



Press Release

FOR IMMEDIATE RELEASE

Announcing the "Halfway to the Holidays" Gift Card Campaign: Supporting Domestic Violence Survivors During the Summer Heat

West Jordan, Utah, July 15, 2024 – South Valley Services is proud to announce the launch of our "Halfway to the Holidays" gift card campaign, running from July 8 to July 31. This initiative aims to raise donations through gift cards to provide critical support to survivors of domestic violence.

Domestic violence shelters often face restricted funding, limiting their ability to provide for every need of the survivors they assist. Gift cards offer a flexible solution, enabling survivors to access essential items and services that shelters may not be able to supply directly. These items can include prescriptions, transportation, clothing for job interviews, and other personal necessities.

One such example of the impact of these donations is the story of a client who was on the verge of starting a new job in maintenance at an apartment complex. "I remember a client who was about to start a new job in maintenance at an apartment complex. The job required him to have specific tools, which he didn't own. Fortunately, we had a Home Depot gift card that he could use to buy the essential tools. Additionally, we provided him with a Walmart gift card so he could purchase work shoes. This job also came with housing, so by securing employment, he was also provided with a one-bedroom apartment," said South Valley Services Staff Member.

Through the "Halfway to the Holidays" campaign, we hope to collect a variety of gift cards that can be used for:

- **Prescriptions:** Helping survivors access medications they might otherwise struggle to afford.
- **Transportation:** Providing bus passes, gas cards, or rideshare credits to ensure survivors can travel to work, appointments, or job interviews.
- **Groceries:** Offering grocery store gift cards to help survivors feed themselves and their families.

We invite individuals, businesses, and community organizations to join us in this campaign. Every contribution, no matter the size, can make a significant difference in the lives of those affected by domestic violence.

To participate in the "Halfway to the Holidays" gift card campaign, please visit our [Wishlist](#) or contact Josie White. Together, we can provide much-needed support to survivors and help them rebuild their lives.

For further information or media inquiries, please contact:

Deleted: June 22



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South Valley Services (SVS) is a 501(c)(3) non-profit organization that has served the local community since 1998. South Valley Services is a survivor-centered organization where individuals impacted by domestic abuse and sexual violence can realize their own strength, courage, and resilience while on their path to an empowered future. For more information, please visit our website at www.svsutah.org.

