

manhattan beach

**A.C.T.**

**Aid Cleveland Texas**

hurricane relief



Thank you for an unprecedented districtwide and citywide relief effort!

*"Out of the storm came a beautiful rainbow"*

# THANK YOU!!

The ACT campaign was a huge success, far beyond all of our wildest imaginations. It is a testament to our community that we all pulled together to help another community in crisis. After hundreds of Manhattan Beach and South Bay volunteers organized the effort, after hundreds if not thousands more donated tens of thousands of items and over \$50,000, after 16 volunteers drove **SEVEN** 26-foot Uhaul trucks 30 hours and 2,000 miles, after over 500 volunteers in Texas unloaded and helped distribute the supplies, we helped **over 1,500 families** whose homes were damaged or destroyed by the effects of Hurricane Harvey. Our MBUSD Board will have a **joint meeting with the City of Manhattan Beach at 5:00 pm Tuesday, September 19** in council chambers to celebrate the efforts of everyone who participated in the ACT campaign. Our agenda for this meeting will publish this Friday.

Some of the highlights of the campaign:

- MBX collected over \$50,000 in donations, highlighted by donations from so many, and two donations in excess of \$10,000 (Caskey & Caskey Realtors and Chevron)
- Skechers filled up an entire truck with over 3,000 pairs of shoes and 10,000 pairs of socks. After providing shoes to Cleveland, additional shoes were provided for nearby communities.
- Our MBUSD PTAs, principals, and staff were just amazing. Each school led spectacular volunteer efforts that were incredibly smooth and effective.
- Student groups were incredible! Sports teams, student councils, student clubs, and student volunteers were there for so much of the heavy lifting!
- The City of Manhattan Beach ran our biggest collection point at City Hall. They were loaded with volunteers and did a superb job of receiving, sorting, then trucking the goods over to Mira Costa. Our thanks go to MB Mayor David Lesser, the entire City Council, City Manager Mark Danaj, site coordinator Kendra Davis, and all of the men and women who work at the City, including Police and Fire personnel.
- Hermosa Beach City School District and the Redondo Beach Police Department got on board, supporting this effort to Cleveland.
- Our 16 drivers, including City Councilman Richard Montgomery, MCHS trainer Cameron Bowles, Mira Costa plant manager Jeff Mullikin, and Principal Ben Dale, along with parents and friends of the project, doggedly drove over 30 hours straight to get to Cleveland.
- The City of Cleveland gave us an official proclamation naming September 9, 2017 as *Manhattan Beach, California Day*.
- Distribution featured cars lined up for miles, waiting patiently, then receiving packages of cleaning supplies, hygiene kits, clothing items, backpacks filled with school supplies and notes of encouragement from our students, and/or bedding supplies. See this [video](#) by a Cleveland ISD alumni that shows drone footage spliced together with the great [story on CBS news](#).
- Our partnership with the Cleveland community was covered in a beautiful article in the [Houston Chronicle](#).
- Our community's interaction on [Facebook](#) and [Instagram](#) was strong. Still not signed up? You are missing out.



## What next?

A number of people have asked whether Manhattan Beach is going to respond similarly for victims of Hurricane Irma. We are hoping to inspire others to learn from what happened in our town. We are challenging other communities to do the same. Nicknamed the "7 Truck Challenge," we hope that communities like ours can find a hard hit city were there is a personal connection, then pair up with that city As we stated in our FB post, "All it takes is a little resolve, a lot of love, brave leadership, and the generosity of strangers before you end up with trucks full of needed supplies and handwritten cards from 6-yr-olds who care."

## Thank You!!!

Your donations and your volunteer efforts *have made* a big difference in the Cleveland community.

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## Follow Us!



Thank you for making a difference.

A handwritten signature in blue ink, appearing to read "Mike Matthews". The signature is fluid and cursive, with the first name "Mike" being more prominent than the last name "Matthews".

Mike Matthews  
MBUSD Superintendent