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HELP FOR ATLANTA BABIES AND THEIR MOMS

Building industry nonprofit seeks donations and drop-off sites for 20th Annual Essentials Drive

ATLANTA, GA – MARCH 8, 2021 – HomeAid Atlanta will host its 20th Annual Essentials Drive from April 1 to May 5, 2021. The Essentials Drive is HomeAid’s annual community-wide drive to collect “essentials” like diapers and baby wipes for families with infants and toddlers who are experiencing homelessness.

This year marks the 20th anniversary of the Essentials Drive, which is conducted in conjunction with Mother’s Day. The drive provides a great opportunity for the community to help mothers and babies in need. Sadly, an estimated 5,500 people in metro Atlanta experience homelessness on any given night and almost 50% are women and children. Thanks to the support of the metro Atlanta community and local home building industry, the Essentials Drive has collected over 1,350,000 essential baby items, assisting hundreds of moms and babies since 2002.

Last year’s Essentials Drive provided diapers and wipes, plus COVID19-related cleaning supplies and PPE for 23 metro Atlanta organizations helping families struggling through the pandemic. The 2021 Essentials Drive is extremely vital to these organizations’ continuing ability to serve families, as many continue to struggle with low volunteer turnout and fewer supplies due to the lingering effects of the pandemic.

This April, HomeAid Atlanta invites you to help metro Atlanta mothers and children by joining the 20th Annual Essentials Drive. There are many ways to get involved:

- Host an Essentials Drive drop-off site at your place of business (open to the public)
- Coordinate a drive among your friends and coworkers at your office, church, school, or civic organization
- Donate unopened packages of diapers and wipes in person or online via HomeAid registries at Target and Amazon
- Donate gift cards
- Volunteer to sort, count, and pack donations
- Sponsor the Essentials Drive

For a How-To Kit and an Essentials Flyer, and to learn more about all of these opportunities, visit www.homeaidatlanta.org or contact Karen McLane, HomeAid Atlanta Director of Community Outreach at 678.775.1450 or karen@homeaidatlanta.org.

HomeAid Atlanta is a nonprofit organization founded in 2001 that builds new lives for families and individuals experiencing homelessness through housing and community outreach. HomeAid builds, renovates, and maintains facilities for nonprofits serving people experiencing homelessness. Celebrating its 20th year of service in 2021, HomeAid has completed over 140 construction 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.

