Introduction

Launched in August 2014, the Real Change Movement is a communications campaign to raise awareness and understanding of the homeless issues in our community. In addition, the campaign contributes to homeless solutions through small change and credit card donations to nine meters located throughout the Pasadena community.

Homeless Issues

In spite of shrinking budgets, Pasadena is making consistent progress in its goal to end homelessness. In 2011, community members experiencing homelessness totaled 1,216. Each year since 2011, the homeless count has dropped. This year, 530 community members are still homeless.

While fewer people are experiencing homelessness, we still face a significant challenge. The 2016 Homeless Count & Subpopulation Survey reflects that nearly half of our homeless community members are chronically homeless, and they have other significant needs, including chronic health conditions (29%), mental illness (28%), a history of domestic violence (28%), and physical disabilities (26%). These conditions frequently make community members service-resistant.

To end homelessness in Pasadena, we all need to be informed, concerned and active in supporting homeless solutions.

Donation Meters

The first two meters were installed in August 2014, followed by seven more meters over the following year. Two additional meter installations are pending now. These new, high-tech, solar-powered meters were all donated to the campaign by IPS Group, Inc.
Meters are currently located at:

Art Center Hillside Campus
Art Center South Campus
Convention Center
Fuller Theological Seminary
Mobile Meter
Old Pasadena Garage – DeLacey
Old Pasadena Garage – Schoolhouse
Pasadena Federal Credit Union
Paseo Colorado
Public Library

Each year, the meter donations are contributed to nonprofit agencies working on homeless solutions. We partner with United Way of Greater Los Angeles and the Home for Good Funders Collaborative to leverage and maximize donations. During 2014-15, $8,000 was donated to Union Station

<table>
<thead>
<tr>
<th>2014 - 2015</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Meter Donations</td>
<td>$4,000</td>
</tr>
<tr>
<td>Total Leveraged by United Way</td>
<td>$4,000 (1:1 match)</td>
</tr>
<tr>
<td>Total Funds Available</td>
<td>$8,000</td>
</tr>
<tr>
<td>Persons Assisted to be Permanently Housed</td>
<td>20 People</td>
</tr>
<tr>
<td>Amount Spent on Security Deposits</td>
<td>$5,077</td>
</tr>
<tr>
<td>Amount Spent on 1st Month Rent</td>
<td>$2,161</td>
</tr>
<tr>
<td>Amount Spent on Furniture</td>
<td>$773</td>
</tr>
</tbody>
</table>

During 2015-16, $16,000 will be donated, with $284.83 cash remaining toward donations in 2016-17.

**Website**

Visit the Real Change Movement Website at [www.realchangemovement.org](http://www.realchangemovement.org) to learn more about the homeless issues and resources in Pasadena. Be sure to check out our meter map.

**Real Change Sponsors**

The campaign is dependent on its sponsors, who support on-going operations, including meter installation, maintenance and coin collection. Each sponsor contributes $1,500 annually. Sponsors are acknowledged on the Real Change Movement website and with a special sign on each meter. Many thanks to our current sponsors:

City of Pasadena
Fuller Theological Seminary
Old Pasadena Management District
Pasadena Convention Center and Centerplate
Paseo Colorado Pasadena
Playhouse District
**Real Change Partners**

The Real Change Movement is the result of a partnership initiated by William Huang, Director of Pasadena’s Housing and Career Services Department. The partnership raised and donated funds, and planned and implemented the campaign. Partners include:

- Art Center College of Design
- City of Pasadena
- County of Los Angeles
- East West Bank
- Flintridge Center
- IPS Group
- Pasadena Chamber of Commerce
- Pasadena City College
- United Way Greater Los Angeles

Flintridge Center continues to coordinate the campaign.

**Coming Soon**

Two additional communities – Los Angeles and West Palm Beach – have joined the Real Change Movement and will be launching their communication campaigns and installing meters soon. Be sure to visit our website at [www.realchangemovement.org](http://www.realchangemovement.org) to check on the status. Each community has its own page on the website – just select each community’s icon under Community-Specific Information.

Special signs designed by Jerry Graves’ graphic design class at Pasadena City College will soon be located in several locations of high panhandling activity throughout Pasadena. These signs remind us that we can all donate with confidence to the Real Change Movement.

Thank you for your participation in the Real Change Movement. We couldn’t do it without you!

William Huang  
Director of Housing and Career Services  
City of Pasadena

Jaylene Moseley  
President  
Flintridge Center