



**Agenda Item No. 3
May 1, 2013 Meeting**

DATE: April 16, 2013

TO: Children and Families Commission of Orange County

FROM: Christina Altmayer, Executive Director 

SUBJECT: HomeAid Essentials for Young Lives Community Outreach Campaign

SUMMARY:

May 2nd marks the launch of the sixth annual Essential for Young Lives campaign sponsored by the Commission. The annual Essentials for Young Lives Community Outreach campaign collects diapers and other essential items for distribution to mothers with babies and young children living in Orange County's homeless shelters. The State Capitol also participates in the Essentials campaign that is implemented in partnership with HomeAid Sacramento and the First 5 Commissions from the Sacramento region. The events and activities for this year's Essentials for Young Lives donation drive are included in this item. A report on the outcome of the donation drive will be presented in the fall.

BACKGROUND:

Orange County Sheriff Sandra Hutchens is the honorary chair of the Orange County donation drive that coincides with Mother's Day. This is the third year the Sheriff has served as honorary chair in the six years of the campaign. The diapers and essential baby items will be collected from participating organizations the week before Mother's Day, May 3-12, 2013, and delivered to the 16 homeless shelters supported by HomeAid Orange County.

The Essentials campaign will begin with a community lunch event at the Village of Hope in Tustin on Thursday, May 2. Representatives from partnering organizations will participate in the program. Supervisor Janet Nguyen will participate as the Board of Supervisors' representative to the Commission. A media and recognition event is scheduled at the Pathways for Hope homeless shelter in Fullerton on Wednesday, May 22. The collected diapers and essential items will be delivered by UPS to the shelter, and representatives from sponsoring organizations will assist with unloading the items.

Since the campaign began, the number of collected items has grown from 100,000 items in the first year to over 500,000 last year. This year the goal of the campaign is to ensure that every baby in the HomeAid service provider network has a supply of diapers for one year, estimated at 1.2 million diapers. More than 180 public and private sector businesses and community groups will have boxes to collect items at their locations the week of the campaign. Assemblyman Alan Mansoor began collecting items at his district office Open House last month.

Commissioners

Executive Director

Campaign partners include the County of Orange, UPS, and VONS. The Automobile Club of Southern California is a new sponsor this year donating \$2,500 to purchase essential baby items. The Essentials campaign promotion materials are attached and have been distributed to the organizations participating in the event.

Sacramento Capitol Essentials Campaign

The Fourth Annual Essentials for Young Lives donation drive will be held at the State Capitol from May 3-10, 2013. Senate and Assembly members throughout the state participate by collecting essential baby items in their offices throughout the week. The collected items are donated to a Sacramento homeless shelter.

HomeAid Sacramento and First 5 Commissions from the Sacramento region and other parts of the state come together to raise the awareness of homelessness and the partnership between HomeAid and First 5 Children and Families Commissions. A press conference will be held at the Capitol on Monday, May 6 and will feature representatives from the Legislature, HomeAid, First 5 Children and Families Commissions, and families that benefit from the donation drive.

STRATEGIC & FISCAL SUMMARY:

There are no funding recommendations for this item.

PRIOR COMMISSION ACTIONS:

November 2012 - Adopted resolution with HomeAid Orange County to add an amount not to exceed \$25,000 to sponsor the Essentials for Young Lives Campaign

RECOMMENDED ACTIONS:

Receive report on the 2013 HomeAid Essentials for Young Lives Community Outreach Campaign

ATTACHMENTS:

1. Essentials Campaign Card
2. Essentials Campaign Poster

Contact: Kelly Pijl

Essentials for Young Lives Rack Card

Imagine everything it takes to be a mother.
Now imagine it **without** diapers.

HomeAid essentials

For Mothers & Their Children, May 3 - 12, 2013
Find a drive, donate, & get involved at homeaidessentials.org

DONATE

DIAPERS 

WIPES 

#HOMEAIDOC 



HomeAid Essentials, in partnership with the Children and Families Commission of Orange County, is a community outreach campaign to collect **diapers, wipes, food, and personal care items** for homeless babies across Orange County.

Recipient Agencies

- | | |
|----------------------------|-------------------------------|
| American Family Housing | Isiah House - Catholic Worker |
| Anaheim Interfaith Shelter | Laura's House |
| Casa Teresa | Mary's Shelter |
| Families Forward | Mercy House |
| Pathways of Hope | Orangewood Children's Home |
| H.I.S. House | Orange County Rescue Mission |
| Human Options | Precious Life Shelter |
| Interval House | Thomas House Shelter |
| | WTLC |

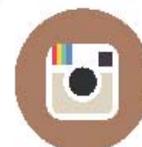
In Partnership With:



Sheriff Sandra Hutchens
Honorary Chair



Instagram Your Donations



#homeaidoc

HomeAid
Orange County
homeaidessentials.org

HomeAid Orange County is a 501 (c) (3) nonprofit. Federal Tax ID: 33-0568079

Essentials for Young Lives Poster



HomeAid essentials

Donation Drive • May 3 - 12, 2013 • #homeaidoc

Donate Essential Items Here



Imagine everything it takes to be a **mother**.
Now imagine it **without diapers**.

homeaidessentials.org

In partnership with:



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