

**FOR IMMEDIATE RELEASE**

## **Mission Launches ‘Mission Forward’ for San Diego’s Homeless**

--Mission empowers employees to pass out water, socks and toiletries to those in need--

**SAN DIEGO (May 14, 2013)**—Mission, a home health, home care and hospice organization launched Mission Forward, a yearlong campaign to support San Diego’s homeless. While Mission’s employees are on the road providing health services, they will give out living essentials to the homeless they pass by. The bags are filled with bottles of water, fresh pairs of socks and toiletries.

“Since Mission’s services are provided in the home, our clinicians and our staff are always on the road between patients’ residences,” said Mark Kimsey, co-founder of Mission. “Our staff passes by individuals in need all day long and we thought this would be a perfect way to make a difference.”

There are about 8,500 people living on San Diego’s streets and in shelters. San Diego’s homeless population is the third largest in the U.S.—New York and Los Angeles are the first two. Mission’s staff will keep the bags in their cars to give out when they see a person in need or asking for help on the side of the road.

“Helping those in need is a valuable experience,” said Kimsey. “It is important for us to empower our employees to give back and spread joy in a way that resonates with them personally.”

Mission has elevated the San Diego community with services, jobs and community programs. They participate in the annual Parkinson Association Walk, they run drives for the homeless and fundraise for Elderhelp. Mission has also created 350 new jobs in just the past four years and plans to double that within the next two years.

“We are committed to providing services to anyone and anywhere,” said Jen Robinson, co-founder of Mission. “We know that not everyone has access to services like ours and that may be the difference of someone ending up on the street or not.”

### **About Mission:**

Mission is a clinically owned and operated organization whose services include Mission Home Health, Mission Hospice, and Mission Home Care. By providing a continuum and continuity of care, Mission strives to have a positive impact on the lives of patients, their families, and their healthcare partners no matter what their needs may be. Mission utilizes all available resources to provide the highest level of care possible to their patients, all while in the optimal healing environment, the home. [www.homewithmission.com](http://www.homewithmission.com)

###