

thanks for giving

homeaid[®]

5TH ANNIVERSARY

General information and promotional support resources



HOMEAID UTAH: AN OVERVIEW

HomeAid Utah is a 501(c)(3) nonprofit provider of housing and resources for people experiencing or at risk of homelessness in Utah. HomeAid builds and renovates housing and resources for families and individuals so they can take the steps they need to become self-sufficient. HomeAid's mission is to help people experiencing or at risk of homelessness build new lives through construction, community engagement, and education.

HomeAid works directly with the home building industry, community partners, local businesses, and individuals to provide construction and renovation services to reputable providers of homeless services. Every dollar we can save the providers on construction projects is a dollar they can apply directly to their clients' needs.

THANKS FOR GIVING

This year's Thanks for Giving Campaign by HomeAid Utah holds a special significance as it coincides with our 5th birthday and the holiday season. This initiative goes beyond the usual festivities and shopping sprees associated with November and December. Instead, it reminds us of the true spirit of the holidays - giving back and making a positive impact in our communities. Thanks for Giving serves as a poignant reminder that not everyone has the comfort and security of a home during this time of year. By raising awareness of homelessness, the campaign educates the public about the pressing issue that affects countless lives within Utah.

One of the most compelling aspects of the Thanks for Giving Campaign is its emphasis on community involvement. It invites individuals, families, and businesses to actively participate in making Utah a better place by contributing to HomeAid Utah's mission. The act of giving fosters a sense of unity and shared responsibility. It highlights the power of collective action in addressing homelessness and building a brighter future for those in need.

At its core, this campaign seeks to raise vital funds for HomeAid Utah's initiatives. These funds are essential for supporting the organization's initiatives that provide shelter, resources, and hope to individuals and families experiencing homelessness. By rallying behind the Thanks for Giving Campaign, individuals and businesses not only help HomeAid Utah achieve its goals but also become active participants in the journey towards a more compassionate and caring community. It is a reminder that during the holiday season, the greatest gift one can give is the gift of a brighter future for those who need it most.





CORPORATE SUPPORT

Your esteemed support of HomeAid Utah's Thanks for Giving significantly contributes to our collective mission to address the pressing needs within our community. We value your involvement, recognizing that it plays a pivotal role in effecting change in the lives of families facing adversity.

To enhance the impact of HomeAid's Thanks for Giving campaign, we've curated engaging resources designed to further our cause. This spirited campaign inspires friendly competition among participating businesses, each striving to raise the highest amount of funds. Beyond the rivalry, this collective effort fosters a sense of camaraderie within our community while simultaneously generating substantial contributions to support individuals and families grappling with homelessness.

Your participation in this initiative highlights your unwavering commitment to our community and your dedication to making a lasting, positive difference in the lives of those in need.

DONATIONS

To access the donation platform and make your meaningful contribution, we've made the process as convenient as possible. All you need to do is scan the QR Code provided below, and you'll be directed to the platform where you can support our important cause.

Each participating business will receive a copy of the QR Code and a link to the donation platform. Donors must select "Thanks for Giving" via the dropdown. To create a dropdown specific to your organization, contact Isabelle.

**TRY IT OUT AND
DONATE NOW!**



DONATION STRATEGY

To ensure the success of this campaign, we greatly appreciate your invaluable support in championing this initiative. Your active involvement is crucial in driving awareness and generating donations. The most effective way to achieve this is by educating both your employees and clients about the pressing need in our community and inspiring them to contribute.

By sharing the facts and raising awareness about the challenges faced by individuals and families in our community, we can create a deeper understanding of the impact of their donations. Help convey the importance of their support and emphasize how even small contributions can make a significant difference in the lives of those in need.

We kindly request your assistance in spreading the message through various communication channels available to you. Utilize newsletters, internal emails, social media platforms, printed materials, and any other means to inform and engage your employees and clients. Encourage them to participate in the campaign, highlighting the positive impact their donations can have on our community.

By fostering a sense of shared responsibility and inspiring others to donate, we can collectively make a meaningful impact. We are grateful for your commitment to this cause and for joining us in creating positive change within our community.

We encourage you to make use of the attached statistic and donation success sheets, as they will provide valuable guidance in crafting a successful campaign for children in need. These resources have been thoughtfully prepared to assist you in making a meaningful impact.

Should you have any inquiries or require further assistance, please do not hesitate to reach out to the following individuals:

Don Adamson | HomeAid Utah | dadamson@homeaid.org

Isabelle Ashcraft | HomeAid Utah | iashcraft@homeaid.org



STEPS TO SUCCESS



UNDERSTAND THE CAUSE

Familiarize yourself with HomeAid Utah. Learn about our past projects, those involved, and the purpose and significance of our work. Review HomeAid's mission and the Facts & Statistics page. This knowledge will help you communicate effectively with potential donors.

PLAN YOUR APPROACH

Brainstorm creative ideas to engage both your business and the community to encourage donations. Consider hanging posters, creating an internal contest between employees, or leveraging social media platforms to spread awareness. Collaborate with your colleagues to generate innovative strategies.

