

2011 Hope Tote collection of personal care items runs through Friday, April 22 (Good Friday)



The City Mission

For Immediate Release

The City Mission's Annual Operation Hope Tote Campaign Collects Personal Care Items for Homeless through April 22

CLEVELAND, OH (March 4, 2011) - As our area continues to struggle with high unemployment and economic woes, 2,209 men, women and children came to The City Mission's emergency shelter short term program last year. Each one received soap, shampoo, toothpaste and toothbrush, deodorant and other personal care items. Mothers with infants and young children received diapers, wipes and other items. Most of these items were donated by individuals and groups participating in the annual Operation Hope Tote campaign.

"When someone comes to Laura's Home, they are in the middle of a crisis and thinking about having a roof over their heads and a meal," observed Aggie Bodnairk, a member of the security staff who distributes the welcome packs containing the donated Hope Tote items. "They are surprised that we would give these to them to keep [when they arrive for their first night], although word is starting to get around."

Donations of full-size items are requested, rather than trial or hotel size, because the majority of the clients stay the full 30 days. Although every item on the list below is needed, the Mission never receives enough deodorant, diapers (especially sizes 4, 5 and 6), and new socks and underwear in both children and adult sizes.

Items Currently Needed (New, Unopened and Full-Size)

- Deodorant
- Shampoo and conditioner
- Baby care: disposable diapers, baby wipes for sensitive skin, lotion, shampoo, wash, oil, powder, etc.
- Toothpaste and toothbrush
- Mouthwash (alcohol-free)
- Soap
- Hand or body lotion
- Women's hygiene products
- Disposable razors
- Shaving cream
- New underwear and socks

Collection Sites and Hours

The Mission accepts donations throughout the year at the main campus at 5310 Carnegie Avenue in downtown Cleveland (Monday through Friday, 9 am - 4 pm, including Good Friday, April 22) and at Laura's Home at 18120 Puritas Avenue near Hopkins Airport (Monday through Friday, 9 am - 5 pm and Saturdays, 9 am - 2 pm). .

Other sites at least through April 22 include:

- **West:** Automotive Specialty Services (Avon), Firefly's Mini Golf (inside South Park Mall), and Tomeo's Gallery and Interiors (Middleburg Heights)
- **South:** Rockside Church/Indiana Wesleyan University
- **East:** none yet

[Details on sites](#)

Need Continues and Promotional Support Available throughout the Year

Monetary gifts to Hope Totes provide a way for staff to purchase what is needed when the donated items have been completely distributed, usually in late summer. In the last 2 years, the Mission has been asking callers wanting to help during the fall or holidays to consider holding their own Hope Tote drive. These individuals received the purple Hope Tote bags and the promotional materials. Some groups ask people to bring a personal care item to a concert or special event for a discount or in lieu of purchasing a ticket. Others may ask their organization's members to bring donations to a designated monthly or weekly meeting.

The year-round activity to benefit the Mission through Hope Totes keeps the web page (<http://www.thecitymission.org/hope-totes>) active all year. Collection sites, special events and special offers from companies to encourage donations listed there are open to the public. Visitors can find the full list of items, instructions to get customizable promotional materials and supplies and more. Some of the updates are also posted on the Mission's Facebook, Twitter, LinkedIn and YouTube pages and feeds.

Get in the Spotlight (and Encourage Others)

The Mission is also looking for the submission of photos and videos from people participating in the campaign showing how they have collected items, why they decided to participate and stories of the unexpected but good surprises along the way to post on website and for use in social media. Please call (216) 431-3510 ext. 235 for more details or email pr@thecitymission.org.

[Give online to Operation Hope Tote](#)

[More details on Operation Hope Tote](#)

About The City Mission's Crisis Centers

The City Mission operates the Crossroads Men's Crisis Center and Laura's Home Women's Crisis Center to care for a daily average of 90 men, 60 women and 50 children. Cleveland has an estimated 2,000 people homeless every night, including those who may not have a home but are living with friends or family.

These facilities have a total of 272 beds available. There is always more demand than available beds at Laura's Home. The number of men staying at Crossroads can fluctuate for a variety of reasons: seasons and weather conditions; availability of day work, temporary and permanent hire jobs; and that men generally can leave the area more easily than can a woman with children.

Last year, 2,209 men, women and children spent one or more nights as part of the Mission's short and long-term programs. During the winter months we also serve up to 30 additional people nightly from other shelters when those shelters are full. Both facilities work with the city's shelters to ensure that those needing a safe place to sleep can find one.

The short-term programs provide emergency shelter for up to 30 days. However, the 6-month long-term program is what makes the Mission's operations different from a typical 'homeless shelter'

and classifies them more accurately as 'crisis centers.' Short-term clients can apply to the long-term program during their 30 days. The long-term programs equip men and women to achieve greater self-sufficiency through employment readiness activities, life skill classes, adult education and case management. On average, 60% of those staying at Crossroads or Laura's Home on any given day are in the long-term program.

Learn more about:

[Crossroads Men's Crisis Center](#)

[Laura's Home Women's Crisis Center](#)

About The City Mission

Since 1910, The City Mission has served the homeless and others in need in Northeast Ohio. Today, The City Mission's two Cleveland locations serve thousands of individuals annually through its crisis programs for men, women and children; spiritual aid and personal support for inmates; and dynamic programs for youth and their families.

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