



PHENND



2020 PHENND CONFERENCE: HOUSING

April 2019

Sleepout Idea
originates



April - November
Months of planning
until the event is
held in **November**

14, 2019



Results:

- \$6000+ to the shelter
- Increased awareness
and press



Civic Professionalism


“the intersection of formal knowledge, vocational exploration/development, and a commitment to the common good”

- Paul Schadewald; Senior Program Director for Community-Based Learning and Scholarship, Macalester College

Skills developed/enhanced through Sleepout event:

- Fundraising
- Public Speaking
- Advertising
- Event Planning
- Public Relations





Please write one adjective you
associate with homelessness

slido

Event code: 026



Perception Vs.
Reality



Harris and Fiske (2010)

Medial Prefrontal
Cortex is not activated
when we perceive the
homeless and other
"extreme out-groups"

We are a part of this





Homelessness can happen to anybody



There is no one single cookie-cutter solution to homelessness



Lack of strong familial support



There are two types of persons experiencing homelessness



People experiencing homelessness have jobs, cell phones, nice clothing, etc.

Lessons
learned

Resources

- Write an event proposal
 - Summary of event (1 – 2 paragraphs)
 - Event specifics: location, time, will there be food served?
 - General activities encompassed in event
- Find external, mission-based NGO that will benefit from event
- Locate university champion
- Come up with small list of collaborating bodies/clubs
 - Different skillset & Campus-specific knowledge
- Research similar events online to garner ideas and begin brainstorming process
- Determine event goals/outcomes

Sleepout:

- 50 attendees
- \$10,000



Identify all the key stakeholders

- Notify each stakeholder of the event you are planning (send event proposal via email)
- Request for a meeting with each
 - Opportunity to address concerns and brainstorm
- Continue to Inform each of major changes affecting them

Stakeholders for Sleepout event:

- RUPD
- Campus Center staff
- Student Dormitory staff
- Events Office
- Civic Scholars/College Democrats
- Joseph's House

Key concepts to keep in mind:

- Every part of the planning phase should be tailored towards your goals
- Adhere to the wants and desires of the stakeholders
 - Know when to push back
- Planning is nothing but a list of questions waiting to be answered
 - Jot down all of these questions on an on-going list
 - Answer the ones you can and email university staff and other persons with whom you are connected for answers to the ones that you cannot
 - Be Imaginative. The more questions, the better!



What are questions that you might have as a stakeholder for the sleepout event?

Guest speakers:

- ◇ **Shawn Sheekey**
Shawn is the Executive Director of Joseph's House. He previously served as director of Camden County Board of Social Services which offers social services to the homeless.
- ◇ **Dr. Nyeema Watson**
Dr. Watson is the Associate Chancellor for Civic Engagement. She oversees efforts to connect the resources of the university with communities in Camden and across southern New Jersey.
- ◇ **Tricia Bradly**
Tricia is the Program Director of Joseph's House. She has over 17 years working with those experiencing homelessness and with partners whose goal it was to end homelessness.
- ◇ **Alex Dietsch**
Alex is a senior majoring in Political Science. He founded College Democrats and is a member of the Eagleton Institute of Politics Undergraduate Associates program.
- ◇ **Loree Jones**
Loree is the Chief of Staff of the Chancellor's Office and has previously served in top leadership positions in the public sector. She is an Emeritus board member of Project HOME.
- ◇ **Nicole Still**
Nicole is a former guest of Project HOME. For the past three years, she has been giving back to the agency that helped her through her role as a Residential Service Coordinator.
- ◇ **Elizabeth Holmes**
Liz overcame her drug addiction while staying at Joseph's House and has since found stable housing. She routinely visits the shelter to volunteer and help other guests.
- ◇ **Dr. Neuza Serra**
Dr. Serra is the Director of the Student Wellness Center. Among many services, the Student Wellness Center provides food pantry items for students with food insecurity.

Activities:

- Activity: Food Stamps (SNAP) Simulation*
Led by: **Noah Gregory** (B.A. Candidate in Social Work class of '21), *Civic Scholars member*
- Activity: Documentary: Poverty, Politics and Profit ~ Frontline*
Led by: **Nitan Shanas** (B.A. Candidate in Urban Studies and Psychology class of '21), *Civic Scholars member*
- Activity: Classism Immersion*
Led by: **Tania Martinez** (B.A. Candidate in Political Science and Philosophy class of '22), *College Democrats secretary* & **Kyle Ross** (B.A. Candidate in Political Science class of '20), *College Democrats Vice President*

About Joseph's House:

Joseph's House of Camden is a non-profit homeless shelter that collaborates with community members and partners to aid South Jersey's homeless men and women by offering a continuum of services including emergency shelter, and access to supportive housing and comprehensive social services. On average, the facility provides food and shelter for 80 homeless men and women each night, and now provides day-services in order to provide additional support for men and women in the region. Information and links to donate can be found at www.jhoc.org and you can reach out for more information at (856) 246-1087 or info@jhoc.org.

