

2023 TOOLKIT



PRESENTED BY

TGTHR

THANK YOU FOR PLEDGING TO SLEEP OUT IN SUPPORT OF YOUTH EXPERIENCING HOMELESSNESS!

ITEMS FOR YOU:

- + [Video tutorial for setting up fundraising page](#)
- + [Event FAQ's](#)
- + [Contact: events@tgthr.org](mailto:events@tgthr.org)

TGTHR

STATISTICS

EDUCATE OTHERS ABOUT TGTHR AND YOUTH HOMELESSNESS:

- + Each year, an estimated 4.2 million youth and young adults experience homelessness.
- + 700,000 of these individuals are unaccompanied minors, meaning they are not part of a family or accompanied by a parent or guardian.
- + One in 10 young adults ages 18-25, and at least one in 30 adolescents ages 13-17, experience some form of homelessness (unaccompanied by a parent or guardian) over the course of a year.
- + 40% of homeless youth identify as LGBTQ+ & state family rejection on the basis of their LGBTQ+ identity as the #1 contributing factor to homelessness.
- + 35% of youth who experience homelessness were formerly in the foster care system, and face homelessness when exiting the system.

STATISTICS

EDUCATE OTHERS ABOUT TGTHR AND YOUTH HOMELESSNESS:

- + Youth facing homelessness are 3x more likely to attempt suicide.
- + Youth facing homelessness are 10x more likely to drop out of school.
- + Within 48 hours of leaving home, 30% of youth (1 in 3) will be recruited for human trafficking.
- + 62% of LGBTQ youth report being physically harmed while experiencing homelessness while
- + 47% of non-LGBTQ youth reported being physically harmed while homeless.
- + 69% of homeless youth report mental health problems, which are often exacerbated by experiencing homelessness.
- + 29% of homeless youth report having substance use issues, which are often exacerbated by experiencing homelessness.

ABOUT TGTHR

GALVANIZES COMMUNITIES, EMPOWERS YOUNG PEOPLE,
AND PUTS AN END TO YOUTH HOMELESSNESS.

TGTHR (formerly Attention Homes) is a social movement and non-profit working with courageous communities across the country to end youth homelessness. For youth between the ages of 12-24 TGTHR provides employment assistance, education programs, supportive housing, short-term housing, long-term housing navigation, support and inclusivity groups, family coaching services, life-skills development, mental and physical wellness support, and an array of individual and group activities.

TGTHR operates five main programs including Chase House, The Source, 1440 Pine, Transitional Living Programs, and Street Outreach. [Learn more about each of those programs.](#)



IN 2022, AT TGTHR:

30% more youth were housed than in 2021

22% of youth move through multiple programs

247 connections were made with youth

96% of youth demonstrated life-skills improvement

82 young people successfully transitioned to housing

24 youth entered the TGTHR programs

TGTHR

IMPORTANT DATES

+ 9/21/23 – TGTHR's Sleep Out

A community event and peer-to-peer fundraising activity. Our goal is to raise \$175,000 to support TGTHR's mission to end youth homelessness. Attendees can sleep outside overnight at this event.

+ November – Youth Homelessness Awareness Month

November is a time to acknowledge and amplify the issue. As many as 4.2 million youth per year experience homelessness, and we can help.

+ 11/28/2023 – Giving Tuesday

A global day of giving. Participate in Giving Tuesday by pre-scheduling your Colorado Gives Day donation to support youth facing homelessness at TGTHR.

+ 12/5/2023 – Colorado Gives Day

A statewide day of giving, where the value of your donation will be increased by the help of the \$1.6 Million Incentive Fund. All participating nonprofits earn a percentage of the fund, so the more we raise, the more we get!



HOW DO I FUNDRAISE?

Ask, ask, and ask again! People often need to hear something **THREE** times to take action. Remember, you're asking them to support a great cause and to support the young people in our community experiencing homelessness. Plus, their gift is tax-deductible!

