participating in the drive or the Essentials flyer to your social media pages]

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

