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Fact Sheet

Background

Established in 2005 by Kendra Stitt Robins, Project Night Night is a 501(c)(3) nonprofit organization that began with the belief that every child deserves a good night's sleep. Ms. Robins, a former attorney and mother of one, founded the organization after working through the bedtime trials of her two year old son. She realized how critical a good night's rest is for the healthy development of children and became concerned for the many thousands of children living in shelters who lack the basic bedtime comforts. She began an effort to collect security blankets, books and stuffed animals for these sheltered children to help ease their bedtime anxieties while in a new and unfamiliar place. Ms. Robins reasoned that if children sleep well at night, they will not suffer the ill effects of inadequate sleep such as decreases in performance, concentration, learning, and health. During the last year, her giving spirit has grown into an organization that works with shelters across the country, providing the few, easy, yet important elements that are critical to a child's restful sleep.

Night Night Packages

Project Night Night's work is carried out through Night Night Packages that are delivered to thousands of homeless and transient children in shelters across the country. These individual tote bags contain a new and unused security blanket, age-appropriate books, and a stuffed animal to help children have sweeter dreams. Every child who receives a Night Night Packages leaves the shelter with a book which encourages reading and family bonding, a security blanket which can be cuddled, and a stuffed animal which can become a cherished friend.

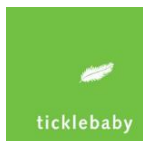
Corporate Citizenship

Recognizing that not all companies are alike, Project Night Night works with businesses to develop a structure of giving that aligns with their needs, whether it's fundraising, product donation, package assembly and delivery or shelter outreach. Project Night Night seeks to grow its corporate partner base and invites companies to contact the organization if they would like to help bring sweeter dreams to sheltered children. Project Night Night would like to acknowledge and thank the companies that have already pledged their support and by doing so, have made a difference in their community.

Platinum Sponsor



Sponsors



Volunteers and Donations

Community involvement has been an integral part of the success of our organization. Project Night Night welcomes individuals, groups, businesses other organizations to join in the effort to give sheltered children a good night's rest. There is no shortage of ways to help. For more information visit www.ProjectNightNight.org or contact 415-310-0360.



Background

Project Night Night is a 501(c)(3) nonprofit organization dedicated to providing care packages for homeless and transient children living in shelters across the country. Founded in 2005 by Kendra Stitt Robins, Project Night Night collects, assembles and delivers Night Night Packages, each of which contains a baby blanket, a stuffed animal and an age-appropriate book to help these children have a more restful night's sleep while living in shelters.

Ms. Robins founded Project Night Night after experiences with her own family led her to understand the importance of a restful night's sleep in a child's development. During a family trip with her husband and two-year-old son Cole, Ms. Robins found that her son had difficulty adjusting to the surroundings of each new location they visited. To comfort Cole each night, she would read him a story and put him in his crib with his favorite stuffed animal and security blanket. She quickly realized that those small but consistent elements made a profound impact on Cole's ability to sleep well. Without a good night's sleep, Cole would be irritable and unresponsive the next day. For Ms. Robins, the process of putting her son to bed became one of the most critical parts of her day. Understanding the role this played in her life led her to think about other children and families that might not be fortunate enough to have the comforts of a home or items such as blankets and stuffed animals to help them sleep. Ms. Robins was concerned that without adequate sleep, homeless children would encounter additional mental and physical suffering.

Project Night Night was founded with the simple belief that every child deserves a good night's sleep. Since its inception, the organization has provided thousands Night Night Packages to children across the country and has emerged as a leading provider of nighttime comforts for homeless children.

To continue to help these homeless children have a good night's sleep, Project Night Night depends on the generous support from individual and corporate donations of money, products and volunteer time. For more information on how to donate, please visit www.projectnightnight.org or call 415-310-0360.



