A PAINTBRUSH.
A WHEELCHAIR.
A TOY.
A KEY.

Our lives are filled with objects that represent our personality, our dignity, and our growth. They are symbols of the life we have built. And we keep them in our home.

For 35 years, HELP USA has taken a humanistic view to serving people experiencing homelessness and housing insecurity. We innovated the concept of a full-service shelter — a place where people receive a warm bed and hot meal, but also a rich suite of social services that address their specific needs to attain and maintain permanent housing. This approach, groundbreaking at the time, treats each individual and family with dignity, respect, and an understanding of their struggle and strength. We named that first shelter HELP One, not because it was our starting point, but because it encapsulated our method: You help one person, then another, then another.
We cannot do this work alone. In addition to partnerships with municipal, state, and federal partners, we rely on private donors like you to build homes and launch programs addressing the needs of unique populations. We believe the best way to end homelessness in America is by preventing it in the first place, providing peerless social services to those in crisis, and personal supportive living to those with ongoing needs.

You have a unique opportunity to fuel the fight against systemic inequalities and oppression and build a better life for somebody experiencing homelessness. We have identified 4 core areas of need that together form our holistic solution to ensuring that every person has a place to call home.
Building Resilience Fund

What is the power of a paintbrush? We know first-hand at HELP’s Women’s Center in Brownsville, Brooklyn. HWC is the front door for women in the NYC shelter system. Residents here are at their most vulnerable, suddenly faced with the trauma of homelessness, after a lifetime of trauma from poverty, racism, and sexism led them there. HELP offers these women basic shelter services: A bed, a hot meal, and basic hygiene needs. But a shelter can be more... enter the paintbrush.

Art therapy is just one of several therapeutic programs that build a sense of safety and control and form foundations of trust and communication needed for sustainable change in our residents’ lives. By expressing their past in a nurturing, empathic environment residents can frame their futures hopefully. The paintbrush becomes a megaphone for the soul and art becomes a stabilizing tool leading to self-determination.

The negative impact of stress and trauma on cognition and physical wellness are supported by research. The experience of homelessness impedes a person’s ability to thrive. By taking a trauma-informed approach to care, we can set residents back on a path to physical and mental health — an essential step on their road out of homelessness.

Support our progressive approach with the Building Resilience Fund. Your contribution will help us transform the physical environments of our shelters to reflect best practices in trauma-informed care, properly train HELP USA staff, and strengthen socio-emotional wellness programs such as art therapy. You will also be providing essential funds for hands-on technical and practical skill-building for our residents as they seek to find employment. Your support fortifies the programs needed for residents to achieve full and independent lives.
WHAT YOU’LL SUPPORT

• Trauma-Informed Upgrades to Shelter Environment
• Staff Training in Trauma-Informed Care
• Socio-Emotional Programs for Residents
• Skill-Building & Employment Programs for Residents

YOUR IMPACT

• 30,000+ Individuals Supported Annually
• 1,000 Staff Members Trained
• 61 Sites Nationwide

DIRECT YOUR GIFT

Choose which program you would like to support to maximize your impact.

• Socio-Emotional Programming: $25,000
• Trauma-Informed Care Staff Training: $10,000
• Domestic Violence Survivor Career Advancement Awards: $10,000
• HELP WORKS Life and Job Skill Training and Placement: $2,500/individual

OUR GOAL

$1,500,000

HELP BUILD BETTER LIVES. GIVE TO THE BUILDING RESILIENCE FUND TODAY.
Building Humanity Fund

A wheelchair is an extension of the person using it and we respect this essential tool as we would their body. When a person arrives at a HELP USA shelter with a broken wheelchair, finding a replacement is an urgent priority. But government funding for the basic human needs of disabled people can be difficult to come by, and health insurance is often slow to respond to this most pressing need.

Disabled residents at HELP USA sites like Clarke Thomas Men’s Shelter on Wards Island in New York City — one of only a handful of accessible shelters in the city — need donations from private sources like you to make them whole.

When you have very little, a little goes a long way. Individual items such as wheelchairs are relatively inexpensive, but far out of financial reach for our residents. These items are non-negotiable essentials to enable the resident to have self-determination and social (and sometimes physical) mobility. Whether it is a wheelchair, a uniform or toolbelt for a job, afterschool care for a child, or the many other small-dollar needs of our residents, these items may be the make-or-break point for a person becoming or remaining homeless.

Our Building Humanity fund allows HELP USA to provide whatever a client needs to live independently. By supporting this fund you will allow HELP to move swiftly to lift up a person in their moment of crisis. Your gift could be the difference between a person losing their home or keeping it.
WHAT YOU’LL SUPPORT

• Emergency Funding to Keep People in their Homes
• Essential Items for People in Housing Crisis
• School Supplies for Children Living in Shelter
• Clothing for People Living in Shelter
• Urgent Health Expenses for HELP USA Residents

YOUR IMPACT

• 3,800+ Shelter Residents Nightly
• 6,000+ Homeless Prevention Clients
• 3,000+ Residents in HELP USA Permanent Housing
• 61 Sites Nationwide

DIRECT YOUR GIFT

Our residents’ needs are diverse and urgent. Your support can make a meaningful difference in somebody’s day-to-day life.

