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

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### 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