

# OUT OF THE COLD



**An estimated 13,300 Minnesota youth experience homelessness over the course of a year.**

They are some of the least visible and most vulnerable people experiencing homelessness. Each night, they couch-hop, go to shelters, or sleep in their cars, on public transportation or outside. With cold weather approaching this winter, you can help ensure that young people are able to get out of the cold and feel safe, valued, and supported.

## WHAT?

**HOPE 4 Youth's OUT OF THE COLD campaign will run November 1-18, 2021.** This three-week fundraising campaign raises awareness of youth homelessness and funds to support them during the cold winter months.

## HOW CAN YOU HELP?



**Go "out in the cold" for an hour (or more) between November 1-18.** You choose the date/time and where you will be "out in the cold" - your backyard, a business/school parking lot, a park, up in a tree stand, or anywhere you'd like! This is a great opportunity for companies, schools, and community groups. During your time outside, post your experience on social media (**#outofthecold**) and encourage your network to donate to your online fundraising page.



**Help us raise critical funds for HOPE 4 Youth.** Set up your own online fundraising page through our website. We'll give you all the tools to make fundraising easy. Visit **HOPE4YouthMN.org/cold** for all the details.



**Partner with us.** We need businesses and individuals to jump start the campaign with a financial donation. Your partnership will motivate others to give the gift of HOPE to the youth we serve. All partners will be highlighted on our social media platforms, named/linked on our website, and receive other promotional opportunities during your designated time and at the Final Freeze event.

- **HOPE Partner** - support the whole campaign. \$5,000/three weeks
- **Day Partner** - support one day of the campaign. \$500/day



**Join us at our Final Freeze drive-thru event on Thursday, November 18 between 4-8 p.m. at the Anoka County Sheriff's Office in Andover.**

**Donations accepted:** cash/checks, giftcards (gas, Target, Walmart), new winter hats and gloves (waterproof), and canned soup (Progresso or Chunky)

## QUESTIONS?

Contact Julie Orlando, Director of Advancement  
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