What is HomeAid Colorado's mission?
HomeAid's mission is to build new lives for Colorado’s homeless through housing development and community outreach.

What is the Essentials CareKit Drive?
The CareKit Drive is an annual community-wide drive to collect essential items for those who are experiencing homelessness.

When does the collection drive take place?
Collection can begin as early as you wish, but the drive officially runs from October 1st through November 10th.

What items are being collected?
Socks, wet wipes, feminine hygiene products, sunscreen, deodorant, toothbrushes and toothpaste, and chap stick.

Are there any items that are not accepted?
We no longer accept shampoo, soap, conditioner, lotion mouthwash, hand sanitizer or razors.

How do we get the items we collect to you?
Items can be delivered to HomeAid Colorado’s office 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 16 -24th in conjunction with National Hunger and Homelessness Awareness Week. Some of these organizations operate facilities built in partnership with HomeAid Colorado.

Are there any volunteer opportunities?
Yes, individual and groups are welcomed to volunteer! Email Alyssa@HomeAidColorado.org to learn about the different roles available.

How can I make a financial contribution?
Visit our website https://www.homeaidcolorado.org/how-to-help/donate.html to donate today! Your donation will directly support an individual in need.

Is my donation to HomeAid Colorado tax deductible?
Yes, HomeAid Colorado is a registered 501(c)(3) nonprofit organization, therefore your in-kind donation or financial contribution is tax deductible. HomeAid will email an acknowledgment receipt following the drive. Our tax ID is 84-1515242.

Have additional questions?
Reach out to Alyssa Shuman, Outreach Coordinator Alyssa@HomeAidColorado.org (303) 691-0104
CAREKIT CHECKLIST

Follow and mark this checklist to ensure you have a successful drive!

☐ REGISTER your company for the drive online at www.homeaidcolorado.org/EssentialsCareKits.

☐ DOWNLOAD the toolkit, flyer, graphics and other marketing materials from our website www.homeaidcolorado.org/EssentialsCareKits.

☐ SELECT a point person for the drive that will promote the campaign and coordinate with the staff at HomeAid.

☐ DESIGNATE a central drop-off location in your building/neighborhood and provide a donation bin; be sure to include the flyer.

☐ COLLECT essential items for homeless families.

☐ Increase your impact – FUNDRAISE through Facebook

☐ SPREAD the word through social media and ENCOURAGE your coworkers, business partners, clients, neighbors, family members and friends to participate.

☐ Volunteer to ASSEMBLE CareKits and DELIVER to local nonprofit organizations before the holiday’s.

☐ SHARE your accomplishments and photos on social media.

For more information please contact:
Alyssa Shuman
Alyssa@HomeAidColorado.org
(303) 691-0104
GET THE WORD OUT

Be sure to "like" and "follow" HomeAid Colorado on social media!

FACEBOOK
- Create a Facebook "event" and invite your coworkers, clients, company partners, neighbors, 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 eHomeAidColorado and use the hashtags #HomeAidEssentials and #HomeAidCareKits

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 eHomeAidCo when sharing photos related to the drive
- Remember to use the hashtags #HomeAidEssentials and #HomeAidCareKits when posting

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 your accomplishments
- Share a link to your Facebook event or fundraising page where followers can learn more about HomeAid’s Essentials Drive and how they can help those experiencing homelessness
- Tag eHomeAidColorado in your tweets
- Remember to include the hashtags #HomeAidEssentials and #HomeAidCareKits

LINKEDIN
- Promote industry insiders, business partners and potential employees that you're engaged in social and community improvement activities
- Mention HomeAid Colorado and include the hashtags #HomeAidEssentials and #HomeAidCareKits

GET PERSONAL: SEND AN EMAIL

Emails are an incredibly effective tool to utilize throughout the drive. Personalize your message and go into detail on why you are hosting an Essentials Drive and would like the individual or company to participate. Explain what you are collecting, where, and of course, your goal.

For more information please contact:
Alyssa Shuman
Alyssa@HomeAidColorado.org
(303) 691-0104
SOCIAL MEDIA SAMPLES

BEFORE THE DRIVE

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 essential items for individuals experiencing homelessness. Please bring your donations to [INSERT COLLECTION POINT AND ADDRESS HERE] and help those who need it most. @homeaidcolorado #HomeAidEssentials #HomeAidCareKits

Colorado’s homeless population has increased dramatically over the past few years and your help is needed now, more than ever! @HomeAidColorado’s Essentials Drive is right around the corner and we are partnering with them to collect much-needed items. Drop off your donations at [INSERT COLLECTION POINT AND ADDRESS HERE] between October 1st and November 10th. #HomeAidCareKits #HomeAidEssentials

DURING THE DRIVE

A CareKit is more than the amenities inside, it’s about providing hope and restoring dignity. Join us in collecting essential items to help those who are struggling to meet their most basic needs. Please drop off your donations to [INSERT COLLECTION POINT AND ADDRESS]. @homeaidcolorado #HomeAidEssentials #HomeAidCareKits

@HomeAidColorado’s CareKit Drive is coming up! From now through November 10th, we will be collecting travel size toiletry items that will 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, please visit www.homeaidcolorado.org/EssentialsCareKits #HomeAidEssentials #HomeAidCareKits

AFTER THE DRIVE

Thank you for your generous donations of [INSERT ITEMS HERE]! Your support makes it possible for us to continue growing the #HomeAidEssentials program and impact the lives of those experiencing homelessness. @HomeAidColorado

Today, we assembled [QUANTITY OF CAREKITS] #HomeAidEssentials CareKits on behalf of @HomeAidColorado. All of the kits will be distributed to [LOCAL SHELTER] to provide a clean, fresh start for many experiencing homelessness.

For more information please contact:
Alyssa Shuman
Alyssa@HomeAidColorado.org
(303) 691-0104