

PROCLAMATION



City and County of Denver

Proclamation No. CP11-0698

**in support of "Better Way to Give" campaign
as a critical tool towards ending homelessness**

WHEREAS, of the nearly 6,700 homeless people in Denver, nearly one in three are families with children, and 38% are women; and

WHEREAS, Denver's Road Home, in partnership with Mile High United Way, the Downtown Denver Partnership, city, nonprofits and business community launched the Better Way Campaign in 2007 as a way to educate the community about homelessness, while also generating resources to benefit the homeless; and

WHEREAS, the Better Way Campaign believes that every person can help the homeless simply by putting spare pocket change into any one of the 86 Denver's Road Home donation meters located throughout the city as an alternative to handing change to panhandlers; and

WHEREAS, thanks to generous donations to the Better Way to Give campaign, public funding and contributions, Denver's Road Home has developed over 2,373 units of housing and prevented nearly 6,000 seniors, families, and individuals from becoming homeless; and

WHEREAS, Denver's Road Home has connected 5,871 individuals with employment; and

WHEREAS, Denver's Road Home in partnership with the faith community has mentored over 900 families and seniors out of homelessness, and provided mental health and substance abuse counseling; and

WHEREAS, Denver's Road Home is a nationally recognized program and a successful example of how a public-private partnership can work together to address a social issue; and

WHEREAS, because of the Better Way to Give Campaign and strong partners like the Downtown Denver Partnership, the business community, the foundation community, Mile High United Way and many others, Denver's Road Home continues to make tremendous strides in connecting the homeless to supportive housing.

NOW THEREFORE, BE IT PROCLAIMED BY THE COUNCIL OF THE CITY AND COUNTY OF DENVER:

Section 1. That City Council encourages Denver residents, workers, and visitors to participate in the "Better Way to Give" campaign and all aspects of Denver's comprehensive 10 Year Plan to End Homelessness, to help support ending homelessness in Denver.

Section 2. That the Clerk of the City and County of Denver shall attest and affix the seal of the City and County of Denver to this proclamation and that a copy be transmitted to Amber Callender, Executive Director of Denver's Road Home.

PASSED BY THE COUNCIL October 10, 2011

PRESIDENT