



For Immediate Release
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Holiday Donation Drive to Assist Malibu Homeless Outreach Team Begins on Nov. 13

Donated Items Will Support The People Concern's Malibu Homeless Outreach Team in its Efforts to Reduce Homelessness

(Malibu, CA) – The City of Malibu, Malibu Task Force on Homelessness (MTFH), and The People Concern are holding a Holiday Donation Drive, to assist the Malibu homeless outreach efforts, starting on Monday, November 13, at Malibu City Hall. Collection bins marked with The People Concern's logo will be located in the upper and lower lobbies of City Hall, located at 23825 Stuart Ranch Road, Malibu. Map and directions: www.MalibuCity.org/CityHallMap.

As the holiday season approaches, the Holiday Donation Drive's co-sponsors encourage residents and businesses to remember the neediest among us by donating items which can be put to use by The People Concern's Malibu Homeless Outreach Team. Donations will be used by the Outreach Team during their outreach efforts in the field as they engage homeless individuals, build trust, and work to connect them with crucial wraparound services and housing.

The Outreach Team would be particularly grateful for items they can put to use right away, such as:

- Winter clothing (especially jackets, sweaters, and waterproof ponchos)
- Socks/underwear (new and unused)
- Non-perishable snacks (beef jerky, protein bars, granola bars, etc.)
- Cleansing wipes

The People Concern's full-time, professional Outreach Team will collect the items dropped off at City Hall. The donated items are not simply handouts. The Outreach Team uses donated items as a tool to engage with homeless individuals, build trust, and establish relationships. These are necessary steps in the Outreach Team's efforts to encourage homeless residents to accept much-needed services such as medical care, mental health care, and substance abuse services – with the ultimate goal of finding and maintaining permanent housing.

"We are grateful to the City of Malibu for partnering with us on this important effort, encouraging residents to be part of this cause, and making it convenient for everyone in the community to drop off donations in a central location," said MTFH Chair Jay Scott. "These donations make a real difference in the Outreach Team's efforts to connect with homeless residents, and ultimately link them with permanent housing."

The Holiday Drive donation bins will be available in City Hall until January 15, 2018.

For further information about the Holiday Donation Drive, email info@MalibuTaskForce.org. To make a donation to support MTFH's efforts to reduce homelessness in Malibu, visit www.MalibuTaskForce.org/Giving.

Background:

The Malibu Task Force on Homelessness is a group of local volunteers focused on engaging and supporting a professional social service agency – The People Concern (formerly OPCC) – to address the many, complex needs of homeless individuals in Malibu. MTFH is dedicated to providing the leadership and resources to manage and eliminate the destructive consequences of Malibu homelessness so that the community is protected and remains safe, and so its homeless people receive compassionate, effective services with access to permanent housing.

MTFH believes that the best way to reduce homelessness is to link homeless individuals to housing and the comprehensive, professional services needed to remain housed.

Funding for the Outreach Team and related services has been generously provided by the City of Malibu, The Conrad N. Hilton Foundation, and many Malibu residents, businesses, associations, and congregations.

For further information about the partnership between the Malibu Task Force on Homelessness and The People Concern, readers are encouraged to visit www.MalibuTaskForce.org.

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