



# Key Messages

## The Goal

1. To raise awareness about the increase in suburban poverty.
2. To raise \$2,184,000 million addressing the needs of 2,184 families in our area through emergency services, employment and education.

## 55% of the Twin Cities' poor population now lives in the suburbs

- Poverty in the Twin Cities suburbs has grown three times faster than poverty in Minneapolis and St. Paul over the past 10 years.
- Nearly one in ten families in the Interfaith Outreach service area lives below 150% of the federal poverty guidelines. For a family of four, that's only \$36,450 a year, an income level that can scarcely cover even the most basic needs.

## The Real Cost of Housing in Minnesota

- The Department of Health and Human Services defines housing insecurity as paying more than 30% of household income for rent/mortgage. It is not unusual for Interfaith Outreach families to spend up to 70% of their income on housing.

## The Sleep Out funds provide almost 50% of the Interfaith Outreach annual budget

- Thanks to the Sleep Out campaign, this community helped a record 2,184 families (more than 6,000 individuals) meet their emergency needs for food, housing, transportation, child care and medical needs last year. The total number of families served by the organization increased by nearly 8% over the previous year.
- Interfaith Outreach served more than 400 homeless families in 2015, triple the number from 2014.
- When families come to Interfaith Outreach, they are often in crisis or about to lose their housing.
- We currently help 90 families each month avoid homelessness through rent assistance. Two-thirds of these families need our help one-two times to get over a rough time and back to stable footing. Those needing additional assistance work with a case manager on longer term plans to address more systemic issues.
- The average cost of a one month stay in a Hennepin County shelter for a family of four is \$3,659. The average cost for Interfaith Outreach to keep the same family in their existing home for a month is \$756.
- During the last 21 years, the community has helped prevent homelessness 27,983 times through the history of the Sleep Out.

- over -



## Continued... Key Messages

### Critical uses of Sleep Out funds

- \$2,354 – average cost of providing services to stabilize a family for a year
- \$1,208 - One month of quality early childhood education setting a preschooler on the road to success
- \$756 – keeps a family of four in housing for a month
- \$341 – average cost of education and training for career development
- \$162 – puts tires on a car to keep a family moving
- A gift of any amount will create hope for a struggling family

### Interfaith Outreach & Community Partners Mission

To engage the heart and will of the community to respond to emergency needs and create opportunities for all to thrive.

### About Us

Interfaith Outreach is a community-based outreach organization with a 37-year history of serving families, children and individuals in eight west suburban Hennepin communities. The organization channels the efforts of effective cross-sector partnerships to help families overcome systemic and complex barriers that prevent people from thriving.

### Serving

Hamel, Long Lake, Medicine Lake, Medina, Minnetonka Beach,  
Orono, Plymouth, Wayzata



# Sleep Out - Past and Present

## Early Inspiration

In 1996, local shoe repairman Bob Fisher took on the personal mission of making an impact in his community. He came up with the idea of a winter sleep out to raise money to buy Thanksgiving dinners for 100 families needing help. Bob set a goal of raising \$7,000 and was committed to sleeping out in his tent until he met that goal. Two weeks later, Bob was back in his own bed, and the client families of Interfaith Outreach & Community Partners received wonderful dinners provided through the \$10,000 Bob had raised. In subsequent discussions between Bob and Interfaith Outreach, Bob became aware that the most pressing need facing our clients was housing. So he resolved to sleep out each year, dedicating the funds he raised to help meet the housing needs of families in our community.

## Expanded Involvement

Over the subsequent years, Bob gathered supporters and partners from every walk of life and helped to transition the Sleep Out from a one-man effort to a campaign embraced by the entire community. During the 20-year history of the Sleep Out, about 3,200 community members – including churches, businesses, and civic groups – have raised more than \$23 million to provide help with the basics like housing, employment, child care, food and transportation. Hundreds have slept out to experience a night in the cold while asking family and friends to support the effort. Each year, Interfaith Outreach is amazed and heartened by the community's ongoing support and compassion for people facing housing crises. Bob Fisher now serves as a mentor and cheerleader for the campaign, while the entire community has assumed the leadership role for its success.

## The Sleep Out 2016

Now in its 21st year, the Sleep Out is our largest fundraising campaign. Our goal is to raise \$2,184,000 to address the needs of 2184 families in our west suburban local area. Funds raised from the campaign will be used to meet housing, employment, child care, food and transportation needs. With the generous and faithful support of this community, we can help meet life's challenges as we work with struggling families on their path from survive to thrive.

***For more information, go to [www.iocp.org](http://www.iocp.org) or call Jill Kohler at 763-489-7512***