



Step Up on Second

# “A Home for the Holidays”

2011 Campaign



TAKE ACTION TO END CHRONIC HOMELESSNESS IN LOS ANGELES.



NOBODY'S HOME....TILL EVERYBODY'S HOME.

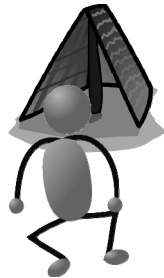
## THEY ARE SOMEONE'S...

Mother. Sister. Brother. Father. Child. Aunt. Uncle. Husband. Wife. Grandparent. Cousin. Grandchild. Veteran. Teacher. Friend.

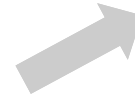
## THE SOLUTION IS SIMPLE.



It's a demonstrated fact that Permanent Supportive Housing saves taxpayers 40% versus leaving them on the streets.



The majority of individuals who are chronically homeless are affected by serious mental illness -- brain disorders that are no one's fault.



Your commitment and our collective action makes the community better, stronger, safer, and far more humane...

Provide them with...

**PERMANENT HOUSING**

**SUPPORTIVE SERVICES**

and

**HUMAN RELATIONSHIPS**

needed to thrive!



by healing and sustaining ALL of its members.



Join “A Home for the Holidays” 2011 Campaign!

SEE HOW



# THIS HOLIDAY SEASON, **TAKE ACTION** TO END CHRONIC HOMELESSNESS.

## BENEFITS

Establish your company as a committed community partner!

Recognition given at the appropriate giving level at Step Up website and newsletter.

The satisfaction of participation in a local solution to a local issue.

An investment in a cost-effective, socially responsible solution.

## THANKS + GIVING

This Thanksgiving, let your special clients know how greatly they are appreciated, as well as demonstrate the practice of social responsibility.

Purchase custom Step Up on Second Tribute Gift Cards stating:

*"This Thanksgiving, a special gift has been made in your name to Step Up on Second to help end chronic homelessness in Los Angeles."*

## HOLIDAY TRIBUTE CARDS

Send special order Step Up on Second Holiday Gift Cards to your special honorees as special Holiday Tribute Gifts.

THANKS + GIVING

Or

HOLIDAY TRIBUTE CARDS:

50 cards = \$1,000

170 cards = \$2,500

300 cards = \$5,000

## 1:1 CORPORATE MATCHING GIFT

Employer Matches Employee Holiday Giving.

In lieu of White Elephant, Secret Santa, or gift exchange, Employee donates \$10-25 to "A Home for the Holidays" 2011 Campaign.

Special speaker available to make a presentation in your workplace.

On-site tours of Step Up on Second available.

Join Step Up, Kobe Bryant, and other committed Angelino's to participate in Step Up's "A Home for the Holidays" 2011 Campaign!



Ending chronic homelessness starts with a community that understands its role to heal and sustain ALL of its members.

Your support helps Step Up provide permanent supportive housing for individuals who are chronically homeless and surround them with the supportive services and human relationships they need to thrive.

[www.stepuponsecond.org](http://www.stepuponsecond.org)  
310-576-1308 EXT. 245

Please call today to sign up.  
[development@stepuponsecond.org](mailto:development@stepuponsecond.org)

GIVE A HOME. **JOIN** "A HOME FOR THE HOLIDAYS" CAMPAIGN.