



Strengthening community bonds: a case study of catalyzing a donation drive to enhance the impact of the UCSD Street Outreach Team

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BACKGROUND

- **Our team** is dedicated to providing essential supplies and facilitating access to medical care for unsheltered individuals in Pacific Beach, San Diego.
 - 19 UCSD medical students, 3 faculty members, and 1 social worker
- **"Glows & Grows"** reflection after each outreach efforts to assess and identify opportunities for enhancement.
 - **Identified need:** frequent requests for backpacks and clothing
 - **Solution:** a targeted donation drive to fulfill this critical need
- **Aims:** Describe the process of forming new community partnerships to address supply shortages, enhance outreach efforts, and create a model for improving street outreach efforts in similar communities.

METHODS

- **Partnerships:** Reached out to 10 student-led organizations at San Diego and Los Angeles undergraduate institutions, along with one high school in Los Angeles.
- **Communication Strategy:**
 - Sent a detailed letter outlining objectives, logistics, and benefits of the donation drive.
 - Followed up with two additional emails.
 - Provided a Google Form to interested organizations for coordination.



Image 1: A preview of the Google form and flyer sent to interested organizations

Please edit the Canva flyer using this [link](#) with the following:
NAME OF YOUR INSTITUTION
DATE/DURATION OF THE DRIVE
LOCATION

Name of your institution *

Your answer

Name of the club/interest group *

Your answer

Do you need a donation bin? *

Yes

No, we can store the donations until UCSD can accept them

Other: _____

If you answered YES *

We will reach out to you with additional details regarding pick-up or delivery.

I can pick up the donation bin from UCSD SOM (address listed at top)

I need the bin delivered

N/A

Our institution/club can: (Check all that apply) *

Distribute the donation bins to designated/appropriate areas

Collect the donated items

Keep track of the quantity and type of items donated

Deliver the donated items to UCSD SOM (address listed at top)

- **Response collection:** information on donation box needs, drive duration, advertising preferences, and support required from the outreach team.
- **Promotion methods:**
 - UCSD School of Medicine promoted the drive through email announcements and social media (Instagram).
 - Participating organizations utilized their own promotion strategies.
- **Customization:** Each organization tailored the drive to its student population to maximize visibility and engagement.

RESULTS

- **Participating organizations:**
 - UCSD School of Medicine (UCSD SOM)
 - Students for Public Health at San Diego State University (SDSU)
 - UCSD Medics in Armenia (UCSD MIA)
 - Ferrahian High School
 - Armenian Student Association at UCLA
- **Donation count:** A total of 213 items were donated. Data from UCSD SOM, SDSU, and UCSD MIA (Figure 1).
- **Distribution & Breakdown** (Figure 2):
 - 79% of donations came from UCSD SOM
 - 50% Men's/unisex, 40% Women's, and 10% Children's sizes.
- **Community Collaboration:**
 - Leveraged Google Forms, social media, and local institutions.
 - Established partnerships for additional resources and support.
 - Planned recurring donation drives biannually.
- **Future Opportunities:** Partnered with local businesses for increased engagement and fundraising.

