

## PRESS RELEASE

# TOWNSPEOPLE'S NEW EXECUTIVE DIRECTOR LAUNCHES END-OF-YEAR GIVING CAMPAIGN ON GIVING TUESDAY

### Funds Raised Will Go Towards Move-In Kits for New Residents Housed and Supported by the Nonprofit

**San Diego, CA (November 19, 2021)**— Townspeople today announced a new end-of-year giving campaign that will run from November 30, aka Giving Tuesday, through December 31. The nonprofit, which has supported and housed people experiencing homelessness in San Diego since 1984, will use funds raised during this effort towards the preparation and distribution of move-in kits for residents.

"Many of our residents move into their new unit with only the clothes on their back. With the support of our community, we can transform these otherwise empty spaces into welcoming places by providing critical items such as beds, linens, groceries, cooking supplies, and more," said Executive Director Melissa Peterman, who assumed Townspeople's top leadership role on July 26, 2021. Recently named a [2021 Rising Aztec](#) by alma mater San Diego State University, Peterman has been involved in nonprofit work since 2008, spending the majority of the past 13 years with organizations that advocate for, and provide assistance to, San Diego's houseless community.

"As a native San Diegan, I feel so fortunate to be part of an organization focused on helping create a fully housed San Diego," said Peterman. "There is a groundswell of support in our community for ending homelessness. I look forward to joining hands on efforts large and small to bring that vision to life."

Townspeople's goal is to raise at least \$5,000 for a variety of kits for their clients, a community made up of families, people living with HIV or AIDS, and veterans. Kit items will include basic furniture, dishes and kitchen utensils, hygiene products, house-cleaning supplies, and other household essentials.

"We're excited to work with Melissa, the staff, and the Townspeople community to lay groundwork that will help the organization maintain its impact and expand its reach moving into 2022," said Board President Richard Velasquez, who has served on Townspeople's Board of Directors for over seven years.

Monetary donations are accepted through Townspeople's [donation page](#). Those willing to help promote the campaign on their social media feeds can download and share free Instagram, Facebook, and Twitter posts from [Townspeople.org](https://www.townspeople.org) starting in December.

“Moving into what we all hope is a post-COVID world, I am encouraged to see that issues like homelessness are remaining at the forefront of discussion. Seeing San Diegans not only show up for one another but also stand up for best practices like Housing First gives me hope for the future,” said Peterman.

### **ABOUT TOWNSPEOPLE**

Founded in 1984 by friends and concerned San Diego citizens to help the growing number of people succumbing to the disease to be called AIDS, the group called themselves “The Townspeople” and raised funds for needed programs and services throughout San Diego County. Over the years, Townspeople expanded its reach to help more people experiencing homelessness, including veterans. Today, the organization owns and operates four affordable apartment complexes totalling 118 units, oversees an additional 13 units of supportive housing, provides eligible residents with short-term rental assistance, and provides information and referrals for issues related to housing, food, case management, government benefits, and social supports.

The apartment complexes owned and operated by Townspeople are located in Normal Heights, Talmadge, and Southeast San Diego.

### **MAIN OFFICE INFORMATION**

Townspeople is headquartered at 2047 El Cajon Boulevard, San Diego, CA 92104.

Website | [www.townspeople.org](http://www.townspeople.org)

Donation page | [www.townspeople.org/donate/](http://www.townspeople.org/donate/)

Instagram and Twitter | @townspeople\_sd

### **MEDIA CONTACT**

Melissa Peterman | Executive Director

[melissa@townspeople.org](mailto:melissa@townspeople.org)