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CONTACT: Mandy Crater
678.775.1401
info@homeaidatlanta.org
www.homeaidatlanta.org



RECORD-BREAKING 20TH ANNUAL ESSENTIALS DRIVE

Building industry nonprofit collects over 225,000 baby items for metro Atlanta families in need

ATLANTA, GA – JUNE 3, 2021 – HomeAid Atlanta's 20th Annual Essentials Drive, an annual community-wide drive to collect essential baby items for families experiencing homelessness, wrapped up on May 7. The 2021 Essentials Drive collected and distributed over 225,000 baby items, a record year!

From April 1 through May 5, the metro Atlanta community donated new packages of diapers and baby wipes at more than 30 Essentials Drive Drop-Off Locations including several **CenterState Bank** branches, all **McMichael and Gray, PC** metro Atlanta locations, five **New American Funding** locations, and the **Greater Atlanta Home Builders Association**. HomeAid also created opportunities to donate items online, with baby registries at Target and Amazon.



Essentials Drive volunteers on May 6 at Meridian Brick and Masonry Supply.

Several Atlanta companies held office-wide drives and contests to raise funds for the purchase of Essentials Drive items. Generous employees of **Century Communities**, **Taylor Morrison Atlanta**, **New American Funding**, **Franklin Street Atlanta**, **McKinley Homes**, and **VMware**, as well as many individuals from around metro Atlanta donated funds in support of the initiative. Altogether, \$20,000 was raised in support of the Essentials Drive. These funds were used to purchase diapers and wipes that contributed to the record-breaking total items collected this year.

On May 6, a team of more than 20 HomeAid volunteers sorted, counted, and packed the donated baby items at **Meridian Brick and Masonry Supply's** Smyrna warehouse. On Friday, May 7, HomeAid staff, volunteers, **UPS** employees, and two UPS trucks assisted with distribution to 23 nonprofits serving families with infants or toddlers experiencing or at risk for homelessness, just in time for Mother's Day.

An estimated 5,500 people in metro Atlanta experience homelessness on any given night and almost 50% are women and children. According to the National Diaper Bank, an average monthly supply of diapers costs approximately \$80. Many families experiencing homelessness or economic hardship must improvise to make diapers last longer, changing diapers less often, or even attempting to clean and reuse disposable diapers, which are health and safety hazards.

"The diapers and wipes we received were such a blessing to so many of our families," said Rev. Tony Johns, Executive Director of Crossroads Community Ministries. "We were able to share them with a group of single moms whom we have assisted in identifying housing. One of the moms remarked, 'You don't know how much this means to me! It is heartbreaking to hear my baby crying because of rashes from having to wear a dirty diaper. God bless you!' Many thanks to all of those who made this donation possible! You have made a positive impact on the lives of those in greatest need."

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.