

FIRST QUARTER

2015 Campaign Impact Report



KNOW OUTLETS
TO SUPPORT INDY'S HOMELESS

In November and December of 2014, the Know Outlets campaign blanketed the city with billboards, table tents, bus ads, and media stories with the message that there is help available for Indy's homeless and that it's our shared responsibility to know these outlets. We have you, our advocates and supporters, to thank for helping to translate this message into action by donating, partnering with us, and spreading the word about this important campaign.

Now that the billboards have come down, your support is more vital than ever to help continue the momentum and education that we achieved going into 2015. Your support is making a difference and is enabling local organizations and Professional Blended Street Outreach Teams to impact the homeless.

The transition from the streets to permanent housing is a monumental step that starts small— with a conversation or a meal with an outreach member. Once a rapport is established, outreach members can connect individuals with larger services— shelter, medical services, or career services. When an individual is ready and willing to transition into a home, sometimes costs still stand in the way that seem insurmountable.

During the launch phase and first quarter, Know Outlets raised a total of \$31,452.47 to remove barriers to those seeking to make that final step. We have worked tirelessly with our partners to set a system in place for best disbursing these funds. As of April 2015, \$10,000 has been released to the Professional Outreach Teams to release to those in need. The expenditures and impact is detailed in this report.

We're proud to announce that as a result of our collective efforts so far, three families will move into permanent housing in April.

Professional Outreach Team Success Story

During the winter, a Seattle mother reached out to CHIP about her son, Dave*. She knew he was living on the streets in Indianapolis and had serious health concerns. Dave had reached out to the family for help, but she was unable to reach him after that.

The mother knew the area where she thought he was staying and arranged travel to Indianapolis, worried about his existing health concerns during cold weather. Thanks to the clear communication network and formalized relationships between the Professional Outreach Teams, IMPD Homeless Outreach Team, and CHIP, the mother was able to connect with the right partners at the right time. As of February 2015, Dave's condition remains guarded, but he is determined to get well.

**Name changed for privacy*

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LAUNCH PHASE



6

DONATION BOXES

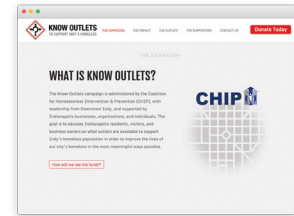
Rebranded donation boxes, added four new boxes



25

PARKING METERS

Refurbished 25 donation parking meters



LAUNCHED ONLINE
Launched KnowOutlets.org and the @KnowOutlets Twitter account

FINANCIAL SUMMARY

Nov 2014 - Mar 2015

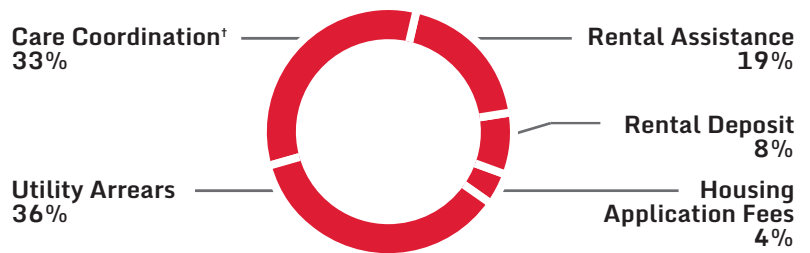
\$31,452.47

TOTAL DONATIONS

Donation Boxes \$669.51	Markie Rexroat Appalachian Trail Trek \$515
Online Donations \$2,532	Parking Meters \$75.96
Other Donations \$10,160	Sponsorships \$17,500

FINANCIAL ASSISTANCE

During the first quarter, Know Outlets released \$10,000 to the Professional Outreach Teams to disburse to individuals based on needs. The breakdown of expenditures is as follows:



† includes items to help clients overcome housing barriers including substance abuse detox, residential and transitional housing, birth certificates, relocation expenses, etc.

INDIVIDUAL IMPACT

Jan-Mar 2015

7

TOTAL FAMILIES
7 families overcame significant financial hurdles in their journey to a permanent home.

6

CHILDREN

9

ADULTS

4

SENIORS

FIRST QUARTER

A Special Thank You To Our Sponsors



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Campaign Sponsors

For contributions to the campaign valued at more than \$5,000

Bohlsen Group
ClearChannel Outdoor
Downtown Indy
Lilly Endowment, Inc.
ParkIndy, LLC

Campaign Partners

For contributions to the campaign valued at up to \$5,000

AlphaGraphics Carmel
Arrow Powder Coating, LLC
Arts Council of Indianapolis
Foster Bogard
Indiana Sports Corp
Oskar Blues Brewery

Meter Sponsors

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IU Health
St. Elmo Steakhouse
Sun King Brewery
WellPoint

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Hearts & Hands of Indiana
IndyHub
NCAA
The Indianapolis Public Library
United Way of Central Indiana
Visit Indy