- ❖ Ask at least one person a day to support you.
- ❖ Share your fundraising page to ALL your social media.
- ❖ Email friends and family your fundraising page.
- ❖ Add your fundraising link to your work email signature.
- ❖ Ask your colleagues, boss, and clients to support you.
- ❖ Talk to your neighbors or host a neighborhood Sleep Out
- ❖ Host a BBQ and ask friends that attend to donate \$25 to your page.
- ❖ Ask folks to give up their Friday coffee and donate \$5 to your page.
- ❖ Ask your friends to donate instead of purchasing a gift for your birthday/holidays/etc.
- ❖ Invite people to Sleep Out with you so they can experience it.
- ❖ Ask your kids to a penny drive at school or a lemonade stand.
- ❖ Follow-up! Ask again. Post again. Email again.
- ❖ Remember, it may take a few asks!

10 STEPS TO RAISE \$250

- + 1. Donate \$25 to yourself to kickstart your fundraising page
- 2. Ask a friend for \$25
- 3. Ask your supervisor for \$25
- 4. Ask your spouse or partner for \$25
- 5. Ask your neighbor for \$25
- 6. Ask your coworker for \$25
- 7. Ask a family member for \$25
- 8. Ask a local store owner for \$25
- 9. Ask a civic group for \$25
- 10. Ask 5 coworkers to donate their coffee money for a day +

ENGAGE YOUR COMMUNITY

IT TAKES ALL OF US TO SPREAD AWARENESS OF YOUTH HOMELESSNESS

- + Contact your local media. Radio, TV, newspapers, and magazines are always looking for inspiring stories, tell them why Sleep Out is important to the community.
- + Post flyers at local coffee shops or your favorite brewery/restaurant.
- + Write a letter to the editor about Sleep Out and why others should join.
- + Look for health or community fairs and find out how TGTHR can be involved.
- + Reach out to your local government or elected officials for proclamations of support. Invite them to donate and participate.
- + Contact your local volunteer group, civic groups, or social groups to spread the word.
- + Empower your kids to get involved. Engage their school or activity groups.
- + Plan a fundraising event that will engage your network:
[Block Party, BBQ, volleyball tournament, bake sale, yard sale, poker game, sports activity, game night, cocktail party].



SOCIAL MEDIA MESSAGES

- + Did you know that 1 in 10 young people will experience homelessness this year? That is why I am Sleeping Out with @TGTHR. You should too! Read more: TGTHR.org/sleep-out
#SleepOutTGTHR #TGTHR #AskMeWhyISleepOut #EndYouthHomelessness
- + I've joined the movement, and I'm Sleeping Out to end youth homelessness to support @TGTHR! They provide life-changing assistance and support to youth who need us most. Please help me reach my goal! [insert donor page link] #SleepOutTGTHR #TGTHR #AskMeWhyISleepOut #EndYouthHomelessness
- + I'm supporting @TGTHR to end Youth Homelessness. Will you? Help me reach my fundraising goal and together we'll put an end to youth homelessness! [insert donor page link] #SleepOutTGTHR #TGTHR #AskMeWhyISleepOut #EndYouthHomelessness

SOCIAL MEDIA MESSAGES

- + @TGTHR is hosting their Annual Sleep Out. They are asking the community to raise funds for TGTHR's programs, raise awareness of youth homelessness, and inspire others to end youth homelessness. Will you join? TGTHR.org/sleep-out #SleepOutTGTHR #TGTHR #AskMeWhyISleepOut #EndYouthHomelessness
- + I am Sleeping Out for @TGTHR on Sept 21! Consider giving up your coffee order this week and using those dollars to help me reach my fundraising goal! [insert donor page link] #SleepOutTGTHR #TGTHR #AskMeWhyISleepOut #EndYouthHomelessness
- + I'm so close to reaching my fundraising goal for @TGTHR! Learn about the impactful work TGTHR is doing to ensure every young person has a safe place to live. Every dollar raised transforms the future of hundreds of youth who've endured the realities of homelessness. Donate to the cause today >>[insert donor page link] #SleepOutTGTHR #TGTHR #AskMeWhyISleepOut #EndYouthHomelessness

SOCIAL MEDIA IMAGES



[Download images here](#)



