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## **2016 Sleep Out: Igniting the Power of Community**

*Nonprofit campaign goal: raise \$2.1 million to serve 2,184 families*

PLYMOUTH (Nov. 2, 2016) – Plymouth-based Interfaith Outreach & Community Partners announces its 21<sup>st</sup> annual Sleep Out campaign, kicking off Saturday, Nov. 12.

The financial goal for this year's campaign is to raise \$2,184,000 between now and Dec. 31, 2016 – which equals \$1,000 per family the organization serves. But the *true* goal is to help move local families forward on the road from survive to thrive.

The annual Sleep Out is the community-wide campaign to support struggling families in eight west suburban communities. During the campaign, kids, families, school groups, neighborhoods and church organizations sleep outside to raise money and awareness for the campaign. Each year, funds from the Sleep Out campaign help more than 2,000 families with food and housing, as well as life-changing assistance through education and employment.

### **The Need and the Response**

- Suburban and rural poverty in the seven-county metro area rose by 92% from 2000 to 2013, while it grew by 24% in the two core cities (Metropolitan Council)
- Housing is affordable at 30% of income. For Interfaith Outreach families, housing costs alone are often 70% of their income.
- More than 93% of families at Interfaith Outreach have household incomes at or below 200% of the national poverty rate. That is \$31,860 for a family of two and \$48,500 for a family of four.
- With the support of the community, 2,184 families will get connected to housing, food, family support, education, employment and transportation resources through Interfaith Outreach.

### **November Sleep Out events**

- Nov. 12-19 – Sleep Out Week of Giving – DOUBLE YOUR DOLLARS – Donations made during this week will be matched dollar for dollar by generous donors (up to \$275,000).
- Saturday, Nov. 12, 7 p.m. – Sleep Out Ignite the Night  
*Interfaith Outreach, 1605 County Road 101 N, Plymouth*  
The night will launch the 2016 Sleep Out and introduce the organization's new logo/brand. Photo opportunity: 500 luminaries in the shape of the new Interfaith Outreach logo. People sleeping outside in tents, cars or boxes mostly do so today (Nov. 12)
- Thursday, Nov. 17, 4:30-7:30 p.m. – Giving Day on the Bay  
*Wayzata Brew Works, 294 Grove Lane E, Wayzata*  
Enjoy Give to the Max Day on Lake Minnetonka! The Sleep Out fundraiser is family-friendly and features games, prizes, live music and more. Wayzata Brew Works will donate \$2 to the Sleep Out for every beer purchased at the event.

(Make a donation on the NEW mobile-friendly website at [www.iocp.org/donate](http://www.iocp.org/donate))

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### **The Sleep Out Milestones**

- 21-year history (started in 1996) raising a total of \$23 million to help more 9,000 families in our community.
- Prevented families from experiencing homelessness 27,983 times in its service area, which includes Hamel, Long Lake, Medicine Lake, Medina, Minnetonka Beach, Orono, Plymouth and Wayzata.
- A Sleep Out toolkit is online at [www.iocp.org/sleepout](http://www.iocp.org/sleepout)
- Supporters can create a fundraising page at GiveMN.org to help Interfaith Outreach meet its financial goal

### **About Interfaith Outreach & Community Partners**

Interfaith Outreach & Community Partners' mission is to engage the heart and will of the community to respond to emergency needs and create opportunities for all to thrive. Interfaith Outreach is a human service nonprofit that ignites the power of community to provide urgent and strengthening services in eight Twin Cities western suburbs so families can live their best lives, children can succeed and the entire region can prosper and shine. Serving the west Hennepin communities of Hamel, Long Lake, Medicine Lake, Medina, Minnetonka Beach, Orono, Plymouth and Wayzata since 1979.

For more information about the Sleep Out campaign, email Jill at [jkohler@iocp.org](mailto:jkohler@iocp.org) or visit [www.iocp.org/sleepout](http://www.iocp.org/sleepout).

To learn about Interfaith Outreach services, call 763-489-7500 or visit [www.iocp.org](http://www.iocp.org).

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