

UNDIE SUNDAY



NASHVILLE RESCUE MISSION LAUNCHES
“UNDIE SUNDAY” CAMPAIGN

NOTHING SAYS YOU CARE LIKE UNDERWEAR

On any given night, Nashville Rescue Mission is home to over 800 men, women, and children who are experiencing homelessness. The Mission recently launched an “Undie Sunday” campaign to raise awareness about the need of new underwear for the homeless in the community, while also encouraging churches, organizations, and groups to launch their own campaigns to collect new undergarments for those most in need.

“Underwear and socks are some of the most needed, yet least donated items,” said Rev. Glenn Cranfield, president and CEO of Nashville Rescue Mission. “This is not always an easy subject, but we wanted to find a creative, fun way to bring this tremendous need to the attention of churches, groups, and individuals and in the process enlist their help in collecting these much needed items. New, clean underwear is a necessity, not a luxury. This goes beyond meeting a person’s physical need, this is also about providing dignity.”

“People experiencing homelessness have the same needs as people who aren’t experiencing homelessness,” said Cheryl Noe, senior director of development for the Mission. “No one wants to wear somebody’s used underwear. We want improve the lives of our guests by giving them the opportunity to live more comfortably, but also educate the public about this under-donated article of clothing. Everyone deserves a fresh change. With the community’s help, we can provide that.”

Resources for launching an “Undie Sunday” campaign are available for download on the Mission’s website. The Mission also has a donation wish list available through Amazon. Donations of new underwear may be dropped off at the Mission’s Donation Center located at 616 7th Avenue South, Nashville, TN 37203, Monday – Saturday, from 7:00 a.m. to 7:00 p.m.