

TWO WOMEN CREATE BOUTIQUE OF FREE CLOTHES FOR WOMEN IN NEED



(BRONX, NY) -- The holidays can be a tough time of year for those struggling in poverty and/or homelessness. For people with children, it can be especially hard explaining why there won't be any gifts this year. Sure, there are a lot of charity organizations and programs available to support the less fortunate, but many times people in need resent the help due to shame and pride. In an effort to bring dignity to those down on their luck as well as relieve them of the burden of financial hardship, two NYC writers **Kadia Blagrove** and **Kydee Williams** created a new way of giving with **The Pop-Up Care Shop**, a shop of free donated goods for people in need to enjoy. Partnering with different non-profit organizations, the team collects donated goods and "set-up shop" to create a fun shopping experience for those truly in need. Items are nicely displayed in retail-fashion and shoppers get to thoughtfully pick out what they want.



On **December 16, 2017** Blagrove and Williams will host their second-annual Pop-Up Care Shop at Park Avenue Thorpe, a women's supportive housing complex under non-profit organization [Nazareth Housing](#). Their mission is to redeem these women with the power of choice. Many of them are survivors of domestic abuse, poverty, and other situations that would make anyone feel powerless. Something as simple as presenting an opportunity to choose what they WANT to wear serves to be empowering.



Last year, The Pop-Up Care Shop served the women of [Sammon Build](#), a homeless shelter in the Bronx. Held inside the shelter's community center's gymnasium, the space was transformed into stylish boutique decorated with pink and white balloons, a shoe display, and several racks of tasteful selections of clothing donations. Rejecting the the standard drop-off donation method, The Pop-Up Care Shop brings goods to people in need directly and with style!

HOW IT WORKS:

Phase 1 - The founders host a clothing drive social event in which guests are invited to donate their old goods and learn more about the cause.

Phase 2 - The founders take those donated goods and set-up shop at charity location.

For this year's phase one, the founders held a Trivia Night event at [333 Lounge](#) and a clothing drive on November 18 in an effort to increase the Care Shop inventory and raise funds for this year's Care Shop. Their progress is made possible by generous donors and the support of influential brands and businesses (both local and international). Past and present partners and sponsors include [J. Crew](#), [Oyin Handmade](#), [RUNA](#), [Core](#), [Uplift Studios](#), [Heeling Soles](#), and — to name a few.



Homelessness is still a major epidemic in New York City, with over 61,000 homeless people, including families and children, counted in August 2016. Sadly, that number continues to grow. With so many shelters and programs underfunded and understaffed, distress saturates the space and everyone dwelling within -- from the people in need to the folks who provide those needs. The Pop-Up Care Shop aims to to redeem the less fortunate with dignity, enjoyment, and, most of all, choice.

About The Pop-Up Care Shop: *The Pop-Up Care Shop is an interactive charity drive project founded by Kadia Blagrove and Kydee Williams, two NYC writers who are dedicated to the empowerment of women and compassion for humanity. Partnering with different non-profit organizations, we collect donated goods and “set-up shop” to create a fun shopping experience for those truly in need. Items are nicely displayed in retail-fashion and shoppers get to thoughtfully pick out what they want. Our unique method rejects the standard of drop-off donations, and brings the goods to the people directly and with style!*

Learn more and Support: <https://www.gofundme.com/the-popup-care-shop-2017>

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