

The Homeless and Travelers Aid Society (HATAS) Change for Change Campaign

Overview: The Homeless and Travelers Aid Society (HATAS) launched the Change for Change Campaign Spring 2011 to raise support for family homeless prevention programming. Family homelessness TRIPLED in Albany County between 2000 and 2010. If it triples again in the current decade our community will need to find safe emergency shelter for over 2,200 homeless families come 2020! Over two thousand homeless families in Albany County would severely damage our community from a fiscal, social and logistical perspective.

The campaign seeks to stop the number of homeless families from increasing by focusing on prevention. It costs our community four times more to shelter a homeless family than to prevent their eviction.

The Corporate Role: The Change for Change Corporate Challenge is simple. Businesses (of a similar size) challenge other businesses to see who can raise the most change. Each department or business receives a large water cooler type water bottle and starts collecting change. Larger companies can challenge other companies their size and they can hold the contest in-house within departments. Which branch within your bank is the best? Find out through this campaign! Which department within your hospital or firm is the best? You tell us!

The contest spans two weeks and the winners are announced at our annual event which is held the third Thursday in November. There is a first, second, and third place winner within categories.

The Individual Role: Change for Change is recruiting 2,500 donors willing to dedicate \$120 a year to fund prevention. The gift can be donated monthly, quarterly, or annually. It can be donated electronically at www.hatas.org or through check or credit card. 2,500 each donating \$120 will generate \$300,000 a year.

Schools/Kids: Change for Change seeks just thirty cents a day (\$10/month) to prevent local children from becoming homeless. We encourage school children and PTA groups to help us campaign.

In-kind: In 2010, 762 homeless families came to HATAS seeking assistance. In addition to meeting with our case management team HATAS helped struggling families with donated diapers, baby wipes, formula, and wooden toys.

You can help too and all year long we continue to collect these items. The diaper drive is sponsored by Key Bank every Valentine's Day and in 2010 the wooden toy drive was sponsored by Bank of America. Larger diaper sizes are appreciated. Potty training a child at-risk for

homelessness (or homeless) is very difficult since their environment is so stressful. For example, did you know that 87% of homeless children worry that something “bad” is going to happen to them?

Ambassadors: Ambassadors are dedicated to ending homelessness and want to work with HATAS so that, together, we can achieve this important goal. They work with us on the Change for Change Campaign, serve at the Board level, serve on committees, and connect our organization with for-profit companies committed to making the Capital Region the ideal place to live, work, play, and serve. Ambassadors meet twice a year (on average), are able to work independently, and like to “sell the HATAS product.”