



FOR IMMEDIATE RELEASE

December 29, 2020

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New Beginnings Partners with Banana Republic and Gap to Provide Holiday Gifts to Families and Veterans

(SANTA BARBARA, CALIF.) – New Beginnings is delighted to have partnered with local employees from Banana Republic and Gap to provide holiday gifts to three families and four formerly homeless veterans who otherwise would not have been able to afford gifts during the holiday season. For the second year in a row, New Beginnings' clients have been the recipient of these gifts through the "Adopt-a-Family" program, a charitable initiative that brings together employees from the local retail sector to purchase gifts for families in need. Salty Brothers Soap Co, Sketchers, as well as generous community members, also contributed items. More information about New Beginnings can be found at www.sbnbcc.org.

Through the partnership, New Beginnings has helped to ensure that parents who are struggling financially are still able to provide holiday gifts to their children. Kristine Schwarz, Executive Director of New Beginnings said, "We are so grateful to our local retail and community partners. Their kindness and generosity allows for many of the families and individuals we serve to have some semblance of a normal holiday this year."

The Adopt-a-Family program is a highlight of the year for the agency and helps to provide dignity to families who are struggling. New Beginnings provides housing stability to individuals, families, and veterans who are homeless or who are at risk of being homeless through their Safe Parking Program and the Supportive Services for Veteran Families Program. This year, the Adopt-a-Family program was expanded to serve the agency's veteran clients living at Johnson Court, part of the Housing Authority of the City of Santa Barbara. New Beginnings looks forward to continuing to provide the Adopt-a-Family program to clients next year and is grateful for all of the support received.

Jacqueline Kurta, Board President of New Beginnings said, "The support and involvement of our local vendors and business community members is vital to the well-being of our New Beginnings clients and families. This holiday season will be more joyous for them as a result of this generosity."

About New Beginnings

New Beginnings provides quality, affordable counseling, shelter, case management and education that strengthens our community and provides our clients with the ability to lead healthy and productive lives. New Beginnings, located at 324 East Carrillo Street, Suite C, Santa Barbara, CA 93101, (805) 963-7777, is a nonprofit 501(c)(3) organization. For more information, please contact our development department at (805) 963-777 x112 or visit www.sbnbcc.org.

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Representatives from Banana Republic with gifts



Veteran client opening gifts with Veteran Supportive Services Specialist Rhandi LaChonce



Single mom and client of New Beginnings bringing home gifts for her two children



Veteran Supportive Services Specialist Rhendi LaChonce delivering gifts to veteran client



New Beginnings Board Member Jeff Moody delivering gifts to veteran client



Veteran Supportive Services Specialist Rhandi LaChonce with veteran client and New Beginnings Board Members Lloyd Dallett and Jeff Moody



Representatives from Gap with gifts