

PROJECT WINTER SURVIVAL

HELPING THE HOMELESS SURVIVE THE WINTER

ENGAGE
AND
change



January 2017

Greater Toronto Hotel Association

Subject: Request for Support for Engage & Change by the GTHA

Engage and Change is a grassroots charity that executes annual initiatives to help the homeless survive harsh weather conditions; Project Winter Survival in the winter, and Project Water in the summer.

Project Winter Survival was established in 1999 out of recognition that frontline homeless shelters and social service/outreach program partners – who work tirelessly helping the homeless every day to ensure the safety and support of those at greatest risk in our community – simply do not have the necessary resources to complete their mission. Luckily, the private sector has proven that they have the willingness to step up and be a catalyst for caring and change.

Now in its 18th year, volunteers and donors for Project Winter Survival have packed and distributed over 29,000 winter survival kits to date. These kits – providing warmth and essential supplies needed for survival - often make the difference between life and death for a person living on the streets.

Each year we have over 12,000 requests for these kits from frontline social service agencies, homeless shelters and outreach service providers, the people who distribute kits to the homeless. We try to fulfill as many requests as possible, but year after year the demand continues to grow. At this year's event (January 21, 2017), Project Winter Survival volunteers will help pack and distribute 3,000 Winter Survival Kits for over 170 frontline agencies; temperatures are already dropping with more months of frigid temperatures to come and the need has never been greater.

Kit Contents

Warmth & Survival Products

Backpack / Gym Bag	Rain Poncho
Sleeping Bag	Flashlight
Hat, Gloves, Scarf	Bandages
Socks & Foot Warmers	Thermal Cup

Mental Stimulation

Deck of Cards
Notebook
Pen
Stress Ball

Food

Bottled Water
Healthy Snacks

Hygiene

Body & Hand Lotion	Hand Sanitizer
Towel & Face Cloth	Shave Cream
Bar Soap	Lip Balm

Deodorant
Razor
Tissues

Toothbrush/Toothpaste
Shampoo & Conditioner
Hair Brush or Comb

Through years of learning, we have developed a model that allows us to maximize every penny contributed and allocate it to helping those who need our help the most. This model includes maximizing product donations from generous donors such as the Greater Toronto Hotel Association, so that we can reduce our out-of-pocket costs, enabling us to have as many as 30-35 items per kit. We would be truly thankful if you could reach out to your extensive hotel network to secure product donations (hygiene products, pens & paper, thermal cups, etc.) for future kit building. We accept donations of product all year and have the ability to store it until the next Project. We can also arrange to pick up products as they become available. To arrange a product donation (delivery or pick-up), please contact: Jody Steinhauer, Founder, Engage and Change, jodys@engageandchange.ca, 877.255.3605 / 647.725.2566

We recognize that our project is just a band-aid to a growing problem in our community and know that this temporary remedy can only happen through the generosity of the donor community. We thank you in advance for your generous donations and for joining us as a catalyst for caring and change.

To learn more about Project Winter Survival; how the GTHA can get involved, and to donate, please visit www.EngageAndChange.org.

I would be happy to discuss this further with you or your team or to provide additional information.

Sincerely,

Judi Cohen
Chair of the Board, Engage & Change
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Good people working together for the good of people
Charitable # 107951618RR001

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