HASHTAGS & HANDLES

- + Event Hashtags
 - #SleepOutTGTHR
 - #TGTHR
 - #AskMeWhyISleepOut
 - #EndYouthHomelessness
- + TGTHR Social Media Handles
 - LinkedIn: @tgthrcolorado
 - Instagram: @TGTHR_colorado
 - Facebook: @TGTHRcolorado
 - Twitter: @TGTHR_CO

SAMPLE EMAIL: SLEEP OUT WITH ME

Dear [insert name],

Did you know that 4.2 million young people experience homelessness each year? More specifically, 1 in 30 youth (13-17 years of age) and 1 in 10 transitional aged-youth (18-24 years of age) will endure some form of homelessness in a year. Yes, even here in Colorado there is a huge population of unhoused young people and they need our support.

I am joining forces with TGTHR (a local CO non-profit) for their annual Sleep Out fundraiser event on September 21, 2023 to stand in solidarity with youth experiencing homelessness. I will be sleeping outside all night, in downtown Boulder, to raise awareness and funds to support these young people.

Will you join me? Together, we can end youth homelessness. You can register to Sleep Out with me here: TGTHR.org/sleep-out or donate to my fundraising page here: [insert link]



SAMPLE EMAIL: SUPPORT MY SLEEPOUT

Dear [insert name],

I have joined TGTHR for their 11th Annual Sleep Out Fundraiser on Sept 21, 2023 to stand in solidarity with youth homelessness. I will be spending a night outside to raise awareness and funds that will directly benefit transforming the future of hundreds of young people.

Did you know that 4.2 million young people experience homelessness each year? I have a goal to raise \$XX as part of my Sleep Out participation. If you can, please consider making a donation of any size in honor of the young people that TGTHR supports, I would greatly appreciate it. You can make your gift to my Sleep Out page here: [insert link]

By donating, you prove that together we can ensure every young person has a safe place to live, access to education, wellness, and a supportive community. We can end youth homelessness, TGTHR. Thank you so much for your support!



SAMPLE THANK YOU MESSAGES

- + Thank you for your donation in support of my Sleep Out benefiting TGTHR. Your donation will be immediately used to empower young people and put an end to youth homelessness. Like you, TGTHR wants to live in a society where every young person can lead a fulfilling life. That's why they work 365 days a year to provide employment assistance, education programs, short-term and long-term housing navigation, support and inclusivity groups, life-skills development, and so much more. This isn't just a mission; this is a movement - and we are thankful you are part of it.
- + As you know, I am Sleeping Out in solidarity with the thousands of young people that are experiencing homelessness. TGTHR is building a movement that galvanizes communities, empowers young people, and puts an end to youth homelessness. Your support ensures that TGTHR can provide employment assistance, education programs, supportive housing, short-term housing, long-term housing navigation, support and inclusivity groups, family coaching services, life-skills development, mental and physical wellness support, and an array of individual and group activities. Thank you for supporting this critical mission and being part of the movement.

SAMPLE DISCUSSION TOPICS

TO BE DISCUSSED THE NIGHT OF OR NEXT MORNING

- + Has tonight changed the way you think about homelessness or people that are experiencing it? How?
- + How do you relate to some of the stories you heard during the Sleep Out program?
- + What is one commitment you will make to continue to support the movement to end youth homelessness?
- + What impressed you the most about the TGT4R youth program participants you heard from?
- + How do you think not having a safe place to call home affects young people after experiencing it? How can you relate or empathize?

ADDITIONAL WAYS TO GET INVOLVED

LET'S DO MORE TO HELP YOUTH FACING HOMELESSNESS!

- + Host a House Party to introduce us to your friends and family. [Learn More.](#)
- + Donate a dinner to the young people in our programs. [Learn More.](#)
- + Browse our Wishlist for needed items. [Learn More.](#)
- + Follow us on social media and share our content.
- + Attend upcoming events and invite others. [Learn More.](#)

TGTHR.org/get-involved



CONTACT US

IF YOU HAVE QUESTIONS, PLEASE REACH OUT

TGTHR Event Contact: Amanda Clayton, aclayton@tgthr.org

[Join the Sleep Out - Community Group on Facebook](#)

[Sleep Out Event FAQ's](#)

[TGTHR.org/contact](https://tgthr.org/contact)

