



PRESS KIT 2018

HOPE

WE BELIEVE IN SECOND CHANCES!



OUR PHILOSOPHY

The Hope Mobile is a nonprofit organization that doesn't operate like any other charity organization. Charity is a noble undertaking, giving to those in need, but the Hope Mobile doesn't believe "handouts" solve any of the underlying problems of those who accept charity.

A handout means receiving something for doing nothing. This doesn't give people any incentive to change, or work towards bettering their circumstances. This is the very mindset the Hope Mobile strives to change. We don't give handouts! Instead, we give those in need a helping hand! We believe real change happens when those in need are given opportunities to help themselves.

Giving back means giving 100%. Donations to the Hope Mobile support our programs and the people we help (not one dollar goes to administrative costs). Every dollar generated by the Hope Mobile goes directly to programs designed to create an economic multiplier effect, which means that we are committed to creating job programs designed to grow our local economy.

This is accomplished through our social enterprise programs, where our interns work to earn income that they will spend at local businesses, which then creates more jobs which leads to more spending, resulting in the economic multiplier effect that sustains local communities and exponentially grows the economy.

We believe a strong economy results from active involvement from the community and local businesses. Our goal is to work with local businesses, connecting them to those in



need in the local community, by developing programs that create opportunities that benefit everyone.

Those in need will learn the skills and confidence to break out of the cycle of poverty. Local businesses can support economic growth and strengthen their community by partnering with Hope Mobile's social enterprise programs: (1) Hope Mobile Car Wash Service; (2) Hope Mobile Landscaping Service; and (3) Hope Farm.

The **Hope Mobile** is a nonprofit organization dedicated to giving people a helping hand, not a handout. We strive to make a difference, one life at a time. We believe in second chances!



THE CHALLENGE

Poverty is a big challenge facing California. According to 2017 statistics released by the U.S. Census Bureau, California has the highest poverty rate of any state (1 in 5 people live in poverty, or about 8 million Californians).

People are living below the poverty line when the resources they share with others in their household are “not enough” to meet basic needs, according the U.S. Census Bureau. The high cost of living and other costs result in more Californians living in poverty than any other state. Even as the national poverty rate drops, and despite households having at least one working adult, those living in California are facing a crisis.

According to the California Housing Partnership, the lowest income households spent about two-thirds of their income on housing, leaving little money for food, healthcare, transportation and other needs. Along with these challenges, low-income families face rising deaths from drug abuse, suicide and alcohol-related disease.

Since 2013, the poverty rate faced by Californians has remained virtually unchanged. As the cost of living and inflation drive more and more households towards the poverty line, the Hope Mobile works to develop programs to meet this challenge.



WHO WE HELP

Widespread poverty has displaced different populations. Various groups of people are now underserved and face enormous challenges. The Hope Mobile has identified the following groups to offer a helping hand: (1) homeless families and (2) the unemployed.

According to the U.S. Department of Housing and Urban Development's 2017 Annual Homeless Assessment Report to Congress, California's homeless problem is getting worse due to a significant lack of affordable housing.

- Key findings in the report showed that chronic homelessness among individuals increased by 12.2%, totaling 553,742 people reported homeless on a given night.
- Poverty impacts Californians at a higher degree than any other state, with a 13.7% increase, totaling 134,278 homeless in California on a given night.

Homeless Families/Individuals

In the Hope Mobile's outreach efforts, we discovered that families and individuals who are homeless or living month-to-month in motel rooms usually have at least one working adult in the household, but it is typically a minimum wage job. That means a lot of families are always one paycheck away from living on the streets.

Homeless families face a lot of discrimination. In addition to being judged for being poor, they can also run into trouble with law enforcement. Many will have a past with a criminal



record, and face challenges related to poverty, drugs, and violence. Moving past these obstacles can be difficult without a helping hand. The Hope Mobile offers help to families who want to end the cycle of homelessness.

Living month-to-month creates a vicious cycle for families. Trapped by their circumstances, children are the hardest hit and more likely to end up on the wrong side of the law. Overcoming the poverty that limits their choices, and surviving a world of drugs and gangs makes it almost impossible for homeless children to succeed.

The Hope Mobile is dedicated to helping homeless families, especially kids trying to survive the motel life, to break out of the vicious cycle of poverty and gang violence. By focusing on the most vulnerable in our community, we strive to make a difference, one life at a time.

The Unemployed

Unemployment leads to a host of issues: poverty, homelessness, and crime. If people are unemployed, it creates undue costs to the community and stresses in the family. This results in economic and social costs through lost taxes, higher health/social service costs, and increased crime in the community.



The Hope Mobile is committed to providing opportunities for people to make a better life for themselves, their families, and their community. Helping the unemployed means providing a helping hand to those who want to make a positive change in their lives. The Hope Mobile has developed programs and partnerships with local businesses to help people find and keep gainful employment.



THE SOLUTION

The Hope Mobile is committed to working with people in need, in recovery, in search of ways to succeed. Our goal is to provide resources, education and support services to children, families and individuals in our communities to become self-sufficient and overcome challenges in their lives. Our programs and activities are designed to assist ***those who need a helping hand!***

The Hope Mobile is committed to providing strategic programs and activities that address the challenges of poverty and unemployment. We address the opportunity gap for low-income individuals and families. We also provide support for individuals in recovery.

The Hope Mobile has developed programs to give people a second chance to make a better life for themselves, their families, and their community. We are committed to helping people become self-sufficient. Participants in Hope Mobile's social enterprise programs will receive job training, the support of mentors, and the reward of giving back to their community.

Our internship program is structured to give people the opportunity to develop job skills, learn accountability to team members, and engage in positive work experience. Our goal is to help our interns learn the necessary skills and experience to become an asset to any company.



We have partnered with local businesses to support our social enterprises:

1. Hope Mobile Car Wash Service
2. Hope Mobile Landscaping Service
3. Hope Farm where participants can work on aquaponics farming, animal husbandry, or educational workshops/tours

Upon completion of our internship program, we help our graduates find a job or take the next steps towards a productive future. We have also developed partnerships with local businesses committed not only to help train our interns, but also to hire our qualified graduates.



MEDIA CONTACTS

If you have further questions, contact our media representative as follows:

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