• Support an Individual: $100
• Support a Differently or Disabled Individual: $250
• Support a Family: $500
• Support a HELP USA Shelter or Residence: $10,000
• New Home Start-Up Kit, Individual: $250
• New Home Start-Up Kit, Family: $1,000

OUR GOAL

$500,000

HELP BUILD BETTER LIVES.
GIVE TO THE BUILDING HUMANITY FUND TODAY.
Building Tomorrow Fund for Youth and Families

What was your favorite toy growing up? Chances are it was a birthday or holiday present. Our toys enrich our childhood and create memories that last a lifetime. But more than that, they are tangible tokens of love because we know it really is the thought that counts.

The most common feeling you will likely hear from an unhoused person is that they feel invisible. This is especially heartbreaking to hear from a child. At HELP USA we strive to make every child feel seen.

Our Holiday Toy Drive does just that. Each year we raise gifts for the nearly 4,000 children residing in a HELP USA shelter or permanent housing site to let them know somebody is thinking of them.

Government funding for family homelessness is focused on the needs of the heads of households. HELP USA never loses sight of the needs of unhoused children — whether it is pediatric care, early childhood education, childcare, or socio-emotional development.

When you give to the Building Tomorrow Fund for Youth and Families, you will directly improve the lives of young people and young families facing poverty and homelessness. HELP USA’s community presence spans crisis shelters, supportive living programs, permanent housing, neighborhood medical and education sites, daycare, counseling, and other enrichment programs.

Your gift to these programs — both big and small — will uplift a child with dignity, grace, and love, and make a lifelong impact in their lives.
SPOTLIGHT: EAST NEW YORK

HELP USA has taken a holistic approach to community enhancement in East New York, Brooklyn. In this overwhelmingly low-income community, HELP has built a full suite of services available not only to our residents, but the community at large.

Thanks to our supporters, HELP USA is able to offer a variety of services to revitalize East New York. These services would be out of reach to the community without HELP’s presence there. Our programs include:

- HELP Genesis Homes
- HELP Genesis Academy After School & STEM Program
- HELP Genesis Summer Academy
- Street Soccer
- HELP ROADS Domestic Violence Survivor Services
- Veterans Supportive Living
- BMS Family Health & Dental Clinic

DIRECT YOUR GIFT

A gift of any size can make a lifelong impact in the life of a child in need.

- Back to School Supply Kit: $50/child
- Summer Camp Programming: $300/child
- 1-Year Sport-Based Youth Development Program: $500/child
- 1-Year Day- or After-School Care: $3,000/child
- HELP Shelter Student Support Services: $75,000/shelter

OUR GOAL

$500,000

HELP BUILD BETTER LIVES.
GIVE TO THE BUILDING TOMORROW FUND TODAY.
Building Home Fund

What does a housekey unlock? A safe space, a foundation for your life, a place in which you express yourself freely — a home. How would you function without your home? This is the question thousands of HELP USA residents grapple with every day.

At HELP USA we provide clients with the keys to unlocking a home. This includes prevention programs to keep people in their homes, shelters offering basic services to those in crisis, and supportive permanent living programs and affordable housing.

Our most tangible work at HELP USA is the housing we build, specifically for special-need populations including veterans, LGBTQIA+ seniors, and those with addiction and chronic health conditions. We are among the most successful and respected not-for-profit real estate developers in the U.S. HELP USA has built affordable permanent housing for thousands of low-income and special-need individuals and families. Permanent housing is the endgame of homelessness, the ultimate solution to the scourge that plagues hundreds of thousands of people.

Private philanthropy is essential in bridging the gap between government tax credits and actual development costs. We cannot launch a housing development without this gap funding. Each building we create houses not only the first tenant but families for generations to come. Your gift in firming up housing developments is a benefit to communities that will long outlive you. Generosity of this magnitude is to be commended and recognized; we have created a variety of naming opportunities to pay tribute to your lasting philanthropy.
OUR GOAL

$3,000,000

HELP BUILD BETTER LIVES.
GIVE TO THE BUILDING HOME FUND TODAY.

WHAT YOU’LL SUPPORT

- Permanent, Affordable Housing
- Supportive Living Services, including Health Clinics
- Targeted Communities of Support, including Veterans and Seniors

YOUR IMPACT

- 3,000+ Residents in HELP USA Permanent Housing
- 46 Communities Served

DIRECT YOUR GIFT

Naming rights are available at a variety of permanent housing sites offering supportive living and community services.

- Community Room: $25,000
- Lobby: $50,000
- Courtyard: $100,000
- Service Center: $250,000
- Residence: $500,000
We Need Your Support to Build Better Lives

Your gift has an immediate, tangible impact. Whether you support our programs, our youth services, our building, or just everyday needs, you are actively building a better life for our residents.

Thank you for your serious consideration.

Contact Lawrence Cann for more information and 1-on-1 discussions at (212) 400-7044.

HelpUSA.org/donate