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FRESH START CAMPAIGN AIMS TO HELP THE UNHOUSED IN DTLB

DLBA partners with 3 local non-profit providers in new program to boost personal hygiene products for people experiencing homelessness in Downtown.

(LONG BEACH, CA – June 17, 2021) The [Downtown Long Beach Alliance](#) (DLBA) launched Fresh Start, a new campaign designed to benefit individuals experiencing homelessness in Downtown. Through this new donation program, the community can easily purchase much-needed towels and personal hygiene products via a pre-populated Amazon online registry that will be delivered directly to three participating non-profit service partners.

The DLBA partnered with the City of Long Beach Multi-Service Center facility, which houses 12 public and private organizations, Long Beach Rescue Mission and U.S. Vets. These organizations have extensive support services for men, women and children including providing basic amenities like hot showers, towels, and access to health services.

“When someone in need comes through our doors, the first step of healing and renewal begins with a hot shower, clean clothing and a warm meal to ease the physical distress and a chance to rest,” said Robert Probst, Executive Director of the Long Beach Rescue Mission, which provides an average of 68,000 bed nights and showers per year.

With input from both its Public Safety and Events & Sponsorships Committees, the DLBA created [Fresh Start](#) with a focus on towels and hygiene products which were found to be in high demand. The two-month campaign, expected to run through the end of July, will be promoted through DLBA’s social media channels and in-person outreach to hotels and businesses. The DLBA also plans to provide Fresh Start drop boxes, also featuring a QR code, to drive donations at several Downtown host residential towers and businesses.

“Fresh Start is yet another way for us to enable the community to support those in need and, at the same time, work to ensure a healthier and safer Downtown. It’s an easy and effective program that provides much needed hygiene products that are part of helping an individual regain a piece of everyday life with dignity,” said Broc Coward, DLBA COO. “We are proud to collaborate with three local service providers who open doors that we hope many individuals experiencing homelessness in Long Beach will walk through to gain access to critical services. It’s a gateway to housing, mental health treatment, substance abuse counseling, job training and other community program contacts.”

About DLBA Fresh Start

Individual contributors can access the [Fresh Start page](#) on the DLBA website to select from two of the service providers. The Multi-Service Center is expected to be available for donations this month. The user will be taken directly to a unique Fresh Start donation page on Amazon’s gift registry. Towels and other in-demand hygiene products will be displayed for purchase. Once the tax-deductible purchase is completed, the products will be shipped directly to one of the three designated service providers.

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About Downtown Long Beach Alliance: DLBA is a non-profit, community-based organization whose mission is to cultivate, preserve and promote a healthy, safe, and prosperous Downtown. By balancing the interests of the residents, as well as businesses, the DLBA creates tangible progress by way of vested interest and solidified partnerships across local, municipal, and commercial lines. For additional information, visit www.downtownlongbeach.org, or follow on Facebook [@downtownlongbeach](#), and on Twitter and Instagram [@DLBA](#).

Multi-Service Center

Led by the Long Beach Health Department, the Multi-Service Center (MSC) facility houses 12 public and private partner organizations working together to promote self-sufficiency and rebuild the lives of those experiencing homelessness. Annually, the MSC averages 26,000 client visits, making this facility the primary point of entry for persons seeking homeless services assistance in Long Beach. Services range from basic amenities of shower, laundry, mail and message center to street outreach, van shuttle, transportation, medical care, mental health services, substance abuse treatment, and HIV/AIDS services.

Long Beach Rescue Mission

Long Beach Rescue Mission, the area's largest service provider for the homeless, is a place of healing and hope. The Mission provides an average of 68,000 bed nights and hot showers per year. Once their immediate needs have been met, our guests are encouraged to consider our Case Management program or our New Life Program which offers services on a deeper level and prepares them for new life and reconciliation to society.

U.S. Vets

U.S. VETS – Long Beach is the largest organization specifically targeting veterans and their families in Long Beach and surrounding communities with a daily service to over 800 veterans. In 2020, the organization provided 58,950 bed nights, 46,107 meals, 1,625 outreach engagements, 390 permanent housing, 381 mental health assessments, and 46 job placements. U.S. VETS' clients reestablish health and stability through outreach, transitional and permanent housing, linkage to healthcare, employment assistance, and more. The organization is co-located with 14 other agencies at the Villages at Cabrillo.