Donations by Intended Recipient and Partnering School

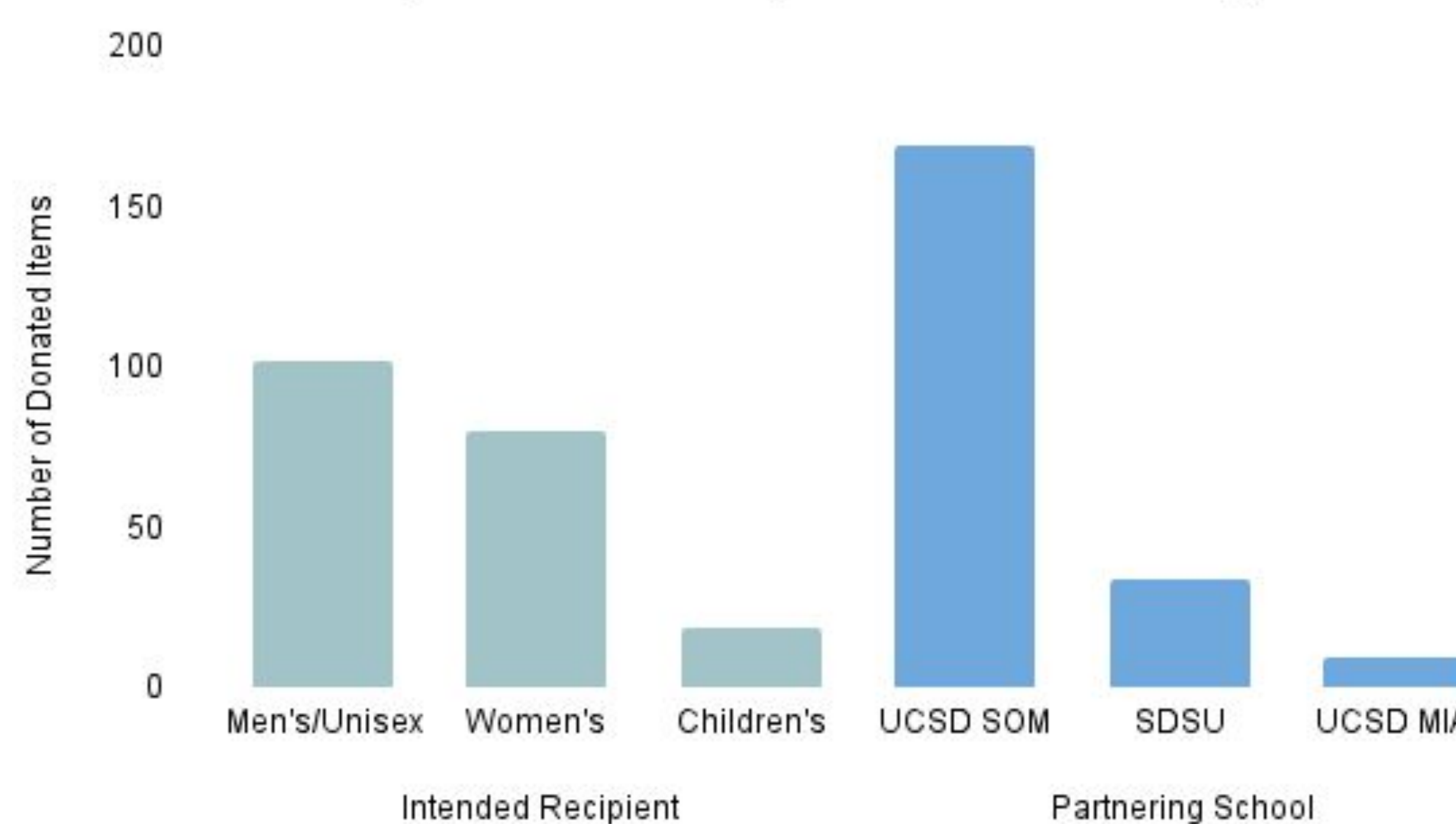


Fig. 1. Donations by intended recipients and partnering schools; with 79% of donations originating from the host institution (UCSD SOM)



