

FOR IMMEDIATE RELEASE

CONTACT

Michael Berman
DLBA Communications Manager
MichaelB@DLBA.org
562-708-6295



**DOWNTOWN
LONG BEACH
ALLIANCE**

DLBA Partners with Non-profit Service Providers for 2022 Fresh Start Campaign to Help Unhoused Neighbors in Downtown

(LONG BEACH, CA – May 5, 2022) The [Downtown Long Beach Alliance](#) (DLBA) today launched its 2022 Fresh Start campaign in partnership with three non-profit service providers who make a significant impact on the local unhoused population offering a pathway to rehabilitation, job training and housing services.

The giving program, which runs through June 24, enables the community to easily donate much-needed supplies such as bath towels and personal hygiene products through Amazon and Costco. See [Fresh Start](#) for links to donate.

“Every night about 1,900 individuals in greater Long Beach experience homelessness. In Downtown, we remain focused on connecting our unhoused neighbors with organizations that provide extensive support including basic amenities like hot showers and access to a broad range of health services,” said Broc Coward, DLBA COO. “One of our goals this year is to exceed the inaugural Fresh Start campaign results when members of the community responded graciously by donating 2,300 essential items to providers.”

DLBA has also secured commitments from about 25 local businesses – double last year – to host a Fresh Start Donation Box where the general public can drop off much-needed items. All donated products will be delivered by DLBA to three program partners that serve unhoused individuals in Downtown: Long Beach Rescue Mission, Mental Health of America Los Angeles and U.S.VETS - Long Beach.

“We are pleased to partner with DLBA on Fresh Start to help our unhoused neighbors in Downtown Long Beach. The program aligns with our goal of providing care and services to individuals experiencing mental health challenges, trauma and poverty,” said Dr. Christina Miller, President and CEO, Mental Health America of Los Angeles. “The external environment over the past two years has challenged everyone’s mental health. Collaborations like this that connect people in our community really make a difference as we manage through what has been both a physical and a mental health pandemic.”

Participating in its second consecutive year, Long Beach Rescue Mission Director of Development, Lupe Lopez, is looking forward to providing additional support for people in need. “Offering clean clothing and hygiene is a pivotal starting point in giving our homeless men, women and children the chance to rest, reflect and see the possibility of a better life,” said Lopez.

According to U.S.VETS – Long Beach, the largest non-profit assisting veterans, “We are so excited and grateful to be a participating organization in the Fresh Start Campaign,” said Yanira Losoya, Development and Communication Manager. “The support we receive from our incredible community enables us to continue providing the basic essentials our veterans rely on as they come off the streets and start their journey to rebuild a healthy life.”

Fresh Start was launched last year in collaboration with DLBA’s Public Safety and Events & Sponsorships Programming Committees. The program aligns with the recently updated DLBA strategic plan to further address the needs of the unhoused population in Downtown. This includes plans to create a new Homeless Outreach component in its PBID renewal by adding an experienced caseworker who can provide more robust assistance to unhoused individuals in the district, collaborating with social service agencies, non-profits and City of Long Beach departments.

#

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.

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.

Mental Health of America of Los Angeles

Mental Health America of Los Angeles works to ensure that people with mental health needs achieve meaningful, healthy lives in their communities. We provide services at multiple sites in Los Angeles County, including Long Beach, the Antelope Valley, and the Santa Clarita Valley.

U.S.VETS – Long Beach

Founded by veterans to serve veterans, U.S.VETS is the largest non-profit organization with boots on the ground to combat America's homeless veteran crisis head-on. Co-located with 14 other agencies at Century Villages at Cabrillo, 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 700 veterans and their families. In 2021, we provided 49,455 bed nights, 46,485 warm meals, placed 75 veterans into jobs, assisted 287 veterans in obtaining permanent housing, engaged 1,329 in outreach, and provided 6,115 mental health assessments.