



In 2007, My New Red Shoes provided 600 underprivileged Bay Area children with brand new outfits for school. Thank you to our 508 donors, 94 volunteers, 39 community organizations, and 96 Kids Helping Kids program participants for making this another successful year!



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Students at My New Red Shoes' back-to-school party at EHC LifeBuilders' Sobrato Family Living Center in Santa Clara. Thank you to volunteers from the Junior League of Palo Alto • Mid-Peninsula who helped make the event a smashing success.

The Red Shoes News

Dear My New Red Shoes,

My name is Mia and I just wanted to say thank you and to tell you that I appreciated the gift card that you gave me. I bought myself a pair of pants & two short sleeves with a guitar & stars design on it and I also shared the gift card with my younger brother Ej. He got also a pair of pants & two cool sweaters. Also thank you for the beads, I made my mom a bracelet.

Mia

Student Spotlight: Veronica

Twelve-year-old Veronica became homeless when her family could no longer afford their rising rent. The quintessential middle child, Veronica focused on making sure everyone else was okay when she and her three siblings relocated to the homeless shelter. She never complained about wearing her big sister's hand-me-downs or spending her days after school babysitting her little sister. In fact,

Veronica rarely drew any attention to herself.

The day Veronica received her gift card from My New Red Shoes, she bubbled with excitement and immediately requested that her mother take her shopping. "Let's do something fun for me," she said.

When Veronica returned to the homeless shelter after her back-to-school shopping spree, this once quiet and re-

served girl gave the shelter staff a fashion show. She was so proud of what she had chosen to wear for her first day of junior high. "It was obvious that the new clothing made Veronica feel like *she* mattered," according to one staff member. "When Veronica headed out the door later that week wearing her new outfit, her spirits were high, and she felt that no one mattered more than she did."

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Family Spotlight: Losing a Grandmother

Due to their parents' substance abuse problems, Anthony (14), Albert (12), Elias (12), Star (9) and Dennis (7) lived with their grandmother for most of their lives. Last year, their grandmother passed away, leaving the children grief-stricken and terrified about their future. Fortunately, two of the children's aunts took them in, but—with one of the aunts still working her way through college—this family struggled to make ends meet. To make matters worse, only three of the five children were eligible to receive welfare benefits (current

law prohibits financial assistance to families with more than three children). New school clothing was one of the many luxuries that became an impossibility for this family.

When Anthony and his siblings hit the store with their \$50 gift cards, courtesy of My New Red Shoes' Clothing for Confidence program, they couldn't believe their luck. According to one of their aunts, all the children could say as they beamed at each other over the clothing racks was, "How Cool!"



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Make Your Organization a Wish Card Host!

A GIFT OF...

\$25 can provide a pair of **shoes & socks** for gym class.

\$50 can outfit **one homeless child** for school.

\$100 can provide **gift cards to two underprivileged teens** so that they may choose their own school clothing.

\$250 can outfit **five disadvantaged children** in school uniforms.

\$500 can dress **half of a 5th grade class** in a low-income school with new clothing.

What is a "Wish Card Host"?

Wish Card Hosts are business, religious, and social organizations that distribute underprivileged children's back-to-school Wish Cards to their employees, members, or customers to fulfill. Each Wish Card includes the child's name, age, and a fun fact about his or her clothing preference and can be fulfilled with a monetary donation of \$50.

What is the collection timeline for this year?

My New Red Shoes now offers year-round options for Wish Card distribution. Our Holiday Wish Card Hosts collect donations through the New Year. Back-to-School Wish Card Hosts receive

Wish Cards by July 7 and collect sponsorships until July 31, 2008.

How will My New Red Shoes make it more simple for my organization to host Wish Cards?

My New Red Shoes will help you spread the word to your membership by providing a sample announcement for you to insert into your newsletter or send by email to your members. We will also provide a poster explaining the process and a postage paid reply envelope in which to return your members' donations.

