

ORGANIZATION OF THE YEAR NOMINEE

HUMANE SLEEP PROJECT

NOMINATOR: ADITI SHARMA



In 2024, the Humane Sleep Project significantly advanced its mission to support unsheltered populations in Dublin and the Tri-Valley area. Our efforts began in January, following a recommendation from former Dublin Mayor Melissa Hernandez. Partnering with the Livermore Police Department, we distributed 40 warmth care kits to unsheltered residents in Dublin and Livermore. Throughout the year, we held multiple drives in collaboration with local organizations, distributing over 100 hygiene kits, 120 warmth care kits, 100 clothing kits, and 60 sleeping bags. These resources were vital in improving the quality of life for individuals experiencing homelessness, especially during

colder months.

To foster community engagement, we launched two internship programs for high school students, offering hands-on experience in nonprofit operations, fiscal management, and outreach. This initiative empowered youth to contribute meaningfully to their community while cultivating future leaders.

In total, we served over 100 individuals across the Tri-Valley area. By engaging directly with the unsheltered community, we tailored our efforts to meet their unique needs, fostering trust and hope. Our work in 2024 underscored the power of collaboration and compassion, proving that communities united in purpose can create lasting, meaningful change.

The Humane Sleep Project faced several challenges while serving the community. One of the key issues was securing enough donations and effectively marketing our drives, which limited the ability to meet the growing demand, especially during colder months. Additionally, they struggled with raising awareness in the community about the specific needs of the unsheltered population, which made it harder to generate support at the outset. To address these challenges, the organization revamped up their marketing strategy by leveraging social media more effectively, partnering with local businesses and organizations for wider outreach, and using targeted messaging that highlighted the urgency of the situation. We also increased visibility by hosting smaller, more frequent community outreach events to engage directly with unsheltered individuals so they could understand what their needs were in real time. These efforts helped us build stronger relationships with local supporters, increase donations, and raise awareness, enabling us to better serve the Tri-Valley's unsheltered and underserved populations.