UTILIZE INTERNAL COMMUNICATION CHANNELS

Leverage your varied communication channels, such as email newsletters, text messaging, or notice boards, to inform your clients and employees about Thanks for Giving. Provide them with key details, including the purpose, timeline, and donation instructions. Share about the nobility of this cause.

LEAD BY EXAMPLE

Be the first to donate and encourage your employees and clients to do the same. Share your personal reasons for supporting HomeAid Utah and inspire others to get involved. Your enthusiasm will encourage participation and create a positive ripple effect.

ENGAGE CUSTOMERS

When interacting with customers, mention HomeAid Utah's Thanks for Giving campaign and its significance. Share information about how their donations will benefit the community. Display signage and QR Codes near customer service areas to catch their attention and encourage contributions. Leverage the spirit of giving during this time of year and be sure to share on and around Giving Tuesday (November 28th).

RECOGNIZE AND APPRECIATE DONORS

Express gratitude to both customers and employees who contribute to HomeAid's Thanks for Giving. Consider publicly recognizing their generosity through thank-you notes, social media shoutouts, or displaying prominent donations. Showing appreciation will encourage continued support and strengthen relationships.



STATS & FACTS

- As of September 2021, Utah had an estimated 2,876 individuals experiencing homelessness on any given night.
- This figure is better represented by the 12,442 people enrolled in homeless services in Utah.
- During the winter months, homeless shelters often experience a surge in demand as individuals seek refuge from the cold and harsh weather conditions.
- Warming shelters reached full capacity last winter, leaving people on the streets in sub-zero temperatures.
- 13 people died on the streets due to exposure in Salt Lake City last winter.
- Families with children are particularly vulnerable during the winter, as they may struggle to find suitable shelter and warmth.
- Cold weather can exacerbate health issues among homeless individuals, including respiratory infections and frostbite.
- About 25% of homeless people suffer from severe mental illness.
- Many individuals experiencing homelessness lack access to warm winter clothing, including coats, gloves, hats, and blankets.
- The winter season can bring additional safety concerns, such as slip-and-fall accidents on icy sidewalks and increased fire risks as people try to stay warm through makeshift heating methods.
- In the U.S., the average life expectancy for an individual experiencing homelessness is between 42 and 52 years.
- Homeless shelters and service providers often face higher heating and utility costs during the winter, putting additional strain on their resources.
- For children experiencing or at risk of homelessness, the holiday season often highlights the stark disparities in their access to essential resources.
- Despite progress, family homelessness remains a concern, with thousands of children experiencing homelessness in Utah each year.
- Homeless youth have a higher risk of experiencing physical and sexual abuse and exploitation.
- Approximately 35% of the homeless population in the U.S. consists of families with children.
- Utah has one of the highest rates of food insecurity among the elderly population in the nation.
- Homelessness remains a complex and multifaceted issue, requiring ongoing efforts from various nonprofit organizations to address it effectively.
- Homeless individuals often face barriers to employment, including lack of transportation, access to clean clothing, and a stable address.
- Only a small percentage of homeless individuals are able to maintain full-time employment.
- The primary cause of homelessness in the U.S. is the lack of affordable housing.



STATS & FACTS

- Housing costs in Utah are increasing at a faster rate than income, making it difficult for low-income individuals and families to secure stable housing.
- In Utah, the median home price has risen significantly in recent years, contributing to housing instability.
- Utah has sought alternative solutions to criminalization, such as offering supportive services instead of punitive measures.
- The homeless population faces a higher risk of infectious diseases, including tuberculosis and HIV/AIDS.
- The mortality rate among homeless individuals is much higher than that of the general population.
- Affordable rental housing is scarce, with only 26 affordable units available for every 100 extremely low-income households in Utah.
- Homeless women often face unique health challenges, including limited access to menstrual hygiene products and healthcare.
- Approximately 1 in 30 children in the U.S. experiences homelessness each year.
- Homeless shelters often operate at or near capacity, highlighting the critical need for additional shelter and housing options.
- The majority of homeless individuals in Utah are found in the Salt Lake City area.
- Employment instability is a significant contributor to homelessness, with many homeless individuals experiencing unemployment or underemployment.
- In Utah, homelessness has decreased by 14% between 2019 and 2020, but since 2020 homelessness has increased.
- The 2023 Annual Data Report on Homelessness shows 8,637 experienced homelessness for the first time in 2022, an increase of 821 people compared to the federal fiscal year 2021.
- The state's annual data report showed a 96% increase in the number of people experiencing chronic homelessness in Utah since 2019.
- With the conclusion of pandemic-era funding resources and the increase in living costs, service providers are facing an increased demand for their services.
- 93% of individuals enrolled in permanent housing, excluding rapid rehousing, successfully exited to or maintained their permanent housing.
- The Point-In-Time count found the subpopulation of adults with mental illness increased significantly year over year, increasing from 979 in 2022 to 1,500 in 2023.
- From 2020 to 2022, there was a 27% increase in the number of Utahns becoming homeless for the first time.
- Utah has seen a 16% rise in people using temporary and emergency shelters since 2020.