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## **23<sup>rd</sup> annual Sleep Out seeks to raise \$2.4 million and increase awareness about local, state and national housing crisis**

*Annual Sleep Out fundraiser prevents homelessness, addresses suburban poverty*

PLYMOUTH (Nov. 1, 2018) – Plymouth-based Interfaith Outreach & Community Partners is launching its 23<sup>rd</sup> annual Sleep Out campaign, with a goal of raising \$2.4 million by the end of the year to help nearly 2,000 local families each year stabilize, strengthen and thrive. This year's campaign kicks off Nov. 10 with the community-wide Sleep Out and brings everyone together on Minnesota's Give to the Max Day (Nov. 15) at Medina Entertainment Center, then runs through Dec. 31. This year's Sleep Out features a major opportunity to make contributions go even further: Donations to the Sleep Out received between today and Nov. 15 are matched dollar for dollar (up to \$200,000) thanks to generous supporters.

Last year, 1 in 5 Interfaith Outreach families experienced homelessness. Housing is foundational to family stability. However, the escalating affordable housing crisis is threatening the well-being of a growing number of our neighbors.

The goal is to raise \$2.4 million by Dec. 31 and to prevent homelessness while addressing the root causes of suburban poverty.

### **Ways to help:**

*Donate:* Online at [iocp.org/donate](http://iocp.org/donate) or send checks payable to Interfaith Outreach.

*Sleep Out (or in):* Host a Sleep Out outside or Bedless Night inside. Go to [iocp.org/sleepout](http://iocp.org/sleepout) to learn more.

### **Sleep Out key dates/activities:**

- **Community Sleep Out** – Saturday, Nov. 10, all over the Twin Cities  
Join hundreds of community members by pitching a tent (or going bedless indoors) as we ignite our collective power to support our struggling neighbors. Learn more and download your 2018 [Sleep Out toolkit](#).
- **Give to the Max Bash** – Thursday, Nov. 15, 6-9 p.m.  
*Medina Entertainment Center, at 500 Hwy 55 in Medina*  
Bring your Sleep Out donation and bust a move at this family-friendly celebration of the statewide Give to the Max Day! Live music by local bands Morpheus and PowerTap.
- **Shop with a Purpose** – Friday, Dec. 14, all over town  
Generous local businesses donate a portion of their one-day sales to the Sleep Out. Learn more at [iocp.org/swap](http://iocp.org/swap).

Housing costs are increasing as vacancy rates decrease, and wages aren't keeping up with the rising housing costs.

- The Department of Health and Human Services defines housing insecurity as paying more than 30 percent of household income for rent/mortgage. All of the 1,996 families Interfaith Outreach worked with last year paid more than that. Many spent 65-70 percent of their income on housing. (*more*)



- Affordable rental units are being converted to market rates, sending an exodus of low-income families into crisis. The number of families experiencing homelessness in our community is on the rise. One in five of the families Interfaith Outreach worked with last year experienced homelessness.

Interfaith Outreach Board member Ken Dayton says, “Interfaith is there to help the whole family. They prevent homelessness and really help families stabilize, be on their own and grow to the point where they don’t need help anymore.” Interfaith Outreach Ambassador Dan Koch, whose family participated in the Sleep Out’s Bedless Night experience last year, adds, “No organization has a greater ‘efficiency ratio’ maximizing the impact in our community with the resources they are given. Dollar for dollar, the impact is huge.”

60 percent of the Twin Cities’ poor population now lives in the suburbs.

- Suburban and rural poverty in the seven-county metro area rose by 92 percent from 2000-2013, while it grew 24 percent in Minneapolis and St. Paul.
- Wilder Research indicates that 14 percent of people living in Interfaith Outreach’s eight-city service area are living in poverty. For a family of four, that’s \$25,100 a year, an income level that can scarcely cover even the most basic needs.

#### **Examples of how the Sleep Out impacts lives:**

- \$2,718 – provides services to stabilize and strengthen a family for a year
- \$1,952 – provides employment services for a parent to land a “career job”
- \$929 – allows one child one month of quality early childhood care
- \$799 – provides a partial rent payment to keep a family of four in their housing for a month
- \$400 – puts tires on a car so a family can get to work and school

#### **Sleep Out milestones**

- Throughout its first 22 years (started in 1996), the Sleep Out has raised a total of \$27 million
- The Sleep Out has prevented families living in its service area from experiencing homelessness 32,098 times

Learn more at [iocp.org/sleepout](http://iocp.org/sleepout)

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

*The mission of Interfaith Outreach & Community Partners is to engage the heart and will of the community to respond to emergency needs and create opportunities for all to thrive. A suburban human service nonprofit serving families and individuals living in eight west Hennepin County communities, Interfaith Outreach and its community partners mobilize resources and ignite the power of community to help residents move past crises, overcome barriers to independent living, and connect with services and opportunities to build strong futures. Interfaith Outreach delivers services in the areas of family support, food, housing and neighborhoods, education and youth, employment, and transportation. Serving residents of Hamel, Long Lake, Medicine Lake, Medina, Minnetonka Beach, Orono, Plymouth and Wayzata since 1979. Learn more at [iocp.org](http://iocp.org) or 763-489-7500. Interfaith Outreach & Community Partners is an award-winning 501(c)(3) nonprofit organization.*

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