

## Project Overview: Winter Warmth Campaign for the Homeless

Organization:\*\* American Aid (A A Relief)

\*\*Project Title:\*\* Winter Warmth Campaign: Providing Essential Support to the Homeless

\*\*Goal:\*\* To provide life-saving warm clothing, hot meals, and shelter to 1,000 homeless individuals during the harsh winter months, ensuring they survive the cold and regain stability.

### ### Budget Breakdown (\$200,000)

- \*\*Warm Clothing and Winter Gear:\*\* \$80,000

- Purchase of coats, hats, gloves, blankets, and other essential winter items.
- Estimated cost per individual: \$80.

- \*\*Hot Meals:\*\* \$60,000

- Provision of daily nutritious hot meals for the homeless.
- Estimated cost per meal: \$5, with an aim to provide 12,000 meals.

- \*\*Shelter Support:\*\* \$40,000

- Temporary shelter accommodations for those in need.
- Includes rental of temporary housing facilities, utilities, and operational expenses.

- \*\*Operational Costs:\*\* \$10,000

- Project management, coordination with local shelters, and administrative expenses.

- \*\*Community Outreach and Awareness:\*\* \$5,000

- Campaigns to raise awareness about the project and the needs of the homeless.
- Includes printing materials, organizing events, and outreach efforts.

- **Monitoring and Evaluation:** \$5,000

- Regular assessment of project impact, ensuring that resources are effectively reaching the intended beneficiaries.

### Long-Term Impact

This project aims to transform the lives of 1,000 homeless individuals by providing them with the essential tools to survive the winter. Beyond immediate relief, the support will restore dignity, improve health, and offer a foundation for long-term stability, including better job prospects and eventual housing. For the community, the project will reduce the strain on emergency services and foster a more compassionate, inclusive environment, contributing to overall social cohesion and resilience.