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HomeStretch Launches Fundraising Campaign

Non-Profit that Helps Working Homeless to Raise Money with Give By Cell

ATLANTA (August 19, 2010) – HomeStretch, a non-profit that helps homeless families in North Metro Atlanta with temporary housing and provides educational skills, has launched a fundraising campaign using Give By Cell.

HomeStretch has been providing families with low-rent housing and structured education programs for 17 years. There are 24 units where families can stay for six months to two years until they graduate from the program.

Last year nine families graduated; three of those families were approved for Habitat for Humanity homes and a fourth purchased their own home. These families go forth to own homes, having obtained new life skills such as vocational training and money management.

“The economy is affecting everyone right now,” said Rose J. Burton, executive director of HomeStretch. “Many of the families who come to us are the ‘Hidden Homeless’ who have experienced a crisis such as a medical tragedy, eviction or home foreclosure.”

HomeStretch has launched its new fundraising campaign amid the continued economic downturn that is impacting people who live paycheck-to-paycheck. To help ensure a successful fundraising program, HomeStretch is implementing the Give By Cell platform.

Give By Cell allows donations to HomeStretch using a mobile phone. This is similar to the technology the American Red Cross used to raise millions to help victims of the earthquake in Haiti early this year. In that effort, the Red Cross raised \$33 million from more than 3.2 million people who gave \$10 using their cell phones.

People who would like to donate to HomeStretch can text “HOME” to 20222 to give \$10 to the organization and help fight homelessness in Atlanta. The \$10 charge will appear on the donor’s cell phone bill or will be deducted from the donor’s prepaid balance.

According to HomeStretch, there are more than 603,000 homeless families and more than 1.3 million homeless children in the United States. While HomeStretch focuses on North Fulton County, it is devoted to helping with the Continuum of Care, placing homeless families from shelters into temporary housing and eventually into permanent housing. The organization is one of very few in the area that allows families to stay intact and together.

“The services HomeStretch provides – from temporary housing to education – are vital to hardworking people with children who lose their homes,” said AmeriPark CEO Chip Patterson, a HomeStretch board member. “This fundraising effort is critical to HomeStretch and our ability to continue to help families who need assistance, especially during these tough economic times.”

About HomeStretch:

The heart of HomeStretch's mission is helping homeless families get back on their feet and into permanent, sustainable housing. This is no small endeavor considering that the HomeStretch families typically earn salaries at or below the poverty threshold. Supporting a family at this income level brings such financial hardship that the family is unable to make ends meet and inevitably becomes homeless. HomeStretch gives homeless parents and their children a safe and comfortable place to live while simultaneously helping them address the root causes of their situation and return to a life of self-reliance and stability. When they graduate from HomeStretch, the families have a strong grasp on their finances, have reduced enormous debt and have accumulated savings. Many have even increased their income through job skills training and improved employment.

About Give By Cell:

A one-time donation of \$10 will be added to your mobile phone bill or deducted from your prepaid balance. Messaging and data rates may apply. All charges are billed by and payable to your mobile service provider. Service is available on most carriers. Donations are collected for the benefit of HomeStretch by the Mobile Giving Foundation and subject to the terms found at www.hmgf.org/t. You can unsubscribe at any time by replying STOP to short code “HOME”; reply HELP to “HOME” for help.

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