



August 2008

My New Red Shoes Summer Update

The mission of My New Red Shoes is to empower homeless and very low-income youth to succeed in school by providing them with brand new clothing so that they may greet the school year with pride and by educating and rallying the youth community around the needs of homeless children.

The Back-to-School Season is Quickly Approaching!



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This year, thanks to your support, My New Red Shoes is marking another successful summer by helping **1,500 homeless and low-income children start off the school year on the right foot.**

89% reside in homeless shelters

63% will enter kindergarten through sixth grade and **37%** will start seventh through twelve grade in the fall

42% live in Santa Clara County, **30%** reside in San Mateo County, and **28%** live in the city of San Francisco

They will receive their back-to-school gift bags through partnerships with **39** social service agencies in the Bay Area.

Student Spotlight: Max

10-year-old Max is homeless. This summer, his shelter was hosting a kickball tournament, but all Max had in the way of shoes were a pair of sneakers that he had outgrown and sandals that – while too small – at least didn't pinch his toes.

Max's case manager found in the shelter donations box a pair of worn girls' shoes in Max's size. She eventually convinced Max that the blue stripes on the shoes indicated that boys could wear them.

Max played kickball that day with gusto and chose to keep the girls' shoes for school, but his case manager fears that this will not be the end of the shoe story for Max. "I cringe to think that it may only be a matter of time before another child at school recognizes that Max is wearing girls' shoes and Max is hurt in other ways," she said.

This summer, My New Red Shoes will provide brand new athletic shoes to Max and 1,500 other children like him so that they can run and play at school with pride and confidence.

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2008 Highlights from My New Red Shoes

*The 2008 **Junior Board Youth Leadership program** wrapped up in April with 21 students from seven local high schools attending this semester-long, service-learning program. Participants learned about homelessness and organized the 2nd annual **Step by Step 5K family event**. The students not only raised a whopping \$13,000 to support My New Red Shoes' Clothing for Confidence program, they rallied the youth community around the challenges facing their homeless peers, gathering vast teenage attendance at the event. Look out for a **new Junior Board Youth Leadership program in San Francisco** to begin recruitment in November.

*Plans are well underway for a **leadership transition** at My New Red Shoes. In October, Founder and Co-Executive Director Heather Hopkins will assume the role of Board President and Caron Tabb, Co-Executive Director for the past 10 months will become Executive Director. A detailed transition plan is available at www.mynewredshoes.org.

*My New Red Shoes has officially **moved into its first office** thanks to the generosity of **Forbes.com**. Joining the staff at the new Burlingame office are Tammy Johnson, the recently appointed Development and Communications Manager and Becca Moos, the new Kids Helping Kids Program Coordinator.

In June, students Teresa & Gina Tiso and Hannah & Abigail Grossman hosted the biggest **Shiny Shoes Party** in My New Red Shoes' history, collecting a record-breaking 140 pairs of shoes in one afternoon.



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