Number of Donations by Category

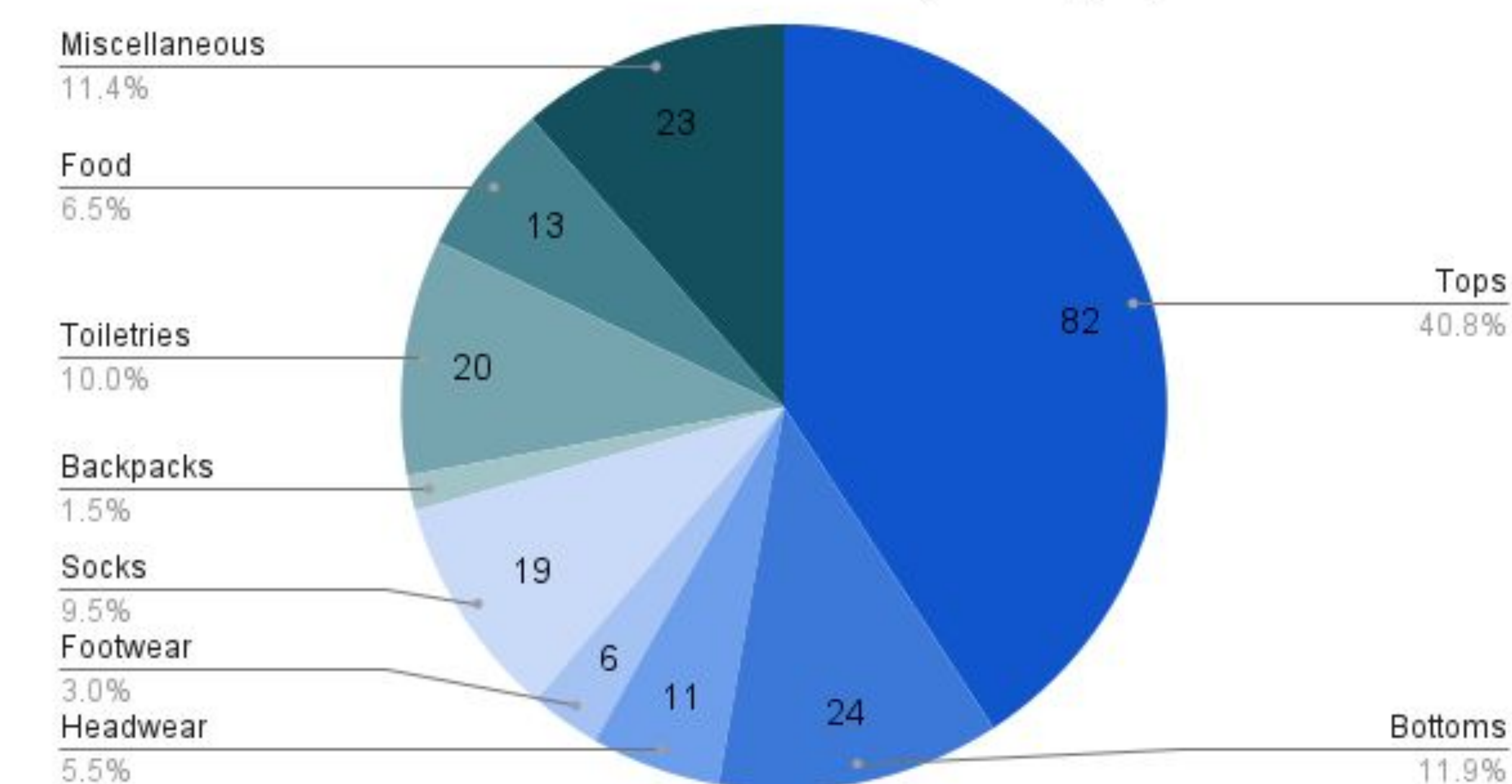


Fig. 2. Donations by category; miscellaneous items include undergarments, gloves, and sunglasses.

CONCLUSIONS

- **Collaboration & Communication:** Utilized Google Forms, social media, and local institutions to enhance organization and drive community engagement.
- **Resource expansion & Sustainable initiatives:** Partnered with additional organizations to secure additional resources for improved services.
- **Future plans include** collaborations with local and corporate businesses like Bombas, Target, and West Side Clothing to boost community involvement and fundraising capacity.
- **Impact:** UCSD Outreach team's focus on innovation and collaboration allow us to create a tangible and lasting impact of generosity and compassion.

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UCSD Student-Run Free Clinic