



ESSENTIALS CAREKITS: HOSTING A DRIVE TOOLKIT

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ESSENTIALS CAREKITS: HOSTING A DRIVE BASICS

What is homelessness?

Homelessness is not having reliable shelter. Though often the mental image it brings to mind is one of people living on the streets, it's only true for less than one-fifth of people experiencing homelessness in the seven-county Metro Area. Most of homelessness is unseen and unknown. Most families and individuals without a stable, safe place to live transition among motels, doubling-up with friends or family members, sleeping in cars or in transitional housing or shelters.

Losing a home can happen to anyone

High housing costs, job loss, low wages, domestic violence, changed family situations and illnesses are among the most common causes of homelessness. One unfortunate event can push families and individuals out of their homes. Unaffordable, inaccessible or ineffective systems can make it difficult to move beyond challenging personal circumstances. **Homelessness happens when these types of personal challenges and inadequate systems collide.**

How you can make a difference

- [Host your own collection drive to help provide basic necessities to those in need](#)
- Encourage your colleagues, family and friends to participate
- Volunteer individually or with a group to help sort, assemble and deliver CareKits
- Raise awareness about homelessness and what it looks like within our community
- [Support the HomeAid Essentials program by making a financial contribution](#)



Checklist for Hosting a Drive

- **Register** for the HomeAid Essentials CareKit Drive through our Google Forms sign-up page at: <http://bit.ly/2018CareKitsHostingSignup>.
- **Select a drop-off location** in your building and **provide a box** or bin for donations
- **Announce the Essentials Drive** and begin collecting travel size hygiene items from October 1 - November 10
- **Encourage participation** from your coworkers, clients, family and friends
- **Share your accomplishments on social media**, be sure to tag [@HomeAidColorado](#) and use the hastags: **#HomeAidEssentials #HomeAidCareKits #EndHomelessness**
- **Coordinate delivery or pickup** arrangements for all donations with [HomeAid Colorado](#)



ESSENTIALS CAREKITS: FAQ'S

What is HomeAid Colorado's mission?

- Our mission is to build new lives for Colorado's homeless through housing and community outreach. We believe all Coloradans deserve safe, stable and dignified housing. With a home, anything is possible.

What is the Essentials CareKit Drive?

- The CareKit Drive is our annual community-wide drive to collect travel size hygiene items for the homeless for a fresh, clean start.

When is the collection drive?

- Collection can begin as early as you wish, but the Drive officially starts October 1 - November 10.

What items are needed to assemble kits?

- Shampoo, conditioner, combs, washcloths, disposable razors, shaving cream, lotion, toothbrushes, toothpaste, floss, deodorant, Q-tips, wet wipes, foot cream, feminine products, chap stick, sunscreen, winter gear and snacks. All items must be new and in its original packaging.

Are there any items that are not accepted?

- We are currently not collecting soap, mouthwash or hand sanitizer.

Who provides the boxes for the collection drive?

- HomeAid is happy to provide boxes upon request.

How do we get the items we collect to you?

- Items can be delivered to HomeAid Colorado or we will arrange to collect donations from your place of business by November 10th.

Where do the collected items go?

- All assembled CareKits will be distributed to local nonprofit organizations serving homeless individuals and families during the week of November 10 – 18 in conjunction with National Hunger & Homelessness Awareness Week. Some of these organizations operate facilities built in partnership with HomeAid Colorado.

Are there any volunteer opportunities?

- Yes, individual and volunteer groups are welcomed! Email Alyssa@HomeAidColorado.org to learn about the different roles available.

Can I make a cash contribution?

- Absolutely, just visit our profile at <https://www.coloradogives.org/homeaidcolorado> to make a donation or create your own Facebook fundraiser!



Promote your Essentials drive!



Social Media posts, graphics, email samples and tools available for download at:
<http://bit.ly/2018CareKitsParticipantToolkit>.



Email, a personal connection

Email is an incredibly effective tool to utilize throughout the Essentials Drive. Personalize your message and go into detail on why you are hosting a drive and how they can get involved. Explain what you are collecting, where donations can be dropped off and of course, your goal.



Social media

By connecting with HomeAid Colorado, you can more easily get the word out about your Essentials drive and promote the good work you're doing for the community. Connect with us by liking, following and sharing HomeAid Colorado content.



