

JOIN THE HOLIDAY GIVING COALITION OF MONTGOMERY COUNTY MD



**Help your neighbors in need
during the holiday season!**

THE CHALLENGE

Imagine that the holidays are approaching and your family is struggling to make ends meet. You don't know how you are going to pay the rent, much less manage to make a formal Thanksgiving dinner or afford gifts for your children during the December holidays.

This is the reality for many families living in Montgomery County: Even before COVID-19, children in the County experienced a poverty rate of over 9%, while **35% of public school students qualify for free/reduce meals (FARMS)**. COVID-19 has added significant hardship this season, with County workers filing over **148,500 unemployment claims** since March.

THE SOLUTION

For over **30 years**, the Holiday Giving Project of Montgomery County, Maryland, has provided Thanksgiving and December holiday assistance to low-income households.

A network of social workers, school counselors, and other human service professionals refer families in need for holiday assistance to the County's Department of Health and Human Services. The Department then distributes validated referrals among **the Holiday Giving Coalition formed by local non-profits, faith-based organizations, and governments**. Each member of the coalition adopts specific zip codes in the County to serve referred families in need, including by providing food, gift cards, and toys collected through donations.

In 2019, the project successfully matched 10,800 families for Thanksgiving and **11,436 families (incl. 23,317 children) for December** with 29 Coalition members for service. MCPS provided half of all referrals.

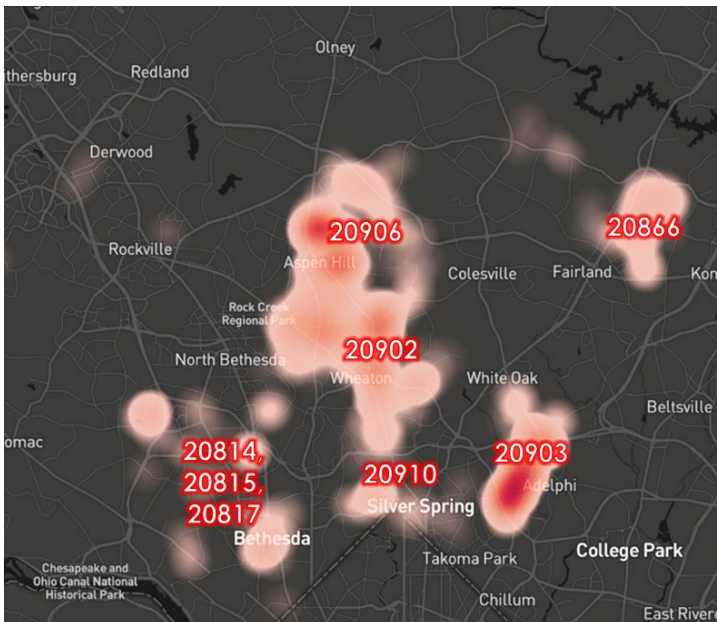
WE NEED YOUR HELP: AREAS OF NEED

In a community as fortunate as Montgomery County, **no child should miss out on the joys of the holidays**. But while the Coalition comes closer each year to assigning all referred families in need, some zip codes still struggle to meet demand. Particularly high-need zipcodes include:

- **Aspen Hill and Wheaton: 20906 and 20902**
(estimate: 900 families)
- **Silver Spring: 20903 and/or 20910**
(estimate: 300 families)
- **Bethesda-CC: 20814, 20815, and 20817**
(estimate: 100 families)
- **Burtonsville: 20866**
(estimate: 70 families)

Burtonsville and Aspen Hill also experience pressure for Thanksgiving.





Anticipated areas of high/unmet need for Dec

HOW CAN YOU HELP?

Become a part of the solution – become a Coalition member as a “Zip Code Coordinator” (ZCC) and adopt all or part of a high need zip code! Coalition members solicit donations, organize assistance distribution events, and communicate the details of the events to recipients and referring parties. Referrals made to the Holiday Giving Project are assigned on a first come basis, as capacity allows.

Are you interested in finding out more about how you can help? Please contact: The Holiday Giving Coordinators at HolidayGivingProject@montgomerycountymd.gov

Current ZCCs stand ready to serve as mentors.



HOW TO SERVE

Step 1. Deciding on your role as a “Zip Code Coordinator.” Work with the Holiday Giving Project coordinators to determine:

- ☐ Which holidays you will serve (Thx/Dec).
- ☐ How many residents you plan to serve.
- ☐ What zip code(s) you would like to serve.

Step 2. Kickoff the season.

- ☐ Assemble your team.
- ☐ Define internal roles.
- ☐ Obtain Holiday Giving database training.

Step 3. Solicit donations from community members, area businesses, and others.

- ☐ For Thanksgiving, consider obtaining food through internal donations, partners like Manna, or private sponsorships. Note that ZCCs typically provide \$10 grocery store gift cards in place of a frozen protein.
- ☐ For December toys, consider internal donations, sponsorships, or partnering with Toys for Tots. Note that you will need your own transportation for Toys for Tots pickups. Many ZCCs provide gift cards rather than toys for children over the age of 12. Some also provide food.

Step 4. Receive referrals and participate in the Holiday Giving Coalition.

- ☐ Track your assigned referrals via the web-based Holiday Giving database.
- ☐ Participate in monthly meetings (Aug-Jan).
- ☐ Coordinate with Coalition members and the Holiday Giving coordinators.

