



PRESS RELEASE

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**Downtown San Diego Partnership Launches 3rd Annual
“Make Change Count” Fundraising Drive**
*Initiative to raise funds and awareness to assist
Downtown homeless find shelter and care*

The Downtown San Diego Partnership today announced the launch of the third annual “Make Change Count” holiday fundraising drive initiative to raise money and increase awareness for how best to end homelessness.

The “Make Change Count” campaign, which is sponsored by Cox Communications, is focused on the Downtown San Diego Partnership’s donation station program. The stations, which look like red parking meters, can be found in 21 locations in Downtown and accept coins and credit cards payments. The meters discourage panhandling while providing the public an opportunity to donate to programs and services designed to help end homelessness in Downtown.

Mayor Faulconer praised the Downtown San Diego Partnership for its efforts to effect change on the streets of Downtown San Diego and encouraged San Diegans looking to give this holiday season to consider the “Make Change Count” drive.

“Under my direction, the City has made a significant shift in how we spend money on homelessness,” said Mayor Kevin L. Faulconer. “We are focused on programs that don’t just provide a bed but also a pathway to a better life. These donation stations complement that effort by giving San Diegans a tangible way to be part of the solution.”

All funds collected go to the Downtown San Diego Partnership’s Clean & Safe homeless outreach efforts, including the “Work Your Way Home” program, which reunites homeless individuals with family, as well as short-term housing to help those struggling with addiction and a security deposit program.

"The Downtown San Diego Partnership and its members are making a real difference in the lives of homeless individuals," said Councilmember Todd Gloria. "Make Change Count is connecting neighbors with opportunities, and demonstrating the benefit of directing our limited resources to successful programs."

The "Make Change Count" holiday drive is a collaborative effort involving local companies who are stepping up to provide assistance and raise funds. For the third year in a row, Cox Communications is helping to publicize and expand the donation station program. IPS Group Inc., a local company that makes the donation stations, provides the red meters at no cost. Classy, a Downtown tech startup that helps non-profits raise funds online, provides its services for free as well.

Kris Michell, president and CEO of the Downtown San Diego Partnership, said the donation stations and annual holiday drive is about raising funds and awareness on how best to help homeless individuals.

"In order to effectively address homelessness on the streets of Downtown, it's critical that we work together to ensure resources are directed toward programs and service providers that are beneficial and proven to work," said Kris Michell. "Make Change Count is a great way to direct people's good intentions into positive outcomes for the Downtown's homeless and the entire community. We are thrilled to have the support of Mayor Faulconer and so many local companies who see the importance of making their change count."

Cox Communications provided funds to expand and promote the "Make Change Count" initiative because it saw it as a positive way to improve the San Diego community. "Make Change Count" television Public Service Announcements will air between Nov. 20 and the end of December.

"At Cox, we know that serving our communities means supporting initiatives, like Make Change Count, that impact all of us who live and work in San Diego," said Sam Attisha, vice president of public affairs and business development for Cox Communications. "Using our technology assets to make San Diego a better place to live is an opportunity we embrace."

Underground Elephant, a growing tech startup in Downtown, chose "Make Change Count" as one of three causes its supporting this holiday season.

"A critical component of building resilient communities is supporting those most in need, and that is exactly what our team of 100 employees is doing over the holidays. Those living on the streets of San Diego are among the most vulnerable in our community," said Jarrod Russell, Director of Public Affairs at Underground Elephant. "Connecting them with their families and the appropriate long-term services requires sustained efforts like those being proposed by Make Change Count. We are honored to support this initiative and encourage other San Diego businesses to do the same."

The Downtown San Diego Partnership hopes that local companies and organizations will sponsor additional stations so it can raise awareness and additional funds for much needed programs and services.

For more information about the "Make Change Count" initiative and the Downtown San Diego Partnership's efforts to end homelessness in Downtown, visit www.downtownsandiego.org/clean-safe.

The Downtown San Diego Partnership is a non-profit, member-based organization that serves as the leading advocate for the revitalization and economic health of Downtown. The Downtown Partnership represents more than 300

businesses and 11,000 property owners. To learn more about the Downtown Partnership, visit www.downtownsandiego.org.