



# UNITED WAY OF METROPOLITAN ATLANTA 2012 SHOEBOX PROJECT

MARCH 1  
TO MAY 1

## How to Host a Shoebox Party 101

1. Set a date. Use United Way's customizable Shoebox flier or create your own to advertise for the event. Ask attendees to bring empty shoeboxes and toiletries to the party.
2. A few weeks before the party, start a toiletry drive with friends, family and/or co-workers. Set up bins at certain locations for participants to collect items.
3. Gather decorations, snacks and music to enjoy at the party.
4. Have fun decorating and filling shoeboxes together! Send us photos!

### Suggested Materials:

Wrapping paper	Drinks & Snacks
Stickers	Music
Ribbon	Fliers
Tape	Collection bins

### Win a pair of Delta Air Lines tickets! To enter the shoebox decorating contest:



Like us on Facebook and join our events page to upload a photo of your shoebox

OR



Twitpic your shoebox with the hashtag #shoebox project on Twitter

**DEADLINE: April 20th**

Want to have a United Way representative attend your event to speak about the Shoebox Project and our work in homelessness?

Complete our online request form at [www.surveymonkey.com/s/shoeboxparty](http://www.surveymonkey.com/s/shoeboxparty).

If you have collected 150+ shoeboxes, email [shoeboxproject@unitedwayatlanta.org](mailto:shoeboxproject@unitedwayatlanta.org) to schedule a pick-up, or visit [www.unitedwayatlanta.org/shoeboxproject](http://www.unitedwayatlanta.org/shoeboxproject) for drop-off

## Here's some information to share at the party

### Shoebox Project Facts

- The Shoebox Project began in 2007 by Women's Legacy, a United Way affinity group. In the first year, the group collected over 1,000 shoeboxes, which was more than they ever expected!
- Last year, over 18,000 shoeboxes were collected and distributed to more than 60 agencies.
- In 2011, the most number of shoeboxes collected by a single organization was 3,000. Wow!

### Homeless Facts

- Families with children are among the fastest-growing segments of the homeless population.
- In Metro Atlanta, women and children represent the largest population of homeless residents.
- More than 45,500 children experience homelessness each year in Georgia.
- In 2011, United Way's 2-1-1 call center received 146,579 requests for housing assistance.

### United Way's Success

- In 2010, United Way and its volunteers physically took 991 people off the streets and into transitional housing.
- Since 2003, the Regional Commission on Homelessness has reunited 12,000 people with their family or loved ones.
- United Way has achieved a 79.5% success rate in keeping formerly homeless people off the street in the Street to Home initiative.