

HOMEFIRST



HOW TO HOST YOUR OWN

DONATION DRIVE



UPDATED

JULY 2024

ABOUT HOMEFIRST SERVICES



A LITTLE BIT ABOUT OUR AGENCY AND CLIENTS

Since 1980, HomeFirst Services of Santa Clara County has been a leading provider of emergency shelter and support services. We follow internationally-recognized best practices and an agency culture of an "all of the above" approach to tackling our homelessness crisis. Each year, HomeFirst serves over 6,000 homeless individuals.

Homelessness is more familiar than we think. Our unhoused neighbors include families, veterans, hard-working individuals, and retirees on fixed income. Our guests are as varied and unique as everyone else. The one thing they all share is that they have had the misfortune of finding themselves without a home.

THANK YOU!


Thank you for hosting a donation drive benefiting HomeFirst! Each year, we serve over 6,000 individuals throughout the county who are struggling through homelessness. And we are constantly working to improve ourselves so that we can reach even more people in need!

Many individuals come to us with nothing but the clothes on their back. We strive to keep basic items-- toothbrushes, emergency clothing like t-shirts and sweatpants, and blankets--to give out to our guests. We rely on the generosity of community partners to keep our supplies stocked!

Your Donation Drive will have a direct impact not only on the ongoing operations of HomeFirst (In-kind donations of our shelter supplies account for almost \$2 million of diverted expense), but also on the life of someone who has nothing. Thank you so much for your generosity!

HOMEFIRST CONTACT:

Annette Pizzo, Director of Community Engagement

 (408)510-7640

 apizzo@homefirstscc.org

WHAT WE NEED:

- New or gently-used twin-sized blankets
- Elastic waist sweatpants, all sizes
- Sweatshirts, all sizes
- Travel-sized hygiene items
- New underwear, All sizes/genders
- New or gently-used bath towels
- New socks





DONATION DRIVE HOW-TO:

Follow these suggested steps to guide your drive!

TASK	SUGGESTED TIMELINE
<p>STEP 01: DETERMINING THE DETAILS</p> <ul style="list-style-type: none">• Workplaces, schools, civic clubs, faith groups, and your own community of family and friends are great places to promote or co-host your drive• Set the dates of your drive, most last 1-2 weeks• Notify HomeFirst Staff about your drive at the contacts listed above or at donategoods@homefirstsc.org!	THREE WEEKS PRIOR TO DRIVE
<p>STEP 02: PROMOTING YOUR DRIVE</p> <ul style="list-style-type: none">• Use the included promo templates in this guide to help you get the word out—Bulletin boards, newsletters, email, word of mouth, and social media are great ways to promote your drive!• Consider throwing a Kick-Off Event and inviting a HomeFirst Staff representative to speak	ONE TO TWO WEEKS PRIOR THROUGH END OF DRIVE
<p>STEP 03: COLLECT, COLLECT, COLLECT!</p> <ul style="list-style-type: none">• Continue to promote your drive through announcements, social media posts, and email• Encourage friendly competition between classrooms or departments on who can raise the most donations• Take photos of your progress and share them with your contact at HomeFirst and with your network	DURATION OF DRIVE
<p>STEP 04: WRAPPING UP YOUR DRIVE</p> <ul style="list-style-type: none">• Tally up the drive donations—make it a Wrap Party and invite a HomeFirst staff representative to come!• Contact HomeFirst staff to determine logistics of dropping-off or scheduling a pick-up of your donations• Brag about the success of your drive in all the same places you used to promote your drive!	ONE TO TWO WEEKS POST DRIVE



SAMPLE PROMO TEXT

This sample text is great to use for print promotions such as newsletters or read as an announcement. Customize to fit your drive!

SHORT VERSION

Every night, over 9,700 people in Santa Clara County go without a warm bed to call their own. HomeFirst Services has been providing critically-needed shelter and services to those struggling through homelessness since 1980. Every year, they serve over 6,000 individuals as they transition from homeless to housed.

Join us in support of HomeFirst Services and those they serve by donating to [YOUR NAME or ORGANIZATION NAME]'s donation drive from [START DATE] to [END DATE]! Contact [APPROPRIATE CONTACT INFORMATION] for how to donate.

