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California Coast Credit Union and the San Diego County Office of Education Launch Sock Drive to Help Homeless Youth

SAN DIEGO – November 2, 2016 – California Coast Credit Union is partnering with the San Diego County Office of Education (SDCOE) and the San Diego Unaccompanied Youth Task Force this holiday season to launch a sock drive to collect thousands of new, unused socks for youth experiencing homelessness in San Diego County.

Warm Their Soles is a month-long campaign that aims to raise awareness about children and teens experiencing homelessness as well as their need for socks, which is the most requested and least donated clothing item in shelters.

The population of homeless youth in San Diego County is nearly 23,000, and upward of 1,000 are unaccompanied youth living on the streets on their own.

California Coast Credit Union will match all sock donations up to \$5,000. New socks can be dropped off at donation bins located at Cal Coast's corporate office in Kearny Mesa and at branch locations throughout San Diego County. The credit union is also accepting online donations of preselected packs of socks for infants, girls, boys, and adults. To make an online donation, and for more information on the sock drive, click on the link: <https://www.calcoastcu.org/news.htm#Socks>.

"As a values-based credit union founded by educators in 1929, this is a cause we are passionate about because many students in San Diego County are living on the streets without shelter and we want to help," said Rene McKee, California Coast Vice President of Community and Public Relations. "We are excited to work with the San Diego County Office of Education on this community-wide effort to give back to local children and families in need."

Collection bins are also available at several SDCOE locations, including the main campus, 6401

Linda Vista Road, San Diego; Homeless Education Services office in Old Town, 2878 Old Town Ave., Suite 200; North County Regional Education Center, 255 Pico Ave., San Marcos; East County Regional Education Center, 924 E. Main St., El Cajon; and South County Regional Education Center, 800 National City Blvd., National City.

“Our initial sock drive last fall was an overwhelming success for a grassroots campaign, so we are looking forward to making a bigger impact this year thanks to the support of California Coast Credit Union,” said Susie Terry, San Diego County Office of Education Homeless Education Services Department Project Specialist. “With *Warm Their Soles*, we hope to not only fill this big need, but to raise awareness about the vulnerable population of runaway and unaccompanied homeless youth.”

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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