



my new red shoes®

# A SIMPLE GIFT OF CONFIDENCE



My New Red Shoes helps homeless and low-income children look and feel confident as they start the school year by providing them with new clothing and shoes and by rallying youth and adults around this effort through volunteer and educational opportunities for individuals, families, schools, corporations, and community groups.

Since 2006, My New Red Shoes has improved the self-confidence, educational experience and the quality of life of more than 35,000 impoverished children. In 2016, My New Red Shoes plans to serve 10,000 children in need.

For more information about their work or how you can get involved, please visit [www.mynewredshoes.org](http://www.mynewredshoes.org)

During the months of April through June 2016,  
Sereno Group Real Estate and its Palo Alto agents will be  
contributing 1% of their gross commissions to My New Red Shoes.



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