



## 2023 Rock It Sock It - Sock Drive

What is the most needed valuable piece of clothing to people without permanent housing? Coats, hats, maybe shoes? Guess what, it is SOCKS! Now guess what one of the least donated items to homeless shelters is, you guessed it, SOCKS!

The **Rock It Sock It - Sock Drive** will take place from **Jan 23<sup>rd</sup> until March 4<sup>th</sup> 2023**. Goal is to receive over 5,000 pairs of donated “new” socks to be stuffed with needed “travel-size” toiletries to make Sock Care Kits. Sock Care Kits will be assembled at the Summit Event Center and then delivered to the Comitis Crisis Center for distribution.

### Why are socks so important?

- Socks provide a layer of warmth, worsened by smoking, which constricts blood vessels making toes more susceptible to damage by cold. Severe frostbite leads to amputation.
- Socks decrease friction between the shoes and the foot. Socks also help cushion the bottom of the foot. The friction leads to thickened skin. Many people experiencing homelessness have a condition called polyneuropathy. They lose nerve function and cannot feel irritations of their feet. The thickened skin can then break down to an ulcer. Neuropathic ulcers usually become infected and can cause cellulitis (skin infection), deadly sepsis (blood poisoning) or deep bone infections. ***Providing clean, new socks helps those in need to get one-step closer to living safe and healthy.***
- The Journal of the American Academy of Nurse Practitioners published the results of a surgery of the utilization of foot care services among homeless adults. The results showed, “An overwhelming number of respondents felt that the embarrassment associated with the smell of feet and the poor condition of their shoes and socks were deterrents in using available foot care services.”

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***Providing clean, new socks helps those in need to get one-step closer to health care.***

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*“Many people tell me that socks are the most important clothing item,” says Costello. “One homeless man named Kiwi told me socks are more important than food. He said that he knows of many pantries and shelters where he can get food, but that there’s no way he can walk the streets of Toronto without socks.”*

*- Tom Costello, founder of The Joy of Sox – Recipient of Former President Bush’s Daily Point of Light Award*

## What is the Comitis Crisis Center?

The Comitis Crisis Center, a program of Mile High Behavioral Healthcare, was founded in 1969 and provides the only emergency shelter program in Aurora-which spans Adams, Arapahoe and Douglas counties. Comitis has over 50 years of experience serving people experiencing homelessness and provides a safe place to stay for an average of 150 people per night through its emergency shelter and transitional housing programs. It offers a variety of programs supporting individuals and families from trauma, addiction, recovery, mental health issues and homelessness.

## How can you help?

Rock It Sock It Sock Drive is in need of the following:

- **Socks** – New, not worn, winter socks of all sizes for men, women and children.
- **Toiletries** – New, unopened travel-size toiletries including: shampoo, soap, toothpaste, toothbrushes, disposable razors, combs/brushes, nail clippers, chapstick and deodorant.
- **Donation Locations** – We can drop off and pick up donation boxes at locations throughout metro Denver.
- **Money** – Your tax-deductible donation will cover general operating expenses to support the only 24/7 shelter in Aurora, Colorado.
- **Volunteer** – We are looking for all sorts of help. If you are interested in participating give us a shout and we will find the perfect place for you.

## Tips for Success (Communication, Education, Motivation)

- **Get your employees involved.** Let them know why the drive is important and what they can do to help. Set up a couple of designated donation days, assign targeted donation items to different departments and/or create internal contests for the teams/employees that accumulate the most items.
- **Get your customers involved.** Promote your involvement through your marketing channels (website, email, social, etc.) and let them know easy ways for them to contribute. Perks for donating could include complimentary services, purchase discounts, or thank you gifts.
- **Get your partners involved.** Vendors, service providers and business partners want to support you and could jump in and help, if you ask. Let them know what your company is doing and why. Participation could be joining your donation efforts or signing up to be their own donation location.
- **Get competitive.** Each year the donation location that brings in the most amount of donations wins the coveted RockIt SockIt Sock Drive Cup. New this year is a donation box decorating contest for the boxes with the most amount of “flare.”

*The Comitis Crisis Center, Inc. Not-For-Profit Tax Id#: 74-2348147*

For more information on donations, donation locations, volunteering or sponsorship, visit [www.rockitsockit.org](http://www.rockitsockit.org)

Rock It Sock It Sock Drive would like to thank the following sponsorship organizations for their support:



Program of  
Mile High Behavioral Healthcare



[www.rockitsockit.org](http://www.rockitsockit.org)