



The Red Shoes News

Dear Friends,

Summer is in full swing, the sun is shining, and most kids are happy and carefree, far removed from the new school year which is just around the corner. However, for over 5,000 Bay Area homeless school-aged children, summer might mean the season of anxiety and concern. If you are embarrassed about the clothes on your back, the worn-out shoes or the ill-fitting hand-me-downs that have seen better days, the prospect of going back to school at the end of the summer is something you might dread the entire season.

The economy has taken a huge toll on Bay Area families, increasing the demand for our services by over 30%. I call this *The Year of Magical Thinking*, to paraphrase Joan Didion; the staff and Board of My New Red Shoes have created out-of-the-box partnerships and tirelessly pursued new funding opportunities to support reaching the goal of clothing 2,500 homeless youth. To date we have successfully raised enough funds to clothe 2,125 children, but are **short funding for 375 youth!** Today, more than ever I write to ask you for your support. Fifty dollars - **the equivalent of one family dinner at a restaurant**- can clothe a homeless child from head to toe for her first day of school. Please give generously this summer and support us in our effort to provide homeless youth with the magic of back-to-school shopping so they may arrive at school proud and ready to learn.

Thank you for your generosity and for supporting homeless youth in our community.

Caron Tabb

Executive Director

Student Spotlight: Jenny

Last winter, Jenny,* her mother and two sisters escaped domestic abuse. In their rush to flee, Jenny's family left without warm or extra clothes. While the shelter staff did their best to provide them with clothing. All Jenny and her sisters had to wear was old, used and very uncomfortable. Consequently, the girls were ashamed to go to school. With the help of My New Red Shoes, however, Jenny and her sisters were able to go back-to-school shopping and had the opportunity to purchase new clothing and faced the year excited and eager to return to school.



**Please note that all names have been changed for the privacy of our clients.*

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Third Annual Walk In Their Shoes: A Huge Success



The third annual *Walk In Their Shoes* Walkathon, which took place on April 26, 2009 in downtown Burlingame was a huge success! Over 600 participants wearing red shoe coverings, symbolizing their support of the homeless community, walked the streets of the city. The event raised over \$30,000 to support My New Red Shoes' Clothing for Confidence program. Hundreds of volunteers and walkers joined efforts with youth participants from My New Red Shoes'

Teen Advocacy Council to write note cards and sew gift bags. The event included homelessness education, carnival games, live music and a spirited march through the streets of downtown Burlingame culminating with a music performance and a tour of Shelter Network's First Step for Families in San Mateo. The proceeds raised from this event will clothe over 600 Bay Area homeless youth with brand new shoes and clothing for their first day of school.

Save the Date

Clothing for Confidence Fashion Show and Silent Auction

Sunday, September 13, 2009
4:00 pm
Menlo Circus Club
Atherton

Join local youth as they walk the runway wearing Old Navy back-to-school fashions to raise awareness and support homeless children through My New Red Shoes' Clothing for Confidence Program. Tickets cost \$75 for adults and \$50 for students.

For sponsorships, information or tickets, please contact:
Dana Spanger
dana@mynewredshoes.org
(650) 558-4818

Simple Ways to Get Involved

- **Clothe a Child** - \$50 can dress a student from head-to-toe.
- **Host a Shoe Drive** - Collect new shoes to help a child start the school year on the right foot.
- **Sew Simple Gift Bags** - Personalize the gifts given to each child by making a gift bag.
- **Become a Clothing for Confidence Champion** - Engage those at your business, religious or social organization in the effort to clothe disadvantaged children for school.
- **Add My New Red Shoes to Your Company's Donor Matching Program** - Companies will frequently match employees' donations by doubling or even tripling a simple donation.
- **Intern** - My New Red Shoes is currently seeking short- and long-term educators, database managers, and administrative support.
- **Join the Teen Advocacy Council** - Join the Kids Helping Kids Youth Leadership Program for high school students in the counties of San Mateo, San Francisco, and Alameda during the 2009/2010 school year.
- **Host an outreach program** - Help coordinate a tailor-made learning project for your school, workplace, church or synagogue to learn about local homelessness.

For more information email info@mynewredshoes.org

Highlights From Community Initiatives



Community

Many community groups have answered the call to action and rallied together to make a difference by creating educational and service retreats

around the topic of youth homelessness, sewing thousands of gift bags and spreading the word about the issues facing homeless school-aged children across the country. Thank you to (partial list) :

- Girl Scouts of Northern California
- Netivot Shalom Synagogue
- The San Francisco Jewish Community Center's 2009 Maccabi Games
- The California Institute for Women
- The National Charity League Mid-Peninsula

Educational Sites

My New Red Shoes' Kids Helping Kids Youth Leadership Programs engage students in meaningful service-learning projects that directly impact homeless families. Students from the following schools toured and volunteered at homeless shelters, collected loose change, held shoe, sock and shoelace drives, decorated cards and bookmarks, sewed gift bags, organized bake sales and participated in various educational activities that helped them believe in their ability to make a difference in the homeless community.

- Burlingame High School
- Crocker Middle School
- Escondido Elementary School
- Redeemer Elementary School
- Ronald C. Wornick Jewish Day School
- Tierra Linda Middle School
- East Palo Alto Charter School
- Gideon Hausner Jewish Day School

Corporations

My New Red Shoes benefits from the generous support of numerous corporations. From providing in-kind shipping and warehouse space to donating shoes and discounted gift cards, to volunteering their employees' time, these businesses have been fundamental to providing the gift of confidence to underprivileged children. 2009 corporate partners include (partial list):



Simple Gift. Remarkable Results.

Fifteen-year-old James* is one of seven children being raised by a single dad. With the family's resources spread thin, there is never money for back-to-school shopping. It is difficult enough being labeled as one of the "homeless kids". James's life is made even harder by his hand-me-down clothes and worn shoes. New shoes and a \$50 Old Navy gift card will allow James to be confident and hold his head high on his first day of school this year.



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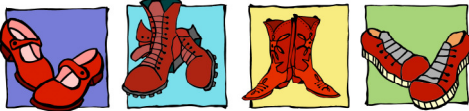
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The mission of My New Red Shoes is to empower homeless and very low-income youth to succeed in school by providing them with brand new clothing so they may greet the school year with pride and by educating and rallying the youth community around the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

Thank you Community Sponsors!

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*Community Sponsors listed
are organizations that have
contributed \$500 or more
between November 1, 2008
and June 1, 2009.*