



SOLUTIONS TO
HOMELESSNESS
START WITH YOU

POWERED BY TIPPING POINT COMMUNITY

Join the All In Campaign

The All In campaign is a diverse coalition of San Franciscans focused on ending homelessness in San Francisco. Tackling 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 time for action.

The All In campaign's first call to action is to secure homes for 1,100 people experiencing homelessness—1,100 homes throughout San Francisco's 11 supervisorial districts. Social services experts and people who have prior or current experience with homelessness agree that while a range of services are needed, stable housing is a key to ending homelessness. Creating more housing across the city is a necessity, and if San Franciscans embrace housing in their neighborhoods, we can make progress—1,100 homes is less than one half of one percent of our existing housing stock.

Why is the All In campaign needed? Concern about homelessness is at an all-time high, but the public lacks information about viable solutions and how best to engage. Last Year, Tipping Point Community retained EMC Strategies to conduct public opinion research, polling, and focus groups with the goal of understanding what San Franciscans believe about homelessness. The research shows that a majority of residents would welcome housing and services for people experiencing homelessness in their neighborhoods, but have yet to be activated. Beginning in summer 2019, the All In campaign will engage San Francisco residents by asking them to support solutions to homelessness in their neighborhoods.

Are You All In? We're asking frontline service providers, people with lived experiences of homelessness, philanthropy, business, and residents to go "All In" in support of proven and effective solutions to reducing homelessness. The public education and engagement campaign will include:

- + **AN ONLINE PLATFORM AND DIGITAL COMMUNICATIONS** to engage San Franciscans and amplify calls for housing in all areas of the city to solve homelessness
- + **LOCAL EVENTS AND FIELD ACTIVITIES** to bring All In advocates together—leveraging pre-existing meetings and creating new events to rally supporters
- + **VIDEOS, REPORTS, AND PAID AND EARNED MEDIA** to build the drumbeat for housing solutions

To learn more about getting involved, please contact partnerships@fallin.org.

**We are
Asking All In
Partners to:**



**SHARE YOUR NAME
AND LOGO**

to be listed publicly
alongside Tipping Point
and other partners
on All In campaign
materials



**LEND A SUPPORTIVE
QUOTE OR STATEMENT**

when the campaign
launches in summer
2019 and for media
opportunities as
they arise throughout
campaign



AMPLIFY ALL IN

content on social
channels and to
your own distribution
lists at key campaign
moments