



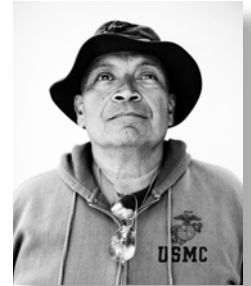
WHEN: Friday, January 27, 2012 (5:00 am - 8:00 am)

Phase 1 - County-wide count of homeless persons (1/27/12)

Phase 2 - Detailed interviews of homeless persons: Jan 27 - Feb 1

Phase 3 - Data Input, Analysis, and Reporting

Phase 4 - Community Outreach, Advocacy, and ACTION



WE NEED:

Volunteers throughout the County: count, to conduct interviews, data entry, and more.

WHY WE COUNT:

- 1 To fully understand homelessness in our region: who, where, why, and what it takes to help people to leave the streets
- 2 Understanding leads to funding, targeted services, and measurable results
- 3 Results from are reported to HUD. From this data, millions in federal funding are allocated to local service providers
- 4 Detailed [reports](#) are completed by the RTFH for our community: Cities, County, Federal, local service providers, elected officials, and the community at large



HOW TO HELP:

- Enumerators - Help count on 1/27/2012 - 5:00am to 8:00am
- Surveyors - Interview homeless persons to help gather invaluable demographic knowledge. One week process: 1/27/12 - 2/1/12
- Data Entry - Enter the interview/survey data.
- Sponsors - Underwrite gift cards and hygiene kits for homeless persons participating in the survey; expenses to conduct the Count; volunteer recruitment training, supplies, and appreciation, data analysis/reporting/dissemination.



For More Information...

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SIGN UP TODAY TO VOLUNTEER - IT'S EASY...

www.CountSD.org

2011 WeALLCount Data & Results

Homelessness IS Solvable.

The RTFH is at the forefront of our region's efforts to ensure that we have sustainable and effective solutions for addressing homelessness. Data from the WeALLCount Campaign is an essential tool in these efforts.

The Count resulted in \$15.6 Million in federal funding (HUD) for local homeless services. These organizations provide services for the 10,000+ individuals and families who experience homelessness annually in our region. In addition, programs administered by the RTFH such as HPRP (Homeless Prevention and Rapid Rehousing Program) supported and prevented more than four thousand local residents from falling into homelessness.

HOMELESSNESS SUMMARY

9,020	Total Homeless
4,981	Unsheltered
4,039	Sheltered
5.9%	Increase of Total Homeless In Past Year

UNSHELTERED HOMELESS SUMMARY

76%	Male
68%	Homeless – Year Or Longer THIS Time
18%	Veterans
63%	Substance Abuse History
59%	Mental Health Diagnosis
56%	Chronically Homeless
49%	Used The Emergency Room Past Year
33%	Have College Experience

2011 WeALLCount VOLUNTEERISM

550	Volunteers
6,000	Volunteer Hours
740	Surveys Conducted
77,700	Data Points Collected



Photographs of homeless San Diegans, courtesy of Bear Guerra (<http://in-visible-project.org>)



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Sponsorship Opportunities

Your support enables our community to develop understand, address, and work towards an END to homelessness in our region . . . *Knowledge Leads To Solutions.*

WeALLCount Sponsor Levels

- Gold \$5,000
- Silver \$2,500
- Bronze \$1,000
- Friend \$ _____

Why It's Important...

-  People: Because there are 10,000+ individuals who experience homelessness annually in our County
-  Funding: Results leads to millions in federal funds for local agencies
-  Understanding: The Count leads to targeted services and measurable results
-  Action: Awareness of the scope and the details of the problem leads to the knowledge needed to act
-  Results: Ending homelessness benefits EVERYONE

WeALLCount Sponsor Information

Name: _____

Company: _____

Email: _____

Phone: _____

Thank You **WeALLCount** Sponsors!



Contact:

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Care and Comfort Sponsorships



Provide necessities for the homeless individuals who participate in **WeALLCount**, San Diego's annual homeless census. Your gift makes a real difference in many lives.

Help us, help people leave the street

Care Sponsors Hygiene kits.

- 100 Kits \$400
- 50 Kits \$200
- 20 Kits \$80
- Other \$ _____



Homeless in San Diego

- 10,000+ individuals
- 1 in 6 is a Veteran
- 1 in 3 are part of a family, many include children
- 1 in 4 is female
- 68% homeless over a year

Comfort Sponsors Food gift cards.

- 100 Cards \$1000
- 50 Cards \$500
- 20 Cards \$200
- Other \$ _____

WeALLCount Campaign

- Brings in over \$15 million in federal funds for services
- Invaluable insights
- Leads to targeted solutions
- Helps us all work together to SOLVE homelessness

Contact:
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Need: 1,000 (Sample Size)

- Shampoo _____
- Soap _____
- Toothpaste _____
- Shaving cream _____
- Deodorant _____
- Hand sanitizer _____
- Toothbrushes Donated by:
DELTA DENTAL
- Dental Floss _____
- Disposable razors _____
- Combs/brushes _____
- Fem. hygiene _____
- Washcloths _____
- Socks _____



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