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HOMEAID ATLANTA'S 2020 ESSENTIALS DRIVE & MORE

Atlanta nonprofit's extended Mother's Day drive garners 50,000 donations of baby supplies and more.

ATLANTA, GA – AUGUST 17, 2020 - Since 2002, HomeAid Atlanta has held its Essentials Drive in honor of Mother's Day, providing 1.3 million diapers, wipes, and other essential baby supplies for homeless mothers and their children. Due to the COVID-19 crisis, HomeAid moved the 19th annual Essentials Drive online and expanded it to include requests for donations of personal protective equipment, cleaning supplies, and other necessities. HomeAid Atlanta consulted with 23 Atlanta organizations that serve metro Atlanta's infants, toddlers, and their families experiencing homelessness to create shopping lists for their urgent supply needs as part of the 2020 Essentials Drive & More. Donors shopped from home and donations shipped via Amazon Smile directly to the 23 shelter and service provider organizations.

Members of the metro Atlanta community showed enthusiastic support for the 2020 Essentials Drive & More. **Taylor Morrison Atlanta** held a drive among its employees with the goal of donating more than \$6,000 in support of the drive. Taylor Morrison matched \$2,000 and Atlanta Division President Rick Carruthers matched \$1,000 with his own funds. "Taylor Morrison is a company built upon community outreach, compassion for others and a commitment to be unwavering stewards to every corner of our market," said Carruthers. "If we have the ability and the means to support families that are struggling, we do it as a team. That never gets old."

CVS Health | Aetna kicked off a month-long companywide internal drive on June 15 to raise funds and donate supplies in support of the Essentials Drive. The **Professional Women in Building (PWB) - Atlanta Chapter** also made a financial impact in support of the drive. All PWB Board Members made donations and encouraged members to follow. Financial donations were used to purchase supplies.



Rev Tony Johns on May 15.

Crossroads Community Ministries Executive Director Rev. Tony Johns said, "HomeAid's donation of diapers and wipes has been critical for the many moms that we serve. We partner with a school for children experiencing homelessness, and many of the mothers have younger children in diapers. Most live in shelters or hotels and have little access to these resources. Those with income have difficulty covering all their expenses, so any free essential can mean the difference between choosing to buy diapers or see a doctor. Most have no transportation of their own and have difficulty getting to a store on public transportation with small children. Others have no income and often have to leave infants in dirty diapers as long as possible to make them last."

The 2020 Essentials Drive & More brought in approximately 50,000 items for vulnerable metro Atlanta families and individuals experiencing homelessness.

HomeAid Atlanta is a nonprofit organization founded in 2001 that builds new lives for homeless families and individuals through housing and community outreach. HomeAid builds, renovates, and maintains facilities for nonprofits serving people experiencing homelessness and has completed over 140 projects at locations for victims of domestic violence, teen mothers, veterans and more, utilizing connections with building industry professionals and community organizations. HomeAid also provides essential items like diapers, wipes, and hygiene products to those affected by homelessness. HomeAid is the designated charity of the Greater Atlanta Home Builders Association. Learn more at www.homeaidatlanta.org.

2020 Essentials Drive & More Participating Organizations

Ascensa Health at St. Jude's
Recovery Center
Atlanta Children's Shelter
Atlanta Dream Center
Atlanta Mission – My Sister's House
Ceek to Fulfill
City of Refuge
Clifton Sanctuary Ministries
Community Advanced Practice Nurses, Inc.
Crossroads Community Ministries
Decatur Cooperative Ministry – Hagar's House
The Drake House
Family Promise of Hall County
Forsyth County Family Haven
Haven ATL
Helping Mamas
House of Dawn
North Georgia Angel House
Our House
Phoenix Pass
Rainbow Village Early Childhood Development Center
Salvation Army - Red Shield Services
Solomon's Temple
Wellroot Family Services