



**How to Hold a Collection in Support of
HomeAid Atlanta's 2019 Essentials Drive**

- 1. Select a contact person** who will promote the drive within your organization.
- 2. Determine the dates you plan to collect items.**
 - The official collection dates are Monday, April 29, 2019 to Tuesday, May 7, 2019. *However, you may begin your collection earlier as long as all items are delivered to the HomeAid drop off location by 4:30pm on Wednesday, May 8, 2019.*
- 3. Set-up a collection location and provide a box or bin (or baby crib, etc.), for donated items.**
 - Choose a convenient, easy-to-find, location for employees/customers/members.
 - [Click here to see photos of past collection displays.](#)
- 4. Announce your participation in the Essentials Drive through e-mail, social media and on-site signage.**
 - HomeAid provides a flyer template that you can customize to fit your needs. You specify the items you are collecting, specific date/time information, and add your own logo, if desired.
 - A sample announcement is included at the bottom of this document.
 - "Collection Site" yard signs are available for you to place outside your building if you are serving as a community drop-off location.
 - "Place your items here" signs are also [available here](#)
- 5. Conduct the drive.**
 - Official collection dates: Monday, April 29, 2019 – Tuesday, May 7, 2019 (or start earlier if you like!)
 - Essential items needed: **diapers** (sizes 1 & up, *size 3 & 4 most needed*), **pull-ups** (size 4 & 5), **baby wipes** (*unscented*), **baby food**, **formula** (*milk-based powder preferred*). You may collect all of these items or narrow down to a few items as you prefer.
 - **All items must be new and in the original packaging.**
- 6. If donors wish to receive a tax receipt, please have them complete the donation log (included with this kit).**
 - HomeAid Atlanta will send donation receipts based on the information provided. Be sure to return the donation log at the conclusion of the drive.
- 7. Deliver your items to the drop-off location. *All collected items must be delivered to the HomeAid drop off location between 9 a.m. and 4:30 p.m. on Wednesday, May 8, 2019.***

**Meridian Brick & Masonry Supply
5472 Oakdale Road
Smyrna, GA 30082**

Follow the signs: to the right, uphill, warehouse building (past showroom) on right.

**Questions? Please see the included FAQs or contact Karen McLane at
HomeAid Atlanta at 678.775.1450 or karen@homeaidatlanta.org**



HomeAid Atlanta's 18th Annual Essentials Drive
April 29 – May 7, 2019

Frequently Asked Questions:

1. Who is HomeAid Atlanta?

HomeAid Atlanta, founded in 2001, is a nonprofit organization that builds new lives for homeless families and individuals through housing and community outreach. HomeAid works in partnership with the Greater Atlanta Home Builders Association, as well as community building industry organizations, to assist the homeless. To date, HomeAid has completed close to 100 housing, remodel and care day projects at locations that serve victims of domestic violence, teen mothers, abused and abandoned children, and more. Learn more at www.homeaidatlanta.org.

2. What is the Essentials Drive?

The Essentials Drive is HomeAid's annual community-wide drive to collect "essentials" such as diapers, baby wipes, baby food and formula for homeless infants and toddlers. The drive takes place in conjunction with Mother's Day, providing a great opportunity to help homeless mothers and their babies. Sadly, an estimated 7,500 people in Metro Atlanta are homeless on any given night and almost 50% are women and children. Thanks to the support of people like you, this drive has collected over 1,000,000 essential baby items since 2002, assisting hundreds of moms and babies in the metro Atlanta area.

3. What items are most needed?

Essential items needed include diapers (size 2 to 5), pull-ups (size 4 & 5) baby wipes (unscented), baby food (stage one to toddler), and formula (milk-based powder most requested). Monetary donations and gift cards (ex. Target, Amazon, Walmart) are also accepted.

4. Can I donate online?

Yes! You can find our registries online at www.amazon.com/baby-reg and www.target.com/gift-registry, First Name: HomeAid | Last Name: Atlanta

5. Are there any items that are not accepted?

Yes, unfortunately we cannot accept used items. **All items must be new and in original packaging.**

6. Where do the collected items go?

All items collected are distributed to local nonprofit organizations serving homeless families and children. Several of these organizations operate facilities built in partnership with HomeAid Atlanta. The following groups have been recipients:

- Action Ministries (Atlanta)
- Atlanta Dream Center (Atlanta)
- Atlanta Mission (Atlanta)
- CAPN (Atlanta)
- Ceek to Fulfill (Conyers)
- City of Refuge (Atlanta)
- Decatur Cooperative Ministry (Decatur)
- The Drake House (Roswell)
- Family Promise of Hall County (Lawrenceville)
- HavenATL (Atlanta)
- Helping Mamas (Snellville)
- HomeStretch (Roswell)
- MUST Ministries (Marietta)
- New American Pathways
- Nicholas House (Atlanta)
- Our House (Atlanta)
- PADV (Atlanta)
- Phoenix Pass (Conyers)
- Rainbow Village (Duluth)
- Salvation Army- Red Shield Services (Atlanta)
- Sheltering Arms (Atlanta)
- Sheltering Grace Ministry (Marietta)
- Solomon's Temple (Atlanta)
- United Methodist Children's Home (Decatur)

7. When is the drive?

The official drive dates are April 29 – May 7, 2019, but many locations start earlier to have a longer collection period. As long as your collected items are delivered by or on May 8th, the start date is up to you.

8. How do we get the items we collect to you?

Please deliver the items to HomeAid Atlanta **on Wednesday, May 8th. All collected items must be delivered to HomeAid between 9 a.m. and 4:30 p.m. on Wednesday, May 8, 2019.**

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We will sort the items on May 9th. ***If you need assistance with getting your items to HomeAid Atlanta, please contact us.***

9. Who should I contact if I have additional questions or need to request help?

Please contact Karen McLane at HomeAid Atlanta, 678.775.1450 or at karen@homeaidatlanta.org



Sample Announcement

Help Homeless Moms and Babies through HomeAid Atlanta's 18th Annual Essentials Drive

Did you know that women with children are among the fastest growing segments of the homeless population? For many families already struggling to make ends meet, necessities like diapers and formula can simply be unaffordable. In honor of Mother's Day, we invite you to take a moment of your time to help homeless mothers and their babies by participating in HomeAid Atlanta's Essentials Drive.

In support of the Drive, we are collecting [LIST OF ITEMS] from [DATES]. Please help us make a difference! Simply bring your tax-deductible donations to [LOCATION IN BUILDING] and place them in [LOCATION]. HomeAid Atlanta will distribute all donated items to local nonprofit organizations serving homeless families and young children. Contact [NAME OF CONTACT PERSON AT YOUR COMPANY/ORGANIZATION] with any questions at [PHONE NUMBER/E-MAIL]. For more information about HomeAid Atlanta, please visit www.HomeAidAtlanta.org or our Facebook page, www.facebook.com/homeaidatlanta.

*HomeAid Atlanta is a 501(c)(3) nonprofit organization dedicated to the development of housing for the temporarily homeless in affiliation with the Greater Atlanta Home Builders Association.
Federal nonprofit tax ID # 58-0024106.*



Thank you for contributing to the Essentials Drive!

You are helping provide “essentials” to homeless moms and their children.

If you would like to receive a donation receipt for your contribution, please provide the following information and a receipt will be sent to you.

NAME	ADDRESS, CITY, STATE, ZIP	PHONE	EMAIL	ITEM(S) DONATED

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