

BRINGING HOMELESS FAMILIES BACK TO LIFE.



AMERICA'S ROAD HOME TO SPONSOR POLICY BREAKFAST ON HOMELESSNESS AT BOTH THE DNC AND RNC

National Thought Leaders Gather Across Political Boundaries to Discuss Homelessness Issues, Solutions and Best Practices

Denver, CO/Minneapolis/St. Paul, MN – 14 August 2008 – America's Road Home, an innovative new non-profit focused on ending family homelessness in the U.S., today announced its support of two policy discussions on the issue of homelessness, to take place at both the Democratic and Republican National Conventions. The series of breakfast discussions will involve the country's top thought leaders and policy influencers on homelessness, with the goal of ensuring that a dialogue about this critical issue transcends party boundaries to become part of the next presidential agenda.

In Denver, the event will be hosted by Denver Mayor John Hickenlooper and Denver's Road Home. In Minneapolis, the event is being sponsored by Minneapolis Mayor R.T. Rybak and St. Paul Mayor Chris Coleman, as well as Heading Home Minnesota, an innovative collaborative of plans to end homelessness in Minnesota. These communities have been leaders locally and nationally on the issue of homelessness with progressive ten year plans to end homelessness.

In **Denver**, the breakfast event will take place on **Tuesday, August 26** at local restaurant Tamayo (two blocks from the site of the DNC) at **9 a.m.** The restaurant space was generously donated by the law firm of Kamlet, Shepherd and Reichert, LLP. In **Minneapolis**, the event will take place at Thrivent Financial for Lutherans on **Tuesday, September 2** at **8 a.m.** The events will feature the nation's sharpest minds on solutions to homelessness, including Nan Roman, president of the National Alliance to End Homelessness; Cheryl Beversdorf, executive director of National Coalition for Homeless Veterans; and Sheila Crowley, CEO of the National Low Income Housing Coalition.

“While we have recently seen some encouraging data to indicate that homelessness is trending downward, it is abundantly clear that we have a long way to go before we can live in a country where everyone has a home,” said Nan Roman, president of the National Alliance to End Homelessness. “The only way to continue to make progress against the issue of homelessness is to recognize that it is not a political issue, but rather, a humanitarian one. We are hopeful that this first of its kind forum for discussion will assist in getting the issue of homelessness on the radar of both Democrats and Republicans, as there is much work to be done.”

“This breakfast is another opportunity for us to highlight some of the important work being done not just in Denver but in cities around the country to end homelessness,” said Denver Mayor John Hickenlooper. “We are delighted to be co-hosting this event in partnership with our friends in Minnesota as we know that homelessness transcends party lines; it is an issue that impacts all of us and as we know from our work in Denver, it is an issue that is solvable if we all work together.”

“Both of these events continue an important dialogue about ending homelessness,” said Minneapolis Mayor R.T. Rybak. “Homelessness can affect you whether you are living in Denver, Minneapolis, St. Paul, Duluth, Anchorage or Tallahassee. We look forward to co-hosting this event in Minneapolis, talking about what we are doing here in Minnesota, and learning more about what is going on across the nation.”

“America’s Road Home is proud to be a sponsor of this ground-breaking and important series of discussions, and hopefully solutions, on homelessness,” added Tom Ryan, executive director of America’s Road Home. “Our focus at America’s Road Home is to tap into the consumer consciousness to bring the issue of family homelessness to light for those who may not know it even exists in America. There is no better national stage to bring attention to this important issue than the DNC and RNC. We are grateful to all of the policy leaders, politicians and the business community who recognize that in a country so divided by politics during an election year, we can unite against one important issue—putting an end to homelessness.”

About the America’s Road Home

America’s Road Home (ARH) is a brand new 501(C)(3) that is focused on ending family homelessness in the U.S. within our lifetime. Our goal is to create a sustainable, consumer driven revenue stream so service providers around the country can focus on what they do best--providing solutions.

The scope of the problem is large—there are 600,000 homeless families and 1.3 million children impacted annually. Yet, there is no national face for the cause of family homelessness. ARH’s consumer-based research indicates there are 135 million consumers who currently donate \$118 billion annually who would consider supporting solutions to end family homelessness if there were modern channels or ways to give. In order to achieve its goal, ARH intends to raise over \$100 million in annualized support directed at family homelessness by leveraging a “Causal Capitalism” approach using private sector strategies to develop modern, sustainable channels for consumer giving. ARH will then drive the funds it generates to over 300 cities nationwide who have committed to a ten year plan to end homelessness—in other words, a national platform that provides support at the local level.

For more information, to find out about upcoming ARH events, or to donate, please visit <http://www.AmericasRoadHome.org>.

About Denver’s Road Home

Denver's Road Home (www.denversroadhome.org) began in October 2003 in response to an increasing rise in homeless persons in the City & County of Denver and a mounting increase in public safety concerns. At that time, Mayor Hickenlooper convened a commission to develop

and recommend a comprehensive plan seeking to address the root causes of homelessness and bring an end to homelessness for the Denver community. This plan is unique in its approach to not just serve the chronically homeless, but to offer opportunities and hope to all persons living on the street, in shelters or doubled up with friends and family in Denver, with a singular emphasis on persons and families whose incomes are at or below 30% area median income (those most in need and hardest to serve).

About Heading Home Minnesota

Heading Home Minnesota (HHM) (www.headinghomeminnesota.org) is a public-private partnership of philanthropic, corporate/business, faith community and public sector leaders committed to ending homelessness in Minnesota. Led by a Steering Committee of leaders from all sectors, HHM includes seven local and regional plans to end homelessness in Minnesota. HHM recognizes that ending homelessness makes sense morally and economically – for individuals, businesses, corporations, and communities.

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