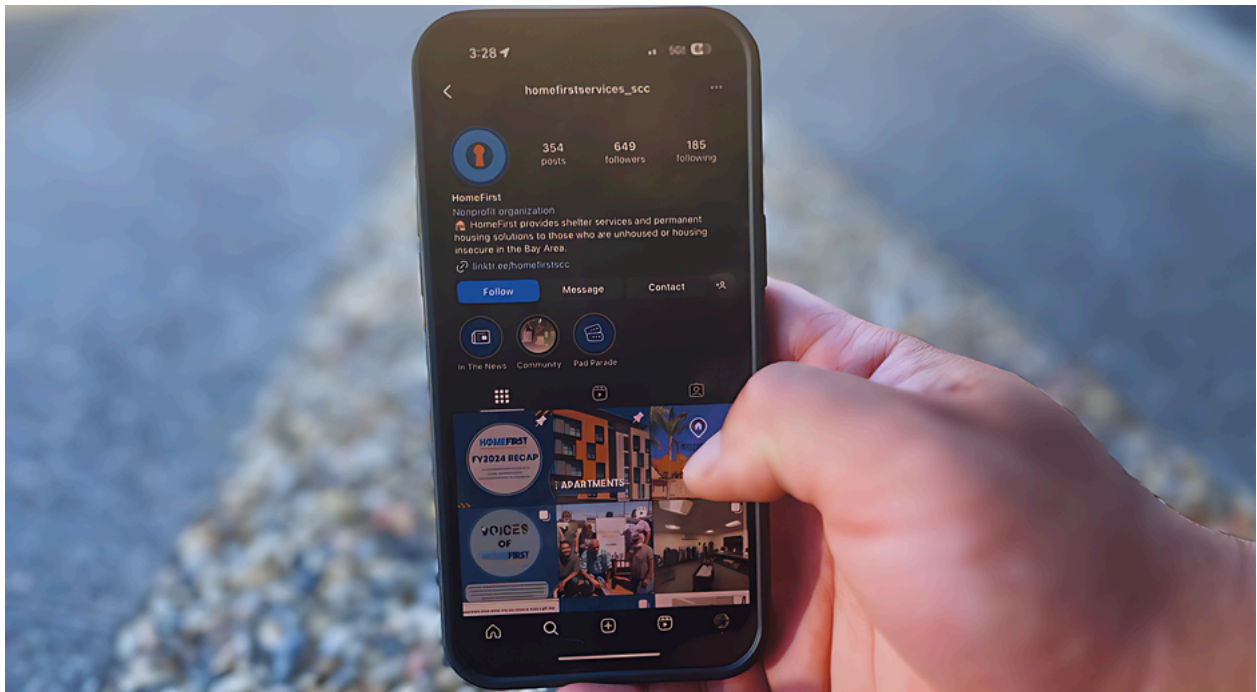
LONG VERSION

Every night, over 9,700 people in Santa Clara County go without a warm bed to call their own. Imagine, just for a moment, what it would feel like to spend your day out in the cold without the promise of a safe refuge to return to and no where to go. Now, imagine how much a warm blanket or a clean pair of socks might mean to you in that situation. [YOUR NAME or ORGANIZATION NAME] is holding a donation drive from [START DATE] to [END DATE] to benefit HomeFirst Services, a leading provider of emergency shelter and support service to Santa Clara county's homeless population.

HomeFirst Services has been providing critically-needed services to those struggling through homelessness since 1980. Armed with a proven track record housing even the most challenging cases and an "all of the above" approach to solving our current crisis, HomeFirst believes in a community without homelessness. Every year, they serve over 6,000 individuals and utilizes or distributes over 17,000 thousand blankets.

Join us in support of HomeFirst Services and those they serve by donating travel-sized hygiene products, new socks and underwear, or a new or gently-used blanket to [YOUR NAME or ORGANIZATION NAME]'s donation drive!

Contact [APPROPRIATE CONTACT INFORMATION] for how to donate to the drive, or visit www.homefirstsc.org to find out more about HomeFirst Services!



SAMPLE SOCIAL MEDIA POSTS

Below are some samples for you to customize and post to promote your blanket drive on social media. Don't forget to tag HomeFirst in your post!

 @HomeFirst Services

 @HomeFirstSCC

 @HomeFirstServices_SCC

 @HomeFirst Services of Santa Clara County

SAMPLE POSTS

We're collecting donations of shelter supplies for [APPROPRIATE HOMEFIRST TAG]! Drop off your donations at [LOCATION] and help someone in need!

From [START DATE] through [END DATE], [YOUR NAME/ORGANIZATION NAME] is collecting new and gently used blankets for [APPROPRIATE HOMEFIRST TAG]! Find us at [LOCATION] and donate!

Give someone the gift of comfort and dignity by donating travel-sized personal hygiene items! We're running a donation drive for [APPROPRIATE HOMEFIRST TAG] from [START DATE] to [END DATE]!

Each year, [APPROPRIATE HOMEFIRST TAG] serves over 6,000 people as they transition from homeless to housed. We're collecting items like socks, underwear, and hygiene products at [LOCATION] from [START DATE] to [END DATE] to support their critically-needed services and need your help!



DONATION DRIVE BENEFITING HOMEFIRST SERVICES

HomeFirst Services provides critically-needed shelter and support services to Santa Clara County's homeless population. Each year, they serve over 6,000 individuals as they transition from homeless to housed. Help support HomeFirst's work by donating today!

Acceptable Items:

- Travel-sized toiletries
- New Socks and Underwear (Men's & Women's, all sizes)
- Elastic waist sweatpants
- Sweatshirts, all sizes
- New or gently-used twin-sized blankets
- Non-perishable snacks (i.e. dried fruit, nuts, granola bars, etc.)

WHAT:

WHEN:

WHERE:

THANK YOU FOR
SUPPORTING

HOMEFIRST SERVICES

KEEP IN TOUCH ON SOCIALS:



HomeFirst Services



HomeFirstSCC



HomeFirstServices_SCC

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