



Interfaith Outreach & Community Partners  
1605 County Road 101 N, Plymouth, MN 55447  
763-489-7500 · [sleepout.iocp.org](http://sleepout.iocp.org)

# What is the Sleep Out?

## From One Man in a Tent to a Community Transformed

The Sleep Out is our annual eight-week series of events and experiences to raise awareness and \$2.6 million to prevent homelessness and create opportunities for everyone in our community to thrive. The Sleep Out is how we celebrate and tap into the transformative power of collective compassion.

Twenty-five years ago this November, local shoe repairman Bob Fisher (aka Shoebob) pitched a tent in his front yard to raise awareness and money to help his neighbors in need. He raised \$7,000, enough to feed 100 families Thanksgiving dinner. But he had no idea that his individual act of compassion would capture the imaginations and hearts of an entire community.

Since then, thousands of caring individuals have taken part in the Sleep Out, enabling Interfaith Outreach to prevent homelessness more than 34,000 times via direct rental assistance. The money raised each year also enables us to provide a full range of services in six critical impact areas: family support, food, housing and neighborhoods, education and youth, employment, and transportation.

This year, when the pandemic has made it impossible to gather in person and when so many of us are grieving the loss of connection with our families, friends and neighbors, we're coming together—both virtually and safely in person—to once again tap into the Sleep Out's transformative power of collective compassion.

If this pandemic has reinforced anything, it is this: We are on this human journey together. Please join us.



Interfaith Outreach & Community Partners  
1605 County Road 101 N, Plymouth, MN 55447  
763-489-7500 • [sleepout.iocp.org](http://sleepout.iocp.org)

## Ways You Can Help

### DONATE

To make your gift go TWICE as far, donate by Nov. 19! A generous donor will match gifts up to \$250,000. (Visit [iocp.org/sleepout](http://iocp.org/sleepout) or mail a check to 1605 County Road 101 N, Plymouth, MN 55447.) Thanks for helping to give urgently needed hope and help to our neighbors.

### SLEEP OUT Nov. 1 - Dec. 31

The Sleep Out started 25 years ago with one man in a tent. This year, be like Bob and sleep out (or in) to raise awareness and money to support our neighbors who are struggling to secure housing for themselves and their families. Learn how at [iocp.org/mysleepout](http://iocp.org/mysleepout)

### SHARE A MESSAGE OF BELONGING

Everyone in our community belongs. Share this message by planting a “You Belong” yard sign, then share your support of the Sleep Out with your social network. On Give to the Max Day, Nov. 19, set up a Sleep Out fundraiser to make it easy for people to contribute and get involved. Learn more at [iocp.org/fundraiser](http://iocp.org/fundraiser)

## Sleep Out 2020 Highlights

### THE GOALS

1. To raise awareness of our neighbors struggling with poverty and housing insecurity, and the impact that increasing poverty and homelessness is having on our community.
2. To raise **\$2.6 million** to prevent homelessness and deliver individualized services (in the areas of family support, food, housing and neighborhoods, education and youth, employment, and transportation) that help nearly 2,000 local families each year to stabilize, strengthen and thrive.



Interfaith Outreach & Community Partners  
1605 County Road 101 N, Plymouth, MN 55447  
763-489-7500 · [sleepout.iocp.org](http://sleepout.iocp.org)

## THE NEED

Too many families and individuals in our community are struggling with housing insecurity and poverty, or are experiencing the crisis of homelessness.

- Poverty is increasing everywhere, and it's growing fastest in the suburbs. Fourteen percent (14%) of people in our service area live in poverty, earning scarcely enough to cover housing and other basic needs. The poverty level for a family of four is an annual income of \$26,200 or less. (Wilder Research)
- Last year, 1,950 families turned to Interfaith Outreach for help. One out of every seven of those families was experiencing homelessness. Almost half had children; almost half were staying temporarily with family and friends. Nineteen percent (19%) were living in domestic abuse shelters, while others were sleeping in motels, their cars or outdoors.
- All 1,950 families were housing "cost-burdened," meaning they spent 30% or more of their household income on housing; for many, that percentage was as high as 65%.

The housing instability and economic uncertainty that our neighbors experience has only intensified during the COVID-19 pandemic.

- While additional emergency sources of support—such as unemployment insurance and a federal eviction moratorium—have been made available, no one knows how long the support will last, adding to the already high levels of emotional stress that come with poverty and housing insecurity.
- Communities of color and people living in poverty have been disproportionately impacted by increased economic hardship and the resulting food and housing insecurity. (National Bureau of Economic Research)
- In the midst of the pandemic, Minnesota is experiencing an ongoing affordable housing crisis, with an ever-widening gap between rising rents (+13%) and falling incomes (-5%). (Minnesota Housing Partnership)



Interfaith Outreach & Community Partners  
1605 County Road 101 N, Plymouth, MN 55447  
763-489-7500 · [sleepout.iocp.org](http://sleepout.iocp.org)

When our neighbors struggle with homelessness or housing insecurity, it impacts all of us.

- Affordable and adequate housing is essential to positive health outcomes.
- Affordable and adequate housing is key to family stability and essential to kids' success in school.
- Affordable and adequate housing is critical for local jobs and strong economies.

## **THE POWER OF COLLECTIVE COMPASSION**

Twenty-five years of Sleep Outs have shown that there is power in collective compassion and that we have the heart and resources in our community to help each other thrive. And that begins with helping families and individuals stabilize and strengthen in times of crisis. If there ever were a time to do so, this is it.

