

Proclamation

CONGRATULATING MY NEW RED SHOES UPON ITS 17TH ANNIVERSARY

WHEREAS, My New Red Shoes has been improving the quality of life for children and their families in Redwood City and beyond since its founding on March 13, 2006; and

WHEREAS, the mission of My New Red Shoes is to improve the quality of life and well-being of children and youth experiencing economic hardship in the Bay Area by providing economic support and basic needs items such as shoes and clothing, promoting a sense of belonging and dignity for vulnerable communities, strengthening the community social safety net; and

WHEREAS, My New Red Shoes is recognized as a keystone for community collaboration and resource-sharing, having delivered basic needs items to more than 220,000 people since its inception; and

WHEREAS, My New Red Shoes has partnered with more than 300 Bay Area nonprofit organizations, child serving agencies and schools since its inception; and


WHEREAS, My New Red Shoes leveraged over 6,000 volunteer hours to support the distribution of winter boots to refugees fleeing the war in Ukraine; and

WHEREAS, My New Red Shoes launched "Project Empower," a first-of-its-kind guaranteed income pilot program for immigrant survivors of domestic violence benefitting San Mateo County residents, in partnership with Tahirih Justice Center for Project Empower; and

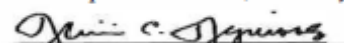
NOW THEREFORE, BE IT RESOLVED THAT I, JEFF GEE, MAYOR OF REDWOOD CITY, on behalf of the City Council and the people of Redwood City, do hereby commend and congratulate **My New Red Shoes** upon its 17th anniversary and wish it many more years of success in the City of Redwood City.

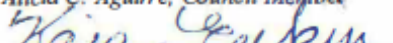
Date: March 13, 2023

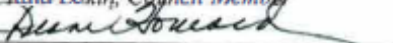


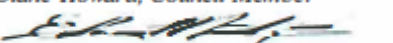

Jeff Gee, Mayor



Lissette Espinoza-Garnica, Vice Mayor


Alicia C. Aguirre, Council Member


Kala Eakin, Council Member


Diane Howard, Council Member


Elmer Martinez-Saballos, Council Member


Chris Sturken, Council Member