Facebook

- Create a Facebook "event" and invite your coworkers, clients, company partners, friends and family to get involved
- Share stories, personal and/or company goals, photos and videos
- Thank donors by giving them a shout-out and tagging them in your posts
- Tag [@HomeAidColorado](https://www.facebook.com/HomeAidColorado) and use the hashtags **#HomeAidEssentials** **#HomeAidCareKits** and **#HHWeek**



Instagram

- Share photos, videos and add to your personal and/or company "story"
- Utilize the location tagging tool to share your collection site with potential donors
- Tag [@HomeAidCO](https://www.instagram.com/HomeAidCO) when sharing photos related to the Essentials Drive'
- Remember to use **#HomeAidEssentials** **#HomeAidCareKits** and **#HHWeek**



Twitter

- Tweet before, during and after the drive to let your supporters know how planning is going, how close you are to your goal and the results
- Share a link to your Facebook event or fundraising page where followers can learn more about the Essentials Drive
- Tag [@HomeAidColorado](https://twitter.com/HomeAidColorado) in your tweets
- Remember to include the hashtags **#HomeAidEssentials** **#HomeAidCareKits** and **#HHWeek**



LinkedIn

- LinkedIn is where you can promote to industry insiders, business partners and potential employees that you're engage in social and community improvement activities and continue to use the hastags **#HomeAidEssentials** **#HomeAidCareKits** and **#HHWeek**
- Encourage other businesses to join in on the good work while promoting your own brand and business at the same time

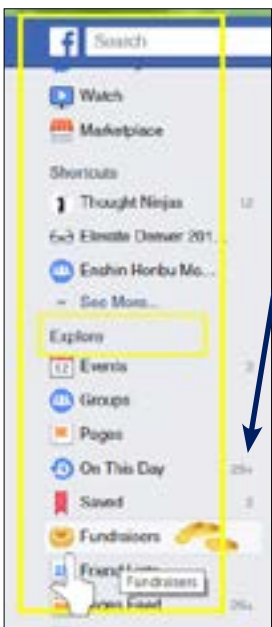


ESSENTIALS CAREKITS: FUNDRAISING

Find tools online at:
<http://bit.ly/2018CareKitsParticipantToolkit>.

Facebook Fundraising for Essentials CareKits

Creating a personal fundraiser is a great way to increase the impact of your Essentials CareKit drive or give you an alternative if time and space are an obstacle to supporting the homeless individuals and families in our community. The advantages of using Facebook for nonprofits are many: it means 100% of your gift goes directly to HomeAid Colorado without any paperwork. The personal fundraiser also means it goes only to YOUR own friends and promotes the amazing contribution you're giving to Coloradans!



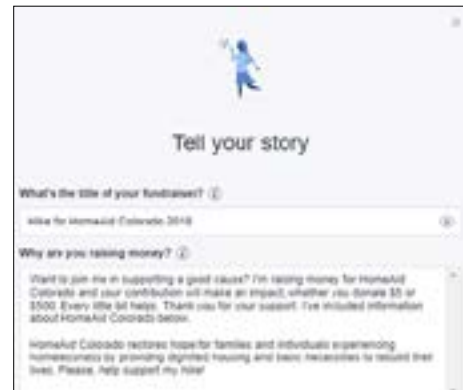
1 - Simply start by going to your Facebook feed. On the left hand side, scroll down to the "Explore" category and below that, you'll find the option for Fundraisers.



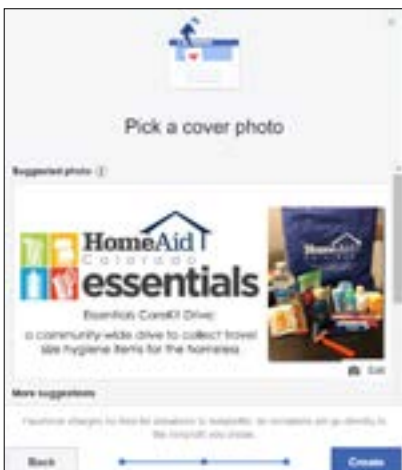
3 - Set a dollar goal for your personal fundraiser and be sure to give yourself plenty of time to promote and maximize donations.



2 - Find HomeAid Colorado in the "Select Nonprofit" search box and click. Then click: Next.



4 - "Why are you raising money?" is written for you - or you can create your own! See the Participant Toolkit.



5 - The Event "cover photo" is done for you! Find it in the Participant Toolkit!

GIVE THE GIFT OF A FRESH START

November is Homelessness Awareness Month:
Collect items now through November 10th.

There are nearly 6,000 homeless men, women and children on any given night in Denver. Join HomeAid Colorado by donating unused, travel size toiletries to assemble **HomeAid CareKits** for Colorado's homeless.

A kit is about more than the amenities inside, it's about providing hope and a clean start. Please give much needed hygiene products to those who need it most.



Needed Essential Items:

- Shampoo
- Conditioner
- Toothbrushes & Toothpaste
- Feminine Products
- Lotion
- Combs
- Washcloths
- Deodorant
- Razors & Shaving Cream
- Snack foods

Please note: because of the generosity of donors, **we are not currently accepting donations of socks or soap.**

Bonus items:

- Chapstick
- Foot cream
- Q-tips
- Sunscreen
- Wet wipes
- Winter accessories

Essential items will be assembled into CareKits and distributed to those in need during the week of November 10 - 18 for National Homelessness Awareness Week.

Host a drive or assembly team at your organization.

If you're interested in contributing to the Essentials CareKits campaign, please contact Alyssa Shuman, Outreach Coordinator, at: alyssa@homeaidcolorado.org.