

New Image Emergency Shelter for the Homeless, Inc.



COVID-19 OUTREACH OUTCOMES 19th UPDATE

March 8, 2020 – July 26, 2022

New Image is continuing to distribute essentials to people experiencing homelessness and those who are low-income, in an effort to protect, educate and provide them with their unmet needs, by delivering the items and/or services identified below to those who are homeless; “sheltering in place” on the streets; and/or low-income individuals and families with children, who have homes, but have been directly affected by the Pandemic via their employment, housing, etc. The Chart below, depicts the agency’s Outreach Outcomes efforts from March 8, 2020 to July 26, 2022. This Chart also includes the thousands of body wipes, hand sanitizers, toiletries, etc. shared with other non-profit organizations who are also outreaching to homeless and low-income populations, including those on the streets and in emergency shelters, transitional/interim housing and Hotels.

OUTREACH OUTCOMES March 8, 2020 – July 26, 2022		
Population Served	Unduplicated	Duplicated
Individuals	18,372	22,008
Families	4,896	5,441
Families w/ Children	2,811	3,116
Items Distributed	Amount/Quantity	
Food Bags & Baskets	23,175 (Including Thanksgiving, Christmas, and Street Outreach Activities (2020-2022), Easter Basket Drive-Thru (April 2022))	
Toiletries	17,416 Deodorants, 13,841 Soaps, 11,462 Shampoos, 18,236 Toothbrushes + Toothpaste	
Body Wipes	8,175 Cases / 327,000 Packages (40 Packages Per Case)	
Baby Items	4,588 Cases Baby Wipes / 3,162 (Various Sizes); 387 Baby Clothing and Accessories 4,216 Cases Diapers (62-96 per case)	
Protective Gear	20,396+ Masks, 18,310 Disinfectants, 34,662 Hand Sanitizers, 14,216 Sprays and Cleaning Agents	
Supportive Services	Total Assisted	
Mainstream Entitlements (EDD, GR, AFDC, SS, SSDI), including those assisted online/phone	5,263	
Government Cellphones (Linkages)	1,247	
Medical Related Assistance <i>(All medical referrals including hospital, urgent care, medical centers, etc.)</i>	2,217	
Financial Rental, Hotel, and Utility Assistance; and Bridge/Interim Housing Placement and Referrals	2,139	
COVID Testing (Test “Now COVID Solutions”)	941	
Work Related Equipment and Clothing	247	

A Special Thank You to the following organizations for their continued financial and/or product donations:

- Delivering Better Levies
- Urban Health Link, Inc.
- NBC/ Kroger COVID-19 Grant
- Long Beach Community Foundation
- International City Bank
- Black LBC Restaurant
- Jean & Jerry Green
- Hidden Villa
- The Perry Foundation
- The Hale Foundation
- Owens and Minor Supply Mgmt
- Just Social Solutions, Inc.
- Testing: “Now COVID Solutions”
- Subaru of America
- U,S, Bank

For more information, or to make a donation, visit: www.newimageshelterla.org. The above figures include outcomes from our 27th Annual Children’s Christmas Store which served 2,102 children (ages newborn – 17years), from homeless and low-income families; and several street outreach activities and events; Case Management efforts, and donations to local social service agencies and organizations in need of PPE.

On the Horizon: 8/18/22 - Back to School Giveaway 9/17/22 - 33rd Agency Anniversary Celebration