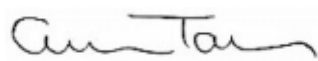


Dressing Disadvantaged Children for School

This will be the last time I write to you. This fall, I'll begin a new career in fashion design, fulfilling a lifelong dream. People have asked why I decided to embark upon this path, leaving behind the all-important work of clothing homeless children. In my mind, it is very clear — clothing plays a huge role in our lives; it is a basic need *and* a vehicle to express our individualism. While fashion will be an artistic expression for me, adequate clothing (or the lack thereof) is so significant to My New Red Shoes' young clients that it impacts their school success.

As I reflect on the incredible accomplishments of My New Red Shoes over the past few years, I'm struck by your generosity. You've answered the call each time we've set out to support more children, resulting in an 800% increase in children served since 2006! This summer, My New Red Shoes aims to clothe 3,000 homeless youth. We can't do this without you. I write once again to ask you to provide a much-needed confidence boost to a local homeless child with a gift of support today.

Thank you for all you have given and are yet to do for homeless Bay Area youth. It's been a pleasure to work with you and to lead My New Red Shoes. I hope you have the opportunity to fulfill a dream of your own or one for a local homeless child this back-to-school season.



Caron Tabb
Executive Director



Student Spotlight

Last year, when 16-year-old Richella* received a back-to-school gift bag from My New Red Shoes, she didn't want to get too excited in case this unexpected gift, for which she "didn't even have to ask," was offered to her by mistake (after all, it wasn't Christmas or her birthday). This homeless teen couldn't believe that someone who didn't even know her would care enough to help make her first day of school a success.



© Leonard Brzezinski, 2007



© Leonard Brzezinski, 2007

Dear My New Red Shoes,

THANK YOU for the money for my clothes. I got 2 shirts, 2 pants, one back pack and a pair of underwear also some socks. Thanks, you saved me and my Mom from my tears of sadness of being teased.



Robert

Last summer, 11-year-old Robert and his single, working father were saving to buy a new pair of shoes for Robert's entrance into middle school, but this indulgence would mean that they would have to cut back on basic necessities for a month. New school clothes and shoes not only helped Robert start off 6th grade proud and ready to learn, but also allowed his family to save their precious resources for food and other basic needs.

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



Photo courtesy of Lori Corley

Teens Make a Difference

This year My New Red Shoes' semester-long service learning program,

the Teen Advocacy Council (TAC), was bigger and better than ever. During the 2009-2010 school year, four TAC programs took place in Albany, San Francisco, Burlingame, and Menlo Park and included 59 teens from 15 high schools (seven public and eight private). The students participated in over 1,800 cumulative hours of homelessness education and volunteered more than 550 hours in four different homeless shelters — spending many of those hours interacting directly with local homeless youth. To top it off, the teens raised nearly \$10,000 to clothe more than 195 homeless children through the Clothing for Confidence Program and put their newfound knowledge to work as they educated the community during the fourth annual *Walk in Their Shoes* walkathon and family festival. These strong leaders and advocates for homeless youth are utilizing the skills they've gained to improve the world. One TAC participant, Jake Stern, said, "I'm working in New Orleans in a legal office this summer to help Katrina survivors fight unfair mortgage loans. I made this decision partly because of the values TAC has given me." For more information about TAC, please contact Becca Moos at becca@mynewredshoes.org.



Latest News

Welcome, Jan!

Please join My New Red Shoes in welcoming Jan Cohen as our Interim Executive Director. Jan brings 26 years of nonprofit expertise to the team. She has served as Interim Director for five other Bay Area nonprofit organizations and will manage My New Red Shoes during the transition while we search for our next Executive Director to lead us forward as we grow to serve more Bay Area children and families. Jan can be reached after July 28 at jan@mynewredshoes.org.

Save the Date

Second Annual Fashion Show Fundraiser

Sunday, September 12, 2010

4:00—6:00 p.m.

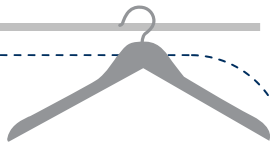
Sharon Heights Golf & Country Club
Menlo Park

Youth models from toddlers to teens will hit the runway wearing the newest Old Navy fashions. For more information about the show, contact rebecca@mynewredshoes.org.

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Walk in Their Shoes a Success

Wearing bright red shoe covers, a spirited crowd of over 750 walked through downtown Burlingame this April at My New Red Shoes' fourth annual *Walk in*

Their Shoes: Community Walkathon and Family Festival to Support Homeless Children.

The sunny day began with a festival at Washington Square Park where participants were entertained by live performers from Broadway by the Bay, Blue Rabbit Band, and BHS JV Cheerleader. Students from the Wornick Jewish Day School hosted a snack bar, Soroptomist volunteers served hot dogs and popcorn, and Jamba Juice provided

smoothies to thirsty walkers. Participants in My New Red Shoes' Teen Advocacy Council organized carnival games with an educational twist, all focusing on homelessness.

At the closing of the festival, Assembly Member Jerry Hill and Burlingame Mayor Cathy Baylock kicked off the walk with My New Red Shoes' founder Heather Hopkins. Participants walked through downtown Burlingame, enjoying tunes by Project 13 and From the Heart Music.

The walk ended at Shelter Network's First Step for Families where participants took a tour of the facilities and enjoyed more festivities. This event shed light on family homelessness, a very real part of our community.

Thank you to all of My New Red Shoes' volunteers and community and corporate sponsors for making this day a great success!



Corporate Engagement

Create meaningful service programs for your employees with My New Red Shoes' corporate engagement program, custom designed to fit the specific needs of your company.

- **Host a Back-to-School Party** at a local shelter when gift bags are distributed in August and September.
- **Sew Gift Bags** during a special one day volunteer program for your employees and their families.
- **Add My New Red Shoes to your Donor Matching Program** and allow employees to maximize their direct donation.
- **Hold a Company-Wide Shoe Drive** and collect brand new athletic shoes for homeless and very low-income students.

- **Small Change is Big Change** when your employees fill My New Red Shoes' collection jar in your break room or at your reception desk.
- **Tour a Shelter** with your team and see homelessness in your own community, then volunteer in the garden, donation stockroom or children's center.

For more information, please contact Rebecca Mayer at (650) 375-2641 or rebecca@mynewredshoes.org



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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 educating the community about the challenges facing homeless families. To achieve this goal, My New Red Shoes provides homeless children with brand new clothing and shoes, and it rallies youth and adults around this effort by raising awareness about homelessness.



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*Organizations that have contributed \$500 or more
between October 1, 2009 and July 10, 2010.