Enjoying the event? Make a post using
#rucamdensleepout

A fundraising event to support:



Thank you to our event partners:



And other sponsors:



Rutgers Sleepout for Homelessness Awareness

R

Sleep out! So others can sleep in.
November 14, 2019 - November 15, 2019

Planning the program for a sleepout event involves much more than just sleeping outside!

Guest Speakers



Must be....

- Subject matter experts
- Excitable

Make sure to....

- Reach out to guest speakers as soon as possible
- Reach out to multiple people as not everyone will be able to come
 - What if too many people agree to come and speak at event?

Program Venue

- Choose a place that is accessed easily and often, and is conducive to your programming
 - Imagine an event attendee entering this place, where will they go next?
- Utilize space as effectively as possible



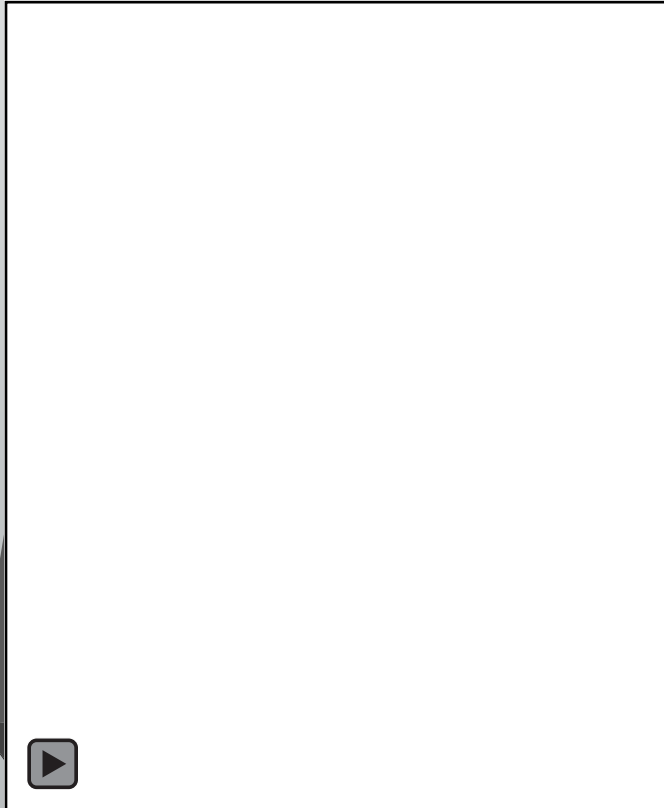


Increasing Event Turnout

- Find other clubs to collaborate with
 - Ties to the goals/mission of your event
 - That said...don't rule out the robust clubs on campus
- Work with SGA to inform all student bodies about your initiative
- Work with Greek life
- Advertise EVERYWHERE!!!
 - Social Media
 - Television screens throughout campus
 - Flyers
 - Targeted emails to specific departments, academic advisors, etc.

Increasing Event Turnout Continued

- Facilitate smaller fundraisers to inform others about larger event



Media Coverage

- Press release
 - Created by Joseph's House and amended by communications team at Rutgers
- Say yes to all media
- Know what your goals are for the event and why you are particularly passionate about the issue area
- It is okay if you do not say everything perfectly, the media is well-equipped to edit what that you say and make it sound interesting
- All news is good news

Post event proceedings

- Maintaining contacts and thank you letters
- What went well/what didn't go well
 - Reaching out to students who went and asking about their opinions
- Planning for next year



**Know your
strengths and
weaknesses**

Joseph's House Mission

To work collaboratively with others to aid our homeless brothers and sisters by offering a continuum of services including emergency shelter and access to supportive housing and comprehensive social services.



Joseph's House Services

- Joseph's House provides nightly shelter and daytime services for women and men ages 18 and up who are experiencing homelessness.
- **Days and Hours:** Joseph's House is open 7 days a week
- **Overnight Capacity:** 90 adult women and men ages 18 and up
- **Referrals:** No referrals are required
- **Fees:** There are no fees for service



Each Night Joseph's House Provides

Stability of basic needs



Connection to vital services







We never leave a
soldier on the field,
but we leave soldiers of
misfortune on the streets.

- Andy Fox

**Homeless people are
not the problem.**

**They are the result of
the problem.**

