



Rainbow Village, Inc.

Press Release

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Rainbow Village Shines the Spotlight on Hunger & Homelessness Awareness Week 2018

Nonprofit Dedicated to Breaking the Cycles of Homelessness, Poverty and Domestic Violence in Georgia Shares Some Staggering Statistics in Hopes of Growing Awareness and Ending the Crisis

Duluth, GA, November 8, 2018 – Observed November 10-18, Hunger & Homelessness Awareness Week is a time when organizations like Duluth, Ga.-based Rainbow Village can draw attention to two issues that continue to plague individuals and families in need throughout the United States. Founded in 1975 at Villanova University and sponsored by the National Coalition for the Homeless and the National Student Campaign Against Hunger and Homelessness, Hunger & Homelessness Awareness Week falls on the week before Thanksgiving each year – during a time when most people are counting their blessings. Since its launch, it has engaged hundreds of thousands of participants and raised millions of dollars for local service providers. Rainbow Village is proud to join the movement related to ending hunger and homelessness – issues that are near and dear to the hearts of the staff, volunteers, community partners and families that benefit from the nonprofit's programs.



“Hunger and homelessness are issues Rainbow Village contends with on a daily basis,” said Melanie Conner, CEO of the nonprofit dedicated to breaking the cycles of homelessness, poverty and domestic violence in Georgia since 1991. “We hear the stories and see the desperation in the eyes of the families we serve, so we understand how imperative the need is every day. It’s our job to share those stories and grow awareness of the need in order to make steps to ending it. I believe that – if we all work together – not just for one week, but year-round, we can put an end to homelessness. We can put an end to hunger. I want to live in a world where children don’t have to worry where they’re going to sleep at night or whether or not they’ll have food to eat that day. Shining a spotlight on these issues is the first step to eradicating them.”

The statistics are most telling of the need that exists – not just here in Georgia, but nationwide:

- 43.1 million Americans live below the poverty level
- 549,000 Americans are homeless on a typical night
- 42 million Americans are at risk of suffering from hunger
- 1 in 5 children in the U.S. live in poverty
- More than 13 million children in the United States live in "food insecure" homes

“It’s no coincidence that Hunger & Homelessness Awareness Week is observed the week before Thanksgiving,” Conner continued. “As people take the time to count their blessings and give thanks, the hope is that they will also elect to give back to those in need. Whether that’s donating food to a local food bank, volunteering their time to a local shelter or nonprofit, or making a monetary contribution to help fund programs focused on ending hunger and homelessness, anyone can have an impact on these issues. They simply have to make the conscious decision to do so. Once they do, the rewards of having done something truly GOOD to help others are immeasurable.”

For anyone who would like to donate their time or treasures to Rainbow Village and join the movement to end the cycles of homelessness, poverty and domestic violence in Georgia, there are several ways to give this holiday season:

- 1) **Volunteer:** While slots are filling up quickly for individuals, families, civic groups and companies who wish to do something charitable this holiday season, a number of opportunities remain through the end of 2018 and additional opportunities abound in 2019. To learn more about specific opportunities, contact Rainbow Village Volunteer Coordinator Elizabeth Hewell at ehewell@rainbowvillage.org or fill out the volunteer form at www.rainbowvillage.org/volunteer.
- 2) **Make a One-Time Monetary Contributions:** Financial donations are always welcome at Rainbow Village – the proceeds of which go to support special events like holiday dinners and programming that the nonprofit provides its residents.
- 3) **Become a Monthly Recurring Donor:** Conner suggests to those wishing to have the greatest impact that they become a monthly recurring donor and give the gift that keeps giving all year-round. Monetary contributions – whether a one-time, annual or recurring monthly donation – can be made online at www.rainbowvillage.org/donate.
- 4) **Shop Online Through AmazonSmile:** Online shoppers can purchase items from their holiday wish list and designate Rainbow Village as their charity of choice. For eligible purchases made through AmazonSmile, the AmazonSmile Foundation will donate 0.5% of the purchase price.
- 5) **Knock Items Off Rainbow Village’s Wishlist:** From baby wipes and diapers to crockpots and bedding, Rainbow Village also has a [“wishlist” on Amazon](#) for those who prefer to donate items directly to the nonprofit.
- 6) **Donate Gift Cards So Rainbow Village Parents Can Shop for their Kids:** Perhaps one of the most directly impactful ways to help a Rainbow Village family – all of whom recently experienced homelessness – is to donate AMEX, MasterCard and/or Visa gift cards so the parents can experience the rare joy of shopping for holiday gifts for their children.

Donations can be shipped directly to Rainbow Village or dropped off at the office. Rainbow Village is located at 3427 Duluth Highway 120 in Duluth, Ga 30096. Office hours are Monday–Friday 9am to 5pm. To set an appointment to drop off donations outside of office hours, donors are asked to call 770-497-1888 ext 28. In order to ensure everything is received in time for the holidays, the drop off deadline is 12/19 at 5pm. Should you choose to make a donation or volunteer for Rainbow Village during Hunger & Homelessness Awareness Week, Rainbow Village suggests that you document the moment on social media, tag Rainbow Village and use the hashtag: #hhweek to help grow awareness on your own and motivate others to action. To learn more about Rainbow Village and its programs, please visit www.rainbowvillage.org.

About Rainbow Village: Established in 1991 and based in Duluth, Georgia, Rainbow Village is a 501(c)3 nonprofit organization devoted to breaking the cycles of homelessness, poverty and domestic violence. Committed to serving as a “community of transformation”, Rainbow Village applies a holistic, two-generational approach to serving homeless families with children. With the goal of helping families achieve emotional stability and financial independence, Rainbow Village provides housing, early childhood education and after-school care, child and youth programming, financial planning, career counseling, workforce readiness, mental health counseling, community events and more. Rainbow Village accepts applications from homeless families with minor children throughout Georgia. To learn more about Rainbow Village, register as a volunteer or make a donation, visit www.rainbowvillage.org.