Kendra Stitt Robins Executive Director

Kendra Stitt Robins is the founder and executive director of Project Night Night, a nonprofit organization dedicated to providing care packages for homeless and transient children living in shelters across the country. Founded in 2005, Project Night Night collects, assembles and delivers Night Night Packages, which include blankets, stuffed animals and age-appropriate books to help these children have a more restful night's sleep while living in shelters.

Ms. Robins created Project Night Night after experiences with her two-year-old son Cole led her to realize that putting him to bed was one of the most critical parts of his day. Without a full night's sleep, Cole would be irritable and unresponsive the next day. Ms. Robins became concerned for the many homeless and transient children who lacked the most basic bedtime comforts. These children, just like her own son, deserved to have a security blanket to snuggle and a stuffed animal to squeeze as they drifted off to sleep. Sensing her life's calling, Ms. Robins left a successful legal career to launch Project Night Night.

Since March of 2005, Ms. Robins has coordinated the collection and donation of thousands of Night Night Packages to children across the country. Ms. Robins has made a personal commitment to provide a Night Night Package to every homeless child who makes a request. She relies on the help of friends, family and corporate contacts to support Project Night Night's mission and expand the efforts to reach more children in the places they seek shelter.

Prior to establishing Project Night Night, Ms. Robins practiced law in the San Francisco office of Bingham McCutchen, LLP. Before attending law school, she taught English Literature at various community colleges in the Washington D.C. area. She earned a bachelor's degree, master's degree, and law degree at Georgetown University. Ms. Robins currently lives with her husband and young son in San Francisco, CA.



Testimonials

"Thank you for having this great program and for giving to kids who probably need your thoughtfulness a little more than most. My daughter's eyes lit up when she opened her bag and found not only a new book, but also an adorable new dolly. She has been sleeping with her ever since. My daughter's school motto is, 'Read, Read, Read' and she truly enjoys reading. She was very appreciative for the new books ... especially from someone who obviously sent them with love."

Janice O'Neill

Mother of Night Night Package Recipient

"The Night Night packages are the most beautiful bags I have ever seen. I am so excited to give the kids their packages. I know that they will make them feel so much better. "

Michelle McKay, Counselor

Gateway Shelter

"We received the Night Night Bags and we are OVERWHELMED!!"

Marcia Smith, Executive Director

Oklahoma Coalition Against Domestic Violence and Sexual Assault

"Yea! We got our bags today. They are wonderful. You do not realize how much projects like yours help the children adjust to shelter life. Thank you so very much!"

Kaye Jones, Emergency Shelter Coordinator

Community Children's Shelter and Service Center, Inc.

"The kids at SafePlace Austin are loving the Night Night bags you sent. All have been distributed and are being lovingly cherished as we speak."

Clarissa Moore, In-Kind Service Coordinator

SafePlace Austin

"Thank you Project Night Night! The cozy blanket and stuffed animals will be loved I'm sure. The books help promote reading in the young ones and give parents an additional positive way to *interact with their children*. Thank you again!"

Susan Webster, Volunteer Coordinator

Family Supportive Housing, Inc.

"My child and I were in a battered women's shelter when we received our Package. It was the first time I had seen my little girl smile all day. She fell asleep with the blanket in her arms.

Beth*

Parent of Night Night Package Recipient (*name changed to protect identity)



project night night
helping homeless children have sweeter dreams

Dear Project Night Night,

Thank you so much for our wonderful bags. Our school is doing a pajama day in conjunction with our early literacy project and the bags went along with our lesson just perfectly!!

ANI AS
MAOELLE Ahline

Sincerely,
The children of the Family Tree Child Development Center of
SafePlace



project night night
helping homeless children have sweeter dreams



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November 27, 2006

Project Night Night
Jessica Silverman Bryan
Community Relations Director
10219 Alger Trail
Twinsburg, OH 44087

Dear Jessica and Project Night Night Staff and Volunteers:

On behalf of the children at the Women's Daytime Drop-in Center, thank you so much for the wonderful Night Night Packages! The children immediately wanted to explore their bags, holding the stuffed animals, looking through the books, and gathering their other belongings to put inside their new bags.

