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**FOR IMMEDIATE RELEASE**

**HELP OF SOUTHERN NEVADA PROVIDED THOUSANDS OF CHILDREN AND FAMILIES ASSISTANCE THROUGH HOLIDAY PROGRAMMING.**

Las Vegas, Nevada (January 2012) – HELP of Southern Nevada, a local nonprofit serving Southern Nevada for 42 years released the Holiday Programming numbers for 2011. A reported 1,500 households were provided meals for Thanksgiving assistance and more than 19,000 children received toys during the holiday season. It took sixteen Albertson’s 50 foot semi-trucks to load up all of the toys from Toy Drive. HELP has three signature holiday programs: Thanksgiving Assistance, Adopt -A-Family, and Holiday Assistance. The local agency operates a total of nine departments and provides jobs to 90 employees and serves more than 100,000 unduplicated clients each year.

HELP of Southern Nevada CEO and long-time leader in Southern Nevada, Terrie D’Antonio said “I am extremely grateful to all the donors who contributed to the holiday season and very proud of the staff for their hard work. The fact that we worked with 39 other agencies in the community assisting them with their toy distribution is what makes a real difference in how we solve challenges and create collaboration in our community, which ultimately provides hope for a stronger community safety net.”

**HOLIDAY SEASON 2011 IMPACT REPORT**

1. Thanksgiving Assistance helped 5,245 individuals and a total of 1,512 households. 97.1 The Point has been a partner the past several years.
  - o 1,212 families were provided a turkey and groceries
  - o 300 additional households were assisted with groceries
2. Adopt-A-Family Program assisted 1,212 individual kids
  - o 441 families were adopted by a total of 250 donors
3. Toy Drive is part of the Holiday Assistance program and for 12 days Chet Buchanan and the 98.5 KLUC Morning Zoo partner each year with HELP of Southern Nevada to raise toys for kids in need.
  - o **2,647 bikes** were donated and given to kids for the holidays
  - o **\$201,012 in gift cards and cash donations** were collected
  - o 16 Albertson’s 50 foot semi-trucks were filled with all the toys and transported to HELP’s campus
4. Toy Distribution is the second part to Holiday Assistance Programming
  - o **HELP directly provided 7,579 children** with toys over 3 days of distribution at the HELP Toy Store to their income-qualified clients
  - o HELP assisted **39 other organizations** with toys during the holidays
  - o **A total of 19,242 children were assisted** with toys, bikes and/or gift cards in Southern Nevada
5. Volunteer hours
  - o 486 individuals provided **13,416 hours of volunteer work in just two months** (November and December).



**ABOUT HELP OF SOUTHERN NEVADA**

HELP of Southern Nevada assists more than 100,000 low-income families and individuals to become more self-sufficient through direct services, trainings and referrals. Programs available; Emergency Resources, Family Services, Weatherization, Community Alternative Sentencing, Work Opportunities Readiness Center, Holiday Assistance, Nevada 2-1-1 Call Center and Homeless and Youth Services. For more information, call HELP of Southern Nevada at 702-369-4357 or visit [www.helpsonv.org](http://www.helpsonv.org).

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