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Unprecedented Coalition of San Franciscans Goes All In for Solutions to Homelessness, Calling for 1,100 Homes and Services Across the City

All In campaign launches with San Francisco residents, businesses, and civic organizations declaring their vocal support for housing and services in their neighborhoods

SAN FRANCISCO, Calif. — On Thursday, July 25, 2019, hundreds of San Franciscans launched the [All In](#) campaign, an unprecedented effort to build public will for stable homes and supportive services for people experiencing homelessness all across San Francisco. The diverse coalition of San Franciscans coming together across sectors including tech, business, non-profit, labor, athletics, philanthropy, and faith, convened at a rally in Duboce Park.

Calling attention to evidence that stable housing and services are proven solutions to homelessness, the All In coalition called on San Franciscans to help 1,100 people find homes across the City's 11 supervisorial districts.

"Today, San Franciscans are going all in for the solutions to homelessness, advocating for what works instead of simply professing their concerns about the problem," said **Daniel Lurie, CEO and Founder of Tipping Point Community**, which is leading the All In campaign. "I was born and raised in San Francisco, and I know that our dynamic city has what it takes to create homes everywhere they are needed. Every neighborhood, every single person, and every industry and company has a role to play."

The All In campaign comes after a reported 17% increase in the number of people experiencing homelessness in San Francisco. By mobilizing San Franciscans to vocally support solutions, the campaign aims to break the political gridlock and ill will that has recently characterized the public debate over homelessness in the city. The All In campaign's first call to action — [securing homes for 1,100 people](#) — reflects the advice of experts and people with lived experience of homelessness who say that stable homes and services are the most critical and effective solutions.

"Many years ago, I was homeless on the hard, cold streets of San Francisco. Nights were long and it was a struggle to stay hopeful. A home is connection, and safety, and roots. A home is belonging," said **Joe Wilson, Executive Director of Hospitality House**, speaking on stage at the All In launch rally. "Housing — and investing in support for it — makes all our communities stronger all across the City. We all need a place to be, and we know that stable housing supports both physical and emotional health."

In addition to Mr. Lurie and Mr. Wilson, San Franciscans in the park heard remarks from **BART Director Lateefah Simon** and **Dignity Health Vice President of External & Government Relations Wade Rose**. Representatives from [more than 50 All In coalition partners](#) were in attendance, including 3rd Street Youth Center & Clinic, Airbnb, AT&T California, Brilliant Corners, the Bay Area Council, Dolby Laboratories, Glide, Levi Strauss & Co., Homeless Prenatal Program, Mercy Housing, Northern California Carpenters Regional Council, Positive Resource Center, Salesforce, and Twilio. The All In rally also featured lunches donated by EAT Club.

“San Francisco is our home and we have a responsibility to tackle this challenge,” said **Airbnb Co-Founder and CEO Brian Chesky**. “Through collaboration with Tipping Point and the All In Campaign to identify solutions, we look forward to helping to solve this problem.”

“We're joining the All In campaign to share what we know—that homelessness is solvable by making any instance of it rare, brief and one-time,” said **Sherilyn Adams, Executive Director of Larkin Street Youth Services**. “We cannot afford to become hopeless, we must come together to bolster solutions that work. Please join us in investing in hope.”

Representatives of the **San Francisco Giants** and mascot Lou Seal were also in attendance Thursday. **Executive Vice President of Communications Staci Slaughter** said the team was all in because “homelessness is a complex issue that can only be addressed by working collaboratively with every sector of our community. The Giants are proud to be a part of this effort because everyone should have a safe place to call home and as community leaders it is our responsibility to help be part of the solution.”

Jennifer Friedenbach, Executive Director of the Coalition on Homelessness, added that “we not only believe every San Franciscan has a fundamental right to dignified housing, and space for themselves and their loved ones to flourish, but that San Franciscans working together can address the homelessness crisis.”

Throughout Thursday’s launch, San Franciscans echoed the message that public support is critical to helping their unhoused neighbors return to homes, and that the effort is a shared responsibility that requires involvement from the entire City.

“Living on the streets is not the easiest,” said **Nate, a Youth Team Lead for the Downtown Streets Team**. “Don't complain, lobby for a change.”

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B-roll of the launch event and portrait photography of people with lived experience of homelessness are available to the press upon request. Additional resources include:

[Quotes from All In coalition partners](#)
Infographics: [Share the Facts](#) and [All In Learning Center](#)
[All In video](#)

About All In

The All In campaign is a diverse coalition focused on solutions to homelessness in San Francisco. The campaign's first call to action is to secure homes for 1,100 people experiencing homelessness throughout San Francisco's 11 supervisorial districts. Solving homelessness is a shared responsibility that requires involvement from the entire City. As one of the wealthiest and most innovative cities in the world, we have the resources and ingenuity to address homelessness boldly and compassionately. Now is the moment to go all in.

<https://www.sfallin.org/>

About Tipping Point Community

Tipping Point's mission is to break the cycle of poverty for people in the Bay Area who don't have the resources to meet their basic needs. Since 2005, Tipping Point has raised more than \$260 million for early childhood, education, employment, and housing solutions in the region. Our board covers 100% of our operating costs, so every dollar donated goes where it's needed most. Last year, we helped more than 20,000 people connect to opportunities that break the cycle of poverty. Visit www.tippingpoint.org to learn more.

<https://tippingpoint.org/homelessness>