

Because of you, in summer 2011, My New Red Shoes provided more than 3,500 pairs of new shoes and clothing gift cards to homeless children throughout the Bay Area. Your commitment to My New Red Shoes gives children like Frank a valuable confidence boost for school. According to his case manager, “When Frank received his new pair of shoes and Old Navy clothing gift card, he was in awe. He said his new shoes were the best he’s



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ever had and that they make him run faster than ever before. A week after school started I met with Frank at his school, and he said ‘Look! I’m wearing my super fast running shoes!’ In addition, he was wearing his new Old Navy clothes and felt confident and excited about the new school year.” Since its founding, My New Red Shoes has partnered with over 65 shelters and youth

-serving agencies to provide more than 11,000 homeless Bay Area schoolchildren with brand new school clothing and shoes.



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Quick Facts

- **Homeless children served:** 3,583 in 2011; over 11,000 since inception
- **Geographic Areas Served:** Counties of Santa Clara, San Mateo, San Francisco, Alameda and Marin
- **Annual Budget:** \$876,000 (in-kind included)
- **Year Incorporated:** 2006
- **Non-Profit ID:** 20-4683289
- **Address:** 111 Anza Blvd., Suite 110, Burlingame, CA 94010



Clothing For Confidence

Our program provides homeless school-aged children ages 5 to 18 with brand new shoes, a \$50 clothing gift card, a little “something special” (such as a clothing accessory or school supply) and a handmade card from a local volunteer all in a hand-sewn gift bag. This personalized gift enables homeless children to face the school year adequately dressed, confident and ready to learn.

“Thank you...



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once again for getting school shoes for my daughter...They are so greatly appreciated. It brings tears to my eyes that there are people who genuinely care that [homeless] kids don't feel different than other kids who are fortunate enough to have things on a regular basis. Your program is something great. It makes people feel good. Keep up the good work.”

Dear My New Red Shoes,

“Thank you so much for taking the time to think about someone like me. You really don't know how much of a difference you have made in my life. I really do appreciate what you're doing for foster and homeless youth. May your organization continue to grow, prosper, and make a difference in the lives of the less fortunate.”



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Shelter Partner Testimony

With new shoes and clothing, I see that the kids at the shelter have a renewed sense of confidence for the school year. Rather than dreading going back to school, they are excited to begin learning again. When I asked one of the elementary kids how her first day went, she replied enthusiastically, “It was awesome!” In the time that I have been working at the shelter, I have never heard any child respond with such excitement about school. I feel that the gifts the children received have given them the encouragement and confidence to just be kids and, more importantly, to see themselves as more than just children living in a shelter.

Joseph arrived at the Runaway and Homeless Youth Shelter program with only the clothing he was wearing, including a pair of very dirty shoes with the heel portion missing. When he received a pair of new shoes with his name on them his smile brightened up the room. And after he went shopping with his case manager for school clothing, his emotional state went from extremely introverted and depressed to more outgoing and confident. His case manager attributes his emotional turnaround in part to the gift he received from My New Red Shoes, which she says helped not only increase his confidence, but also experience the thoughtfulness of others.

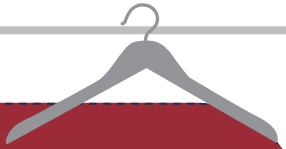
*Please note that all names have been changed for privacy; photos do not correspond with stories.

Fitting in is the first step towards standing out.

Small Acts Make a Big Difference



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Cassandra

is six years-old. She and her mom fled domestic violence and have been living at a shelter for two months. Cassandra was so excited to receive her shoes and gift card that the night before the first day of school, she laid out her new outfit and slept with her shoes on! Cassandra's mom reports that she is just as excited as her daughter because the new shoes and clothing symbolize the fresh start they so desperately need after the chaos and anxiety of the last year.

For information about upcoming events and opportunities to get involved, find us on Facebook or visit us at www.mynewredshoes.org.



2011 By the Numbers

Last year, My New Red Shoes provided a brand new pair of shoes and clothing for **3,583** homeless children in five Bay Area Counties. Additionally, My New Red Shoes:

- Reached **5,917** local school children through education, awareness-building and service.
- Engaged **1,155** volunteers in **4,549** hours of assistance in sewing and packing gift bags, hosting community shoe drives and more.
- Grew our number of homeless children served by **more than 20%** over 2010.



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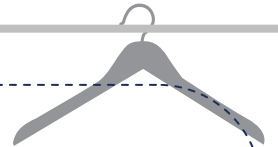
The mission of My New Red Shoes is to help homeless children look and feel confident as they start the school year while raising community awareness about homeless families. To achieve this goal, My New Red Shoes provides homeless children with brand new clothing and shoes. It also rallies youth and adults around this effort through volunteer and educational opportunities.



Donate Online!

We hope that you are **inspired** to continue helping homeless children **start the school year on the right foot!**

Visit www.mynewredshoes.org and click **"Donate Now"** to make your tax-deductible contribution toward serving 4,000 homeless children next summer! We are **deeply grateful** for your generosity.



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