



This year, 1,525 Bay Area homeless and low-income children entered their classrooms proudly sporting brand new outfits thanks to your support!

For Max, Juanita and Jasmine, three of My New Red Shoes homeless clients, arriving at school in new clothes meant a new equality with their peers: that they could raise their hand in class to answer a question without worrying that they might be singled out or labeled as the “poor kid” and that the difference between them and the child at the neighboring desk was not the shirt on their back.

Thank you for helping children like Max, Juanita and Jasmine start school with pride, confidence and relief. With your continued support, My New Red Shoes will serve 2,500 Bay Area homeless and low-income children in 2009.

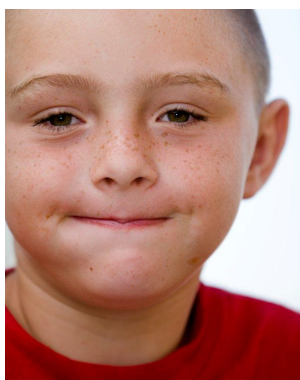
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### Student Spotlight: Anthony



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Anthony\* became homeless after he was diagnosed with cancer and Anthony’s father quit his job to care for his son.

After a long summer of chemotherapy and radiation treatments, Anthony received clearance to go back to school. While Anthony’s battle with cancer was not over, the brand new pair of shoes and \$50 clothing gift card he received from My New Red Shoes allowed Anthony to look forward to the first day of school with the same excitement and pride as his classmates.

(\*Please note that all names have been changed for privacy and that the photos do not correspond with the stories.)



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Dear Red Shoes,

I know you don't know me and that just makes this even better to know that there are people out there who care. This is a true blessing for me and my family.

And I just want to say Thank you deeply. Something as small as this to most people means a lot to us.

THANK YOU FOR CARING!!!!

Thanks From Room 202

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The Red Shoes News

# A Small Gift Can Make a World of Difference

Michelle, a 15-year-old girl whose family suffers from substance abuse problems, has been living in a group home since her release from juvenile hall where she was sent for fighting at school. Now with Youth and Family Enrichment Services' G.I.R.L.S. program in Redwood City, Michelle is trying to turn the corner and have a positive high school experience.

Michelle recently decided to try out for the volleyball team. With few clothes that fit (she had outgrown most of her clothes since leaving home), Michelle bravely

arrived at volleyball tryouts dressed in her street clothes and a borrowed pair of shorts that were three sizes too big. She was embarrassed and uncomfortable.

The back-to-school clothing Michelle bought with her \$50 gift card from My New Red Shoes has allowed her to play volleyball and participate in other school activities with pride and confidence. Most of all, Michelle's new clothes have helped her imagine a better future for herself.



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## Get Involved with My New Red Shoes!

### Did You Know...

Approximately **5,000 Bay Area schoolchildren** experience homelessness each day?

The average homeless person in the Bay Area is **5 years old**?

This year, My New Red Shoes:

- Funneled **over \$87,250 of clothing and shoes** into the community,
- Served **92% of the homeless school-aged population** in San Mateo and Santa Clara counties combined and
- Rallied **260 volunteers** to support our mission?

### Make a difference this holiday season!

- **Host a Shiny Shoe Party** to collect brand new shoes.
  - **Volunteer** at a homeless shelter.
  - **Sponsor a child** by donating to My New Red Shoes. Every \$50 will clothe one child for school.
- For more details, please visit [www.mynewredshoes.org](http://www.mynewredshoes.org).

### Calling all Teens!

My New Red Shoes is launching a second Teen Advocacy Council (formerly the Junior Board) this January. For more information about the Palo Alto or San Francisco programs, visit our website or contact Becca Moos, Education Coordinator, at (650) 558-4860 or [becca@mynewredshoes.org](mailto:becca@mynewredshoes.org).

### Save the Date

For My New Red Shoes'

**3<sup>rd</sup> Annual  
Walkathon  
April 26, 2009**

Walk with your family to support 2,500 homeless and low-income Bay Area children in 2009.

For sponsorship opportunities, please contact Emily at [emily@mynewredshoes.org](mailto:emily@mynewredshoes.org).

# Teen Generosity Goes a Long Way: Lizzie's Story

Lizzie Henehan, a junior at Palo Alto High School, joined My New Red Shoes' 2008 Teen Advocacy Council (TAC) because she wanted to learn about homelessness and make a difference in her community. As part of the TAC program, Lizzie visited Shelter Network of San Mateo County's Haven House family shelter in Menlo Park. There, she had the opportunity to peek into the shelter's "gift closet"

of donated toys for children's birthdays. Lizzie noticed right away that the closet was void of any teen-appropriate gifts.

Determined to make a difference in the lives of her homeless peers, Lizzie took action on her next birthday. In lieu of



gifts, she asked her friends to donate gift cards for local music and retail stores to add to the shelter's gift closet. Lizzie raised a whopping \$250 worth of gift cards. **"It was the best present I've ever gotten,"** she says.

It's small acts of kindness like this that My New Red Shoes hopes to inspire by teaching and engaging youth in our service-learning programs. Thank you, Lizzie!

## My New Red Shoes' Team is Growing

*This fall, My New Red Shoes welcomed six new board members:*

**Ray Bramson**, Director of Development for EHC LifeBuilders, a nonprofit agency committed to ending homelessness in Santa Clara County.

**John Brown**, who has extensive marketing experience in the technology industry and is currently manager of market research at Apple, Inc.

**Roxana Dommer**, most recently an Associate Program Officer at Peninsula Community Foundation.

**Megan Iwersen**, who has extensive experience in specialty retailing for apparel and footwear and was VP of Merchandising for Gap Canada.

**Robert J. Pietsch**, the U.S. Advertising Director for Forbes.com.

**Erin Tomalonis**, a junior at Palo Alto High School and a member of My New Red Shoes' Teen Advocacy Council.

*Welcome, also, to our three new staff members:*

**Becca Moos**, Kids Helping Kids Education Coordinator  
becca@mynewredshoes.org or (650) 558-4860.

**Emily Marciniak**, Development Manager  
emily@mynewredshoes.org or (650) 558-4960.

**Sher Amos-Grosser**, Clothing for Confidence Program Manager  
sher@mynewredshoes.org or (650) 558-4862.

And good luck to **Meredith Ackley** as she takes a maternity leave this fall!

## Jasmine

16-year-old Jasmine is a high school junior and a resident of Saint Joseph's Family Center in San Francisco.

Jasmine was confused when she received her gift bag from My New Red Shoes. "I didn't know I was getting anything because I'm a big kid," she said.

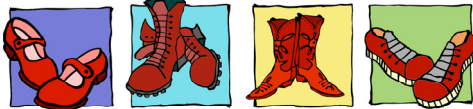
A homeless teenager with little to call her own and few opportunities to shop anywhere but Goodwill, Jasmine was overjoyed by her gift. **"I'm going to look cute on my first day of school!"** she exclaimed before hitting Old Navy for the back-to-school sale.

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## my new • red shoes



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.

## Thank you Community Sponsors!\*

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