- Each year, the money raised by the Sleep Out helps nearly 2,000 local families stabilize, strengthen and thrive (that's more than 6,000 individuals) by meeting their emergency needs of food, housing, employment services, child care and more.
- Since the first Sleep Out, Interfaith Outreach has prevented homelessness more than 34,000 times via direct rental assistance.
- Last year alone:
  - We contributed \$1.1 million to keep people in their homes, preventing homelessness 1,009 times.
  - We distributed nearly 1 million pounds of food and household goods to 1,324 families who made 11,990 visits to our food shelf.
  - We provided case management services to 1,200 families, linking them with resources that resolved an immediate need and provided a plan for moving forward.



Interfaith Outreach & Community Partners  
1605 County Road 101 N, Plymouth, MN 55447  
763-489-7500 · [sleepout.iocp.org](http://sleepout.iocp.org)

## HOW YOUR CONTRIBUTION MAKES A DIFFERENCE

- **\$3,061** provides services to stabilize and strengthen a family for a year
- **\$1,964** provides employment services for a parent to land a “career job”
- **\$1,337** provides a child one month of care in a quality early childhood center
- **\$917** prevents homelessness with rent assistance that keeps a family of four in their housing for a month
- **\$410** puts tires on a car so a family can get to work and school
- **\$264** offers utility payment assistance that keeps the lights and other utilities on

### Interfaith Outreach & Community Partners' Mission

To engage the heart and will of the community to respond to emergency needs and create opportunities for all to thrive.

### About Us

Interfaith Outreach is a community-based outreach organization with a 40-year history of serving families, children and individuals in eight west suburban Hennepin County communities. The organization channels the efforts of effective cross-sector partnerships to help families overcome systemic and complex barriers that prevent people from thriving.

### We serve the following communities:

Hamel, Long Lake, Medicine Lake, Medina, Minnetonka Beach, Orono, Plymouth, Wayzata



Interfaith Outreach & Community Partners  
1605 County Road 101 N, Plymouth, MN 55447  
763-489-7500 • [sleepout.iocp.org](https://sleepout.iocp.org)

## EVENTS and EXPERIENCES

**Sleep Out Virtual Kickoff | Thursday, Nov. 12** — In November of 1996, Bob Fisher pitched a tent to raise money for his neighbors and make an impact on his community. Twenty-five years later, The Sleep Out that Bob started still captures the hearts of our entire community. At the 2020 Sleep Out Virtual Kickoff you will hear inspiring stories from Bob and others demonstrating the transformative power of collective compassion. Learn more at [iocp.org/kickoff](https://iocp.org/kickoff)

**Join the “Be Like Bob” Challenge** — Take action and challenge others to do the same. We’ll add a star to the night sky in your honor when you: 1) make a donation, 2) plan a fundraiser, 3) sleep out (or in) or 4) plant a “You Belong” Sleep Out yard sign. What action will you take this year? [iocp.org/belikebob](https://iocp.org/belikebob)

**25 Nights of Stories | Nov. 12 - Dec. 6** — For 25 years, the Sleep Out is how we’ve come together with compassion. So, for the next 25 nights we’ll hear stories from our neighbors about that experience. As days get shorter and darkness falls faster, we are reminded that we can be sources of light for each other. Be inspired by the transformative power of these personal stories daily from Nov. 12 - Dec. 6. [iocp.org/25stories](https://iocp.org/25stories)

**Community Sleep Out (or in) | Saturday, Nov. 14** — The Sleep Out started 25 years ago with one man in a tent. This year, be like Bob and sleep out (or in) to help tap into the transformative power of collective compassion. Join hundreds of community members who are doing the same (safely) with family and friends. Get your 2020 Sleep Out Toolkit—with videos, discussion questions and resources—at [iocp.org/mysleepout](https://iocp.org/mysleepout).

**Give to the Max Day | Thursday, Nov. 19** — Help the Sleep Out reach the \$1 million mark by Give to the Max Day! Here are two easy ways to help: 1) Make a donation by Nov. 19 and double your dollars! A generous donor will match gifts up to \$250,000. 2) Create a #GTMD20 fundraiser! Log onto [givemn.org](https://givemn.org) (or create an account), search for Interfaith Outreach & Community Partners, click the "Fundraise" button and create your Sleep Out fundraiser from our template. Then invite friends to give! [iocp.org/fundraiser](https://iocp.org/fundraiser)



Interfaith Outreach & Community Partners  
1605 County Road 101 N, Plymouth, MN 55447  
763-489-7500 · [sleepout.iocp.org](http://sleepout.iocp.org)

**“Sold Out” - Community Conversation | Tuesday, Dec. 15 and Wednesday, Dec. 16** —

Affordable housing is under constant threats from changing economic forces. Individuals and families experiencing poverty and communities of color are disproportionately and negatively impacted. Attend a virtual screening of the TPT documentary *“Sold Out: Affordable Housing at Risk,”* hosted by Interfaith Outreach and followed by a community conversation about local challenges and solutions. Free. All are welcome.

[iocp.org/soldout](http://iocp.org/soldout)

**Shop with a Purpose | Thursday, Dec. 17 and Friday, Dec. 18** — Support local businesses and help prevent homelessness during this unique Sleep Out event. Shop and dine (in-person or online) with generous partners who donate a portion of their sales to Interfaith. Help reach the \$2.6 million Sleep Out goal while running regular holiday errands. Check back in mid-November for a complete list of participating businesses at

[iocp.org/SWAP](http://iocp.org/SWAP)

**Thank you for doing your part to tap into the Sleep Out's  
transformative power of collective compassion!**



[sleepout.iocp.org](http://sleepout.iocp.org)