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**UNITED WAY RELAUNCHES SHOEBOX PROJECT
IN SUPPORT OF GROWING VULNERABLE POPULATIONS**

Personal care items to be distributed to local children, veterans, elderly, and homeless

SAN ANTONIO, TEXAS (September 4, 2020) – United Way of San Antonio and Bexar County is relaunching its annual Shoebox Project, which was sidelined this spring as a result of the Coronavirus pandemic.

“The need is there, and it’s even greater now,” said Brandyn Moore-Rodriguez, United Way Vice President of Community Relations and Volunteer Initiatives. “We have 41 nonprofit agencies who have requested 6,650 boxes. It’s not only one way to help those who live on the edge, but the boxes also provide dignity to those who inched closer because of COVID-19,” she said.

The Shoebox Project will run from Mon., Sept. 7, through Oct. 30, and United Way is seeking the public’s help to create personal care packages by donating decorated shoeboxes filled with basic-need or emergency-preparedness items.

Individuals and organizations throughout Bexar County are being asked to donate shoeboxes filled with toiletries, including toothbrushes, toothpaste, lotion, deodorant, soap, shaving cream, etc., which will be distributed to nonprofit partners serving local children, veterans, elderly, homeless and vulnerable populations. Or the requested items can be provided, and United Way will decorate and fill the shoeboxes.

Nonprofit partners receiving boxes will distribute them to children in emergency shelters, long-term group homes, young sex trafficking victims, wards of the state, needy families, abused women and children, troops in need, local teens, lonely seniors and many others.

Shoeboxes will be distributed to parent-child education programs, Early Head Start and Head Start programs, and given to family development workers for those families most in need. Boxes will be shared with early childhood, youth services, education, family strengthening, promotoras, seniors, mental health department

programs. Children in local school districts who identify as homeless, at risk, or simply in need of hygiene items will receive a box.

“What many of us take for granted each day -- things like shampoo, soap, or even a comb – can offer confidence and hope to someone else,” Moore-Rodriguez said. “Small items in a small box, can make a big impact across the community.”

Thanks to the generosity of San Antonio Shoemakers, who donated 6,000 shoeboxes, empty boxes can be requested from United Way by contacting shoeboxproject@unitedwaysatx.org.

For many in our community, basic comforts such as body soap, band aids, and other personal care items are a luxury. The United Way Shoebox Project is a way to provide essential care products to those in need so they can feel better and live better.

Shoebox drop-off locations include United Way of San Antonio and Bexar County, 700 S. Alamo, Mon. through Fri. from 8:15 a.m. to 4:30 p.m.; and the San Antonio Food Bank, 5200 Old Highway 90 West, Mon. through Fri. from 8:00 a.m. to 5:00 p.m. The decorated shoebox lids should be removable for safety inspections. United Way volunteers will conduct a thorough quality control process.

The 2020 United Way Shoebox Project is made possible through the dedication and commitment of the following sponsors and participating organizations: H-E-B Tournament of Champions, San Antonio Shoemakers, San Antonio Food Bank and United Way of San Antonio and Bexar County.

For additional information, visit www.unitedwaysatx.org/shoebox, call (210) 352-7077 or email shoeboxproject@unitedwaysatx.org. To donate, text “ShoeboxUWSA” to 41444.

About [The Volunteer Center at United Way](#): The Volunteer Center at United Way engages volunteers for a variety of community projects including Volunteer of the Year Awards, the Write Start Project, Born Learning Trails, Literacy Kits and many other initiatives. The Center also supports the Raul Jimenez Thanksgiving Dinner, H-E-B Annual Feast of Sharing, Martin Luther King Day, natural disasters (hurricanes, floods, fires), and hundreds of non-profit and civic events during the year.

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