

FOR IMMEDIATE RELEASE

CONTACT: Mandy Crater

678.775.1401

info@homeaidatlanta.org

www.homeaidatlanta.org



19TH ANNUAL HOMEAID ATLANTA ESSENTIALS DRIVE

Atlanta nonprofit invites you to celebrate Mother's Day with donations of essential baby supplies.



ATLANTA, GA - FEBRUARY 11, 2019 - HomeAid Atlanta will host its 19th Annual Essentials Drive from April 6 – May 5, 2020 in honor of Mother's Day. The Essentials Drive is a metro Atlanta-wide drive to collect "essential" baby items for families with infants and toddlers experiencing homelessness.

An estimated 5,700 people in metro Atlanta are homeless on any given night and approximately 40% are families. These families are in dire need of diapers and wipes for their little ones, and these items are not available through any existing safety net program. The Essentials Drive,

held annually since 2002, helps to fill the diaper gap. HomeAid has collected over 1.3 million baby items, assisting countless babies and their mothers in the metro Atlanta area.

Just before Mother's Day, Atlanta-based **UPS** will partner with HomeAid for the 14th year to assist with donation delivery. The collected diapers and wipes will go to local nonprofit organizations that provide housing and supportive services for homeless infants, toddlers, and families. Many of these organizations operate in HomeAid-built facilities.

This Mother's Day, HomeAid invites Atlanta to celebrate mothers by joining the 19th Annual Essentials Drive. There are many ways to get involved, including donating baby items or funds, coordinating a collection at your office, church, or civic organization, and volunteering. To pledge your support, contact Karen McLane, HomeAid Atlanta Director of Community Outreach at 678.775.1450 or karen@homeaidatlanta.org.



Visit www.homeaidatlanta.org for a printable Essentials Drive flyer and more resources.

(Left): HomeAid Essentials Drive volunteers sort donated diapers by size on May 8, 2019. (Right): HomeAid Atlanta staff with UPS drivers, ready to deliver Essentials Drive items on May 10, 2019. UPS will partner with HomeAid again this year.

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. HomeAid 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.

##