The children who visit the Women's Daytime Drop-in Center often do not have stable housing. They may be doubled up in an apartment with one or more other families, they may be living in shelter, or they may be living with a single caregiver in a car or other vehicle. Their housing situation may change several times a year before their families regain self-sufficiency. Your Night Night Packages provide much-needed stability for these children, allowing them to have something of their own that travels with them regardless of where they sleep each night.

Thank you again for your generous gift of Night Night Packages. Please know that each and every bag will be appreciated and much loved.

Best wishes,

Melissa Powell

Children's Program Coordinator



PRESS & RECOGNITION

Non-profit group works to give homeless children comfort

by Joe Murphy

Reporter
Twinsburg Bulletin
Thursday, September 14, 2006

Twinsburg - Dream big.

This is what a non-profit organization known as Project Night Night asks of all children.

It also represents the goal of the organization itself.

According to Twinsburg resident Jessica Bryan, community relations director for the San Francisco-based group, Project Night Night's mission is to improve the lives of homeless children "one sweet dream at a time."

In the last year, the group has improved 7,000 lives, providing 7,000 homeless children across the country with what Bryan calls a "night night package." The package includes a canvas tote bag filled with a stuffed animal, security blanket and age-appropriate book.

The organization began in 2005 under the initiative of San Francisco resident Kendra Robins, who now serves as the group's executive director. Brainstorming began while both Robins and Bryan were in Michigan, living there while their husbands attended the University of Michigan's business school.

Their husbands' graduation from Michigan led to Robins relocating to San Francisco, while Bryan came to Twinsburg. Both still shared a vision for homeless children.

"In order for the organization to have efficiency, [it needed to expand] outside of the West Coast," Bryan said.

Since expanding the organization to Twinsburg in June 2005, Bryan said she has set up contacts with shelters in Akron, Painesville and Cleveland. Project Night Night's coverage expands across 20 states, she said.

"It's most efficient for us when shelters contact us with their needs," she said.

Bryan said she has been "cold calling" shelters in the Midwest to find out if they have any children in need. One shelter that jumped at the opportunity was the East Side Catholic Shelter in Cleveland, Bryan said.

More than 80 children at the shelter have received a night night package in the last couple months, said Yvelyn Hamilton, director of emergency services at the shelter.



CONTINUED - Non-profit group works to give homeless children comfort

by Joe Murphy

Reporter
Twinsburg Bulletin
Thursday, September 14, 2006

Hamilton said the packages have provided a sense of ownership to children who may have nothing else.

"The benefit has been great," she said. "That [package] is something that belongs to no one but them.

"Many of them come in afraid," she continued. "This is comforting to them. It seems to calm them down."

The shelter, Hamilton said, is working to make sure each child who wants a package will be able to obtain one the moment they walk in the door.

Bryan said she shares a similar goal for children who enter shelters across the nation.

"It is our goal to help as many homeless children as possible by expanding our reach to other shelters both locally and nationally, and it makes most sense to start in my own backyard," Bryan said. "We never want to turn down a child, but we can only take on so many shelters [because of] limited resources."

Bryan said the organization is in constant need, whether it comes from corporate charity drives or individual donations. The organization does request that the stuffed animals be newer and smaller than 12 inches and that the blankets be crib size or smaller.

Donations can be dropped off in Solon at a realtor's office at 34050 Solon Road or can be mailed to either Bryan or Robins. For more information and mailing addresses, visit the Project Night Night Web site at www.projectnightnight.org.

E-mail: jmurphy@recordpub.com

Phone: 440-232-4055 ext. 4104



project night night
helping homeless children have sweeter dreams

San Francisco
BEST
of the Bay Area 2006
WINNER

Voted
"Best of the Bay Area"
July 2006



Winner of
Golden Gate Mothers'
Group
"Founder's Award"
May 2006



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