



From Homeless to Home in 24 Hours

Our mission: to use the Internet, social media and technology to raise money to help homeless Philadelphia residents. Our approach is unique because we don't aim to provide a small service for many people (shelter, group housing, free meals, etc), rather to create drastic change for a few. To work with homeless individuals on a one-by-one basis to effect immediate and drastic change for that one person...then to repeat the process.

Our Plan:

Step 1: Create compelling video footage, general facts about how homelessness and poverty affect Philadelphia, and include footage of candid interviews with the people who are homeless today.

- o Tell us the story.. How did you end up in this situation?
- o There are lots of organizations in Philly aimed at helping, what are their shortcomings, why haven't you been able to get back on your feet?
- o What would it take to get you working full time & living in a house, etc?
- o What is your biggest worry right now?

Step 2: Use Video in crowd fundraising websites & social media outreach campaign

Step 3: Raise \$6,100.00 in 60 days.

Step 4: A committee of our volunteers (hopefully 3 - 6 people) meets to review the stories of 6 - 10 people that we've spoken to and select 1 particularly deserving person who stands out.

Step 5: Once an individual has been selected, the following happens plan is set in to motion, and the entire experience is documented on film for use in future campaigns:

- o Pick up that person and bring them to a hotel for the night
- o Perform drug test & background check - we will not be able to assist current drug users or those with violent background
- o If drug & background are acceptable:
 - Job interview with an employer that we've already made an agreement with, employer will guarantee 6 months of full time employment barring any egregious violations or performance issues. Start date is the following business day, employer has agreed to pay at least \$12.50/hour x 40 hours/week. Hopefully work goes well, after 6 months, employer would keep them employed.
 - Our team will have selected an apartment in the \$550/mo range and already signed a lease with the landlord. Rent is paid each month by us for 6 months, plus the security deposit. Our team provides basic household items, clothes for the new job, food & toiletries so that individual moves into a livable apartment.

If all goes to plan, we will have taken someone living without a home, and given them everything they need for long-term success, employment and contribution to taxes, workforce, etc. - Everything needed to put them back on their feet in 48 hours.