



HomeAid Orange County's 4th Annual Essentials for Young Lives Campaign

In partnership with the Children and Families Commission of Orange County

Essentials for Young Lives is a community-wide effort lead by HomeAid Orange County, in partnership with the Children and Families Commission of Orange County, to collect much needed items for homeless infants and toddlers across Orange County. These "Essentials" include: diapers, baby food, wipes and other hygiene products.

The 2010 Essentials for Young Lives Campaign across Orange County collected more than 273,000 baby items, an 88% increase over 2009 totals. This year, our goal is to collect more than one-half million baby items.

WHY?

Families are the fastest growing segment of the homeless population. *Essentials for Young Lives* donations enable recipient agencies to save the funds normally spent on diapers, baby wipes, etc. for use on programs to help their clients achieve self-sufficiency and to lead productive, independent lives.

WHY MAY?

During the December holiday season, most non-profit organizations receive bountiful contributions and due to demand, often they've depleted their resources by mid-year. Feedback from recipient agencies confirms the scheduling of May, in connection with Mother's Day, collections came when their supplies were low or non-existent.

WHO RECEIVES DONATIONS?

Donations are divided among HomeAid's sixteen service provider partners. These are the agencies that operate facilities built in partnership with HomeAid Orange County and serve homeless families across the county.

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| ○ Anaheim Interfaith Shelter | ○ Interval House | ○ Orange County Rescue Mission |
| ○ Casa Teresa | ○ Isaiah House – Catholic Worker | ○ Precious Life Shelter |
| ○ Families Forward | ○ Laura's House | ○ Shelter for the Homeless |
| ○ Fullerton Interfaith Emergency Service | ○ Mary's Shelter | ○ Thomas House |
| ○ H.I.S. House | ○ Mercy House | ○ Women's Transportation Living Center |
| ○ Human Options | | |

2011 CAMPAIGN

Bringing heightened attention to the campaign this year, Orange County Sheriff Sandra Hutchens will be the Honorary Chair of the 2011 Campaign. Major national sponsors, VONS/Safeway and United Parcel Service (UPS), have also joined in support of the campaign. Additionally, the National Hockey League (NHL) has selected the *Essentials For Young Lives Campaign* as the recipient of all donations collected on February 23 at the Honda Center through their "Hockey for Huggies" initiative.

IMPORTANT DATES

Press Conference: February 22, 2011, 10:00 a.m. @ "The Rink" Anaheim Ice
Community Event: April 30, 2011 @ Irvine Spectrum Center
Campaign Week: May 2-6, 2011
Media Event: May 3, 2011 @ Precious Life Shelter, Los Alamitos

CONTACT

For more details and more information please contact:

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