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Warm Their Soles Sock Drive Raises Enough Socks for Virtually Every Local Homeless Youth California Coast Credit Union and the San Diego County Office of Education to deliver thousands of pairs of socks on time for the Holidays

SAN DIEGO – December 19, 2016 – Just on time for the holidays ... organizers of a sock drive for area homeless youth blew through their goal and raised 23,245 pairs of socks -- enough for virtually every homeless child in San Diego County.

California Coast Credit Union partnered with the San Diego County Office of Education (SDCOE) and the San Diego Unaccompanied Youth Task Force to launch the *Warm Their Soles* sock drive to collect new socks for youth experiencing homelessness in San Diego County, with a goal of raising 5,000 pairs of socks. The month-long drive kicked off in November and Cal Coast matched the first \$5,000 in donations.

Socks are the most-requested and least-donated clothing item in shelters. The population of homeless youth in San Diego County is nearly 23,000.

“We are amazed at the response from the public,” said Rene McKee, California Coast Vice President of Community and Public Relations. “It’s a testament to the compassion and generosity of our community, and it is overwhelming to know that we will be able to touch so many lives and warm the soles of so many youth and young adults in need.”

Socks collected during the drive are being distributed to select agencies serving homeless youth, including the Monarch School, Stand Up 4 Kids San Diego, Home Start and the Center in Hillcrest.

About California Coast Credit Union

Established by San Diego teachers in 1929, California Coast Credit Union is the longest-serving financial institution based in San Diego and holds true to its founders’ guiding principle of “people helping people.”

With over \$2 billion in assets, the credit union now proudly serves more than 150,000 members through its local network of over 20 branches and 60 shared branch locations, online and mobile banking, and 30,000 fee-free ATMs nationwide. California Coast is not-for-profit, provides no-cost financial education for adults and youth, and is committed to improving the lives of its members and others in the community. Anyone who lives or works in San Diego or Riverside counties can be a member. For more information, visit calcoastcu.org or call (877) 495-1600.

About the San Diego County Office of Education

The San Diego County Office of Education provides a variety of services for the 42 school districts and five community college districts in the county. We support more than 750 schools and 500,000 students. In addition, the Office provides regional services for surrounding counties in many areas. Services range from district and school improvement to budget approval and monitoring.

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