



## **SMGW's Empower the Homeless Campaign 2019: An Overview on EVENTS for Partner Reps**

The 2019 *Empower the Homeless Campaign* runs from April 1 – September 30, 2019. Last year was a tremendous success, with a total of over 35 partner events around the region, raising over \$400,000 in match-able funds – funds that were matched @ 25% by our Campaign Sponsors.

- ***Empower the Homeless*** is designed to mobilize and educate members of our partner parishes and schools so they can mobilize and educate a broader community of friends and neighbors about the devastating impact of homelessness, how we can end it, and how SMGW empowers our homeless participants to move out of it.
- **Time Frame.** April 1 – September 30, 2019. We encourage parishes and schools to plan early and to identify dates in the spring and even early summer. The earlier a plan is developed, the easier it can be set in motion. You don't have to do it alone, we will help!
- **Campaign Events/Actions.** The campaign is an opportunity to build engagement and awareness around the challenges of homelessness. *Any* creative event or activity designed to promote awareness counts as an *Empower the Homeless* event. We especially urge you to consider community walks with partners in your neighborhood – for example, partner churches in Silver Spring are organizing a community walk for the homeless for the fourth year in a row. Other possibilities include a "Samaritan Sunday", participant testimonials, forum discussions, socials, and meals with the homeless. If it helps promote awareness, it can be an event. Think of the event that will fit best for your members.
- **Contributions.** All contributions will go to support the work of SMGW. Contributions given April 1 – September 30, 2019 are eligible for the match.
- **Matching Sponsorship.** Sponsors match 25% of all money received by September 30, 2019.

Plan now what you and your parish or school team wants to do. We are here to help you think through what is best for your faith community. Contact Carol, Ann, or David as soon as possible so we can help you make this happen!

### **ETH Partner Organizers: Contact Information**

#### Maryland & Northern VA Partners

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#### District Partners

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