Marblehead latch on to A Bed for Every Child

Businesses, individuals further goal of helping needy kids

Marblehead —

A statewide, North Shore-based nonprofit has garnered support from many local businesses and organizations in Marblehead to help achieve its goal of providing a bed for every child this season.

“We know a bed isn’t going to get everyone to graduation, but we do know that a good night’s sleep is going to get a kid ready to go to school the next day,” said Robyn Frost, Mass. Coalition for the Homeless’ executive director. “If we’re really going to break the cycle of poverty, then we need to really take a look at the child.”

A Bed for Every Child, the Coalition’s signature initiative, was launched in September 2011 to distribute 1,500 beds to low-income children throughout the state.

“It became something we noticed through our work with public schools and community health centers that we do prevention work with, and that there was a fair number of children whose parents weren’t able to purchase a bed for them,” said Frost.

El’s social action program, said the temple’s members have chosen to partner with the coalition for the long haul.

One of those partners in the initiative is the Orange Leaf of Marblehead, a frozen yogurt shop and the franchise owner can pick a local charity they would like the pajamas to go to,” said Orange Leaf Corporation nationwide is doing a pajama drive, collecting pajamas in their stores, said Frost.

“To send a mattress, box spring and linens to one child, Fr even when they purchase the beds at wholesale price.

“So to disseminate 1,500 beds, it costs about $300,000,” there, but we would like to get there faster.”

In June, according to the initiative’s annual report, A Bed through donations, grants and drives, enabling it to distri

“We have had an enormous amount of success from both donations to help purchase these beds, as well as a lot of drives,” said Frost.

One of those partners in the initiative is the Orange Leaf of located at 12 Atlantic Ave., which is having a fundraiser o the day’s sales will be donated to the cause, so Marbleheaders just have to show up and make a

Hennessey added, “We thought it would be a great partner pajamas with the bed.”

Hennessey said 40 sets of pajamas have already been donated, and the store will be ac

“Anyone who [donates] a pair of pajamas gets three ounces off their yogurt purchase, percent off; so if you brought in three pajamas, you get nine ounces off,” Hennessey e:

“Alycia Dell’Orfano, who is a new Marblehead resident and a Salem State University stx initiative’s development coordinator and has brought A Bed for Every Child’s visibilit containers at She, Hip Baby Gear, National Grand Bank and Marblehead Bank. Deahn I El’s social action program, said the temple’s members have chosen to partner with the

“We’ve got an ongoing interest in ending homelessness, and we feel it’s a social issue ti on governmental and individual levels,” said Leblang.

And the Coalition, she believes, has that right balance between governmental and on-

“They’re an organization that knows what they’re doing,” said Leblang, “and the people Homeless has decades of experience on the issue of homelessness.”

Since Nov. 18, the temple has been collecting newly bought twin and full-size bedding, which includes sheets, pillows, pillowcases and blankets, and will continue to do so until Dec. 21.

As of this past Monday, according to Leblang, 62 linen items had been donated.

“We know that people get tired, and they get asked for things a lot, and we worried that people wouldn’t be responsive, but we figured, what the heck?” said Leblang. “I was really overwhelmed by the response we got.”

Volunteering last weekend at the Coalition’s headquarters in Lynn, members of the temple sorted through items donated for the initiative, and Leblang said she was amazed at the turnout, especially because a certain sporting event was going on.
“We had 30 people show up even when the Patriots played [AFC East rival Miami in a game in which the team clinched the division title], and there were guys volunteering,” said Leblang. “I know people TiVo-ed the game and all, but I thought it was awesome.”

For residents who want to either donate or find out how to get involved in the Coalition’s A Bed for Child initiative, contact Dell’Orfano at 781-595-7570, Ext. 23 or at alycia@mahomeless.org.