Is there a minimum number of Wish Cards required in order to sign up?

No! Every donation counts.

Check out www.mynewredshoes.org for more info about **BECOMING A WISH CARD HOST** and to register.

Give the Gift of Confidence this Holiday Season

Honor someone special this holiday season by sending a local underprivileged child to school with brand new clothing or shoes in their name.

Simply make a gift online or by mail, fill out the enclosed certificate, and include it in a holiday or birthday card. \$10 and \$50 certificates are also available online.



Red Shoe Certificate \$25

This donation, made in your honor, will help provide one disadvantaged child in the Bay Area with a brand new pair of shoes for school.

Signed _____ Date _____

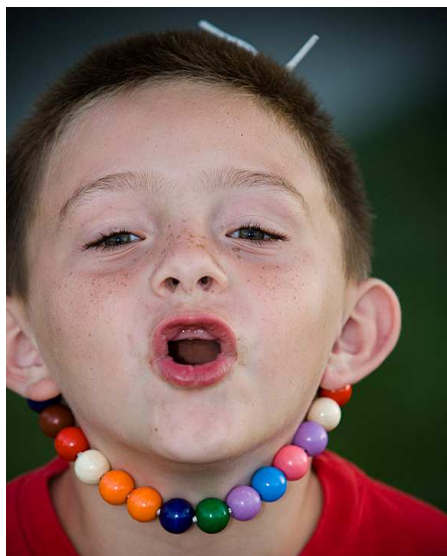
PO Box 1264—Menlo Park, CA 94026—www.mynewredshoes.org

My New Red Shoes' Team is Growing

Meredith Ackley, Education Director, has served on the board of YES Reading since 2002, during which time this East Palo Alto program expanded from one small tutoring center to seven sites around the Bay Area. Meredith is also on the board of The Learning Center of Palo Alto.

Mhaire Fraser, Board Member, holds a Ph.D. in Educational Psychology and master's degrees in Psychology, Education, and Gender Studies. She is a faculty member of the Pacific Graduate School of Psychology where she helped develop the main program curriculum around social action.

Caron Tabb, Co-Executive Director, holds a master's degree in Organizational Behavior of Nonprofit Organizations. She has extensive experience in program management for nonprofit organizations, most recently as the Director of the Israel Travel Initiative of the San Francisco based Jewish Community Federation.



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Bena Vohra, Board Member, has worked with various nonprofits through the Junior League of Palo Alto•Mid-Peninsula and is currently partnering with The Children's Place, a program designed to assist children exposed to drug or alcohol addiction in their families.


Rose's Story

Rose is 16 years old and seven months pregnant. Before My New Red Shoes came along, Rose had nothing youthful to wear, just over-sized, hand-me-down t-shirts.

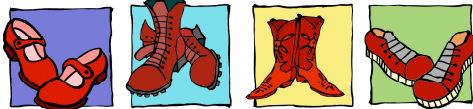
When Rose went back-to-school shopping with the gift card from My New Red Shoes, she was thrilled to find fashionable maternity clothing that she really liked - not just "make-do, leftover-from-someone-else clothes."

Even though her pregnancy makes Rose feel different from others in her class, her new wardrobe helps her feel like a teenager again.

Menlo Park, CA 94026
PO Box 1264

The logo for 'my new red shoes' features a blue square containing a pair of red shoes. The word 'red' is written in red lowercase letters across the shoes. To the left of the square, the words 'my new' are written vertically in black lowercase letters, and 'shoes' is written vertically in black lowercase letters to the right of the square.

my new • red shoes



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My New Red Shoes is a 501(c)(3) nonprofit organization that: (1) provides underprivileged children in the San Francisco Bay Area brand new outfits for the first day of school so that they can greet the new school year with pride, and (2) inspires a kids-helping-kids community by engaging students in service learning activities and educating them about homelessness.

Thank you Community Sponsors!*

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