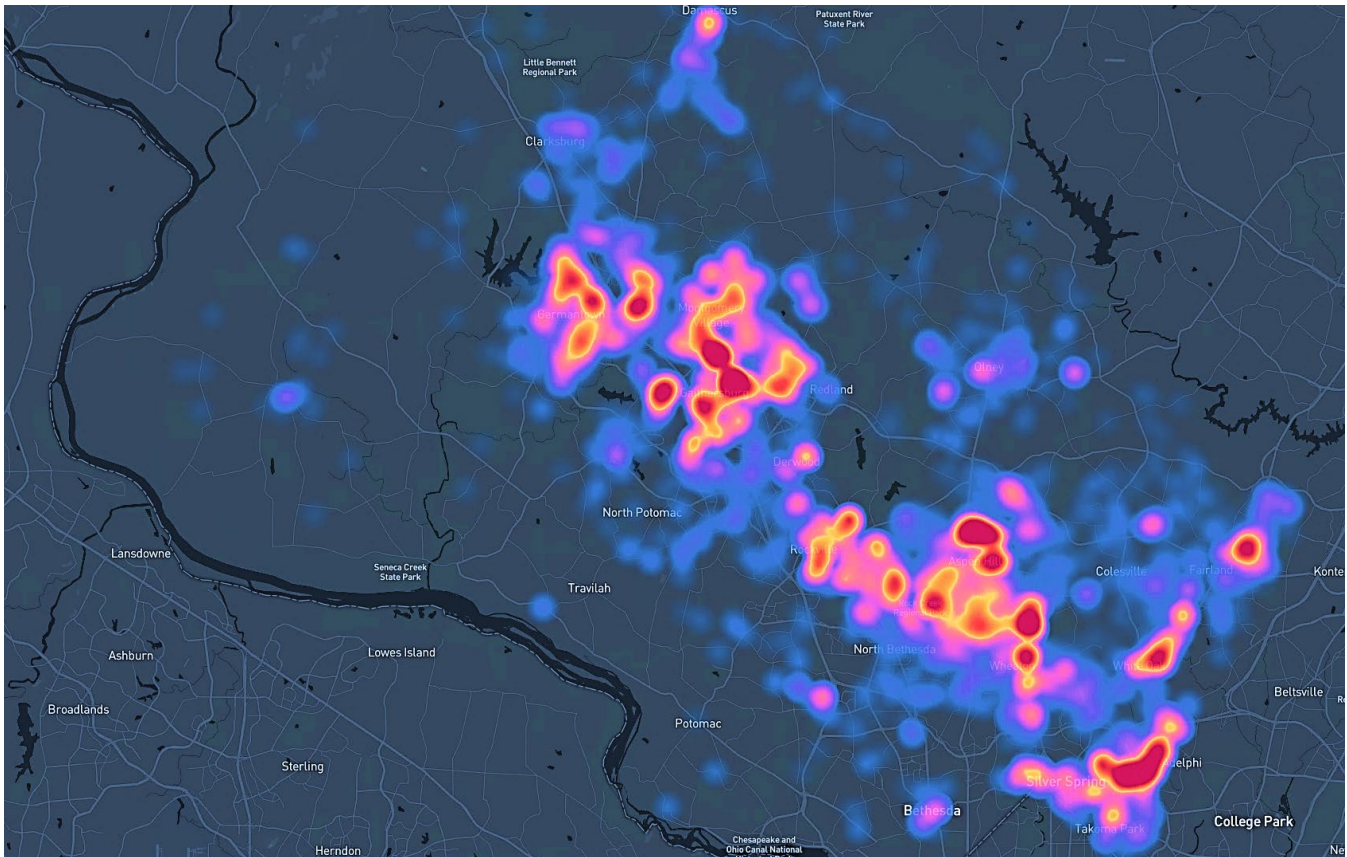
Step 5. Plan your distribution events.

- ☐ Determine mode of distribution: delivery, pick up by client, or work with referring org.
- ☐ Determine time of distribution—one or multiple events/locations?
- ☐ Notify referred families via phone, text, email, post cards, and/or mailed letter.
- ☐ Verify participants (sign in sheet, ID check) – secure and confidential.
- ☐ Share any leftover items with Coalition members for distribution to families.

HOLIDAY GIVING COALITION MEMBERS

October 2020

- Adventist Community Services of Greater Washington (20912)
- Bethesda Rotary Clubs (20812, 20813, 20814, 20815, 20816, 20817)
- The "Bootsie" Men, Women & Children Foundation, Inc. (20850, 20851, 20852)
- Catholic Charities (20902)
- Church of the Redeemer (20876, 20877, 20878, 20879)
- City of Gaithersburg (city limits)
- City of Rockville (city limits)
- Community Reach of Montgomery County (20850, 20851, 20852, 20854, 20814, 20817)
- Faith Connections, Inc (20871, 20872, 20882)
- Food for All sponsored by Young Professionals Forum (20910)
- Germantown HELP (20874)
- HOREB (20903, 20910)
- Housing Opportunities Commission
- IMAAM Center (20910)
- Kennedy Cluster and Watkins Mill Cluster
- Linkages to Learning
- Manna Food Center
- Montgomery County Department of Health and Human Services
- Montgomery County Muslim Foundation (20855)
- Mt. Calvary Baptist Church (20850)
- Nourish Now (20903, 20902)
- The Peoples Community Baptist Church (20904, 20905)
- Rainbow Community Development Center (20901)
- St. Patrick's Catholic Church (20853, 20906)
- St. Paul's United Methodist Church (20895, 20896)
- St. Peter's Catholic Church (20832, 20833)
- The Salvation Army
- Silver Spring Assembly of God (20906)
- Toys for Tots
- WUMCO HELP (20837, 20838, 20839, 20841, 20842)



Map of 2019 Beneficiaries