

University of Massachusetts Boston

ScholarWorks at UMass Boston

Office of Community Partnerships Posters

Office of Community Partnerships

4-5-2012

Give US Your Poor: A National Public Education Campaign Addressing Homelessness

Barbara L. Graceffa

University of Massachusetts Boston, barbara.graceffa@umb.edu

Center for Social Policy, University of Massachusetts Boston

Follow this and additional works at: https://scholarworks.umb.edu/ocp_posters



Part of the [Civic and Community Engagement Commons](#), [Public Health Education and Promotion Commons](#), [Public Policy Commons](#), and the [Social Policy Commons](#)

Recommended Citation

Graceffa, Barbara L. and Center for Social Policy, University of Massachusetts Boston, "Give US Your Poor: A National Public Education Campaign Addressing Homelessness" (2012). *Office of Community Partnerships Posters*. 19.

https://scholarworks.umb.edu/ocp_posters/19

This Presentation is brought to you for free and open access by the Office of Community Partnerships at ScholarWorks at UMass Boston. It has been accepted for inclusion in Office of Community Partnerships Posters by an authorized administrator of ScholarWorks at UMass Boston. For more information, please contact scholarworks@umb.edu.



Give US Your Poor

A National Public Education Campaign Addressing Homelessness
McCormack Graduate School of Policy and Global Studies



Summary

Government alone cannot solve homelessness.

Corporations need to be involved to help bring to scale solutions as well as promote innovation.

Collaboration between government, non-profits, academia, corporations, faith communities, and individuals is key.

Approaches and Methods

Give US Your Poor brings together the:

- latest research
- multimedia
- celebrities and non-celebrities
- homeless people
- partner organizations

to focus on **systems thinking** and **cross-sector collaboration** to help end homelessness.



Sample Partners

Corporate Partners:

- King Fish Media
- Bridgeway Partners
- Appleseed Recordings
- Exact Target
- Flimp
- Ipswich
- Pixel Bridge
- Via Media

National Partners:

- National Coalition for the Homeless
- National Coalition for Homeless Veterans
- National Healthcare for the Homeless Council
- National Center on Family Homelessness

Local Partners:

- Center for Social Policy
- Friends of Boston's Homeless
- Hearts of Fire Project
- Out of the Rain Initiative, United Way
- Metro Area Continuum of Care for the Homeless

Non-profit Partners:

- Marshall Media Group
- Mierendorf Productions
- The Writer's Express
- Horatio Alger Association
- Center for Social Innovation

Solutions

An overall sustainable solution includes:

- Systems thinking approach
- Involvement of homeless people
- Prevention, prevention, prevention
- Cross-sector and inter-sector collaboration
- Paradigm shift in how we view homelessness
- Health coverage for low-income Americans
- Deep understanding of the interconnectedness of homelessness with economic, environmental and social issues
- Innovative, courageous leadership
- Love

Outcomes

Public education: PSAs, conferences, events, documentaries, concerts, CD sales

Classroom education:

- middle and high schools curricula
- undergraduate college course on the history of homelessness
- individual lesson plans and exercises for high school and middle school classrooms

Bibliography and other resources available on our website: giveusyourpoor.org