



**Real Change  
from  
Spare Change**



DOWNTOWN  
Chapel Hill & Carrboro

# *What is Real Change From Spare Change?*

## *Real Change From Spare Change*

is a community-wide, collaborative initiative designed to educate, encourage, and empower Chapel Hill and Carrboro citizens, and the UNC community to evoke real change for those in need.

# Join These Groups in Endorsing This Initiative

Local Governments

Local Institutions

Local Nonprofits

- Chapel Hill Downtown Partnership

Local Businesses & Property Owners

Local Faith Community



# It Is Never A Good Idea to Give Money to Individuals



- Giving to panhandlers is a band-aid approach.
- The perception is that panhandlers have an immediate need for cash to buy food, shelter and services.
- In reality, free food, shelter and services are available in our community to panhandlers.
- Giving to *Real Change From Spare Change* insures that your money is matched to the true need.



# It Is Never A Good Idea to Give Money to Individuals

- Know the facts about panhandling.
- National statistics show that most of us, up to 60% of all individuals, give to panhandlers; and more than half of all students give money to people on the street. <sup>1</sup>
- Panhandlers often use the money that they collect to feed a substance abuse habit.
- Our local research has shown that some of our local panhandlers collect as much as \$500 a week / \$100 or more a day.

# It Is Never A Good Idea to Give Money to Individuals



- *Real Change From Spare Change* will fund a team of street outreach workers that are trained to address the root of the problems for those on the street by:
  - Getting people medical attention.
  - Getting people mental health services.
  - Navigating “the system” for all human service needs.
  - Getting people off the streets and into a healthier lifestyle.

# Four Moves to Real Change

- Each of us has a role and feels a responsibility to help those in need.
  - Know the Facts.
  - Give Money: Contribute to *Real Change From Spare Change* instead of supporting panhandling in downtown Chapel Hill and Carrboro.
  - Give Time: Volunteer with a human service agency.
  - Give Resources: Donate goods and services to human service agencies that help those in need.

# Get Started Today!

- How can your organization get started today?
  - Endorse the Real Change from Spare Change Initiative.
  - Learn more and help educate the people in your organization about this initiative.
  - Decide how your organization and you can best give money, time, and resources.



**For More Information**

**[www.RealChangeFromSpareChange.org](http://www.RealChangeFromSpareChange.org)**

# Next Steps for the Campaign

- Develop Full Marketing Campaign
- Develop Marketing Tools Including:
  - Website
  - Posters for downtown businesses
  - Collection cans for downtown businesses & postcards with information
  - Take-away Information Piece that is distributed following PowerPoint presentation



# Real Change from Spare Change



## DOWNTOWN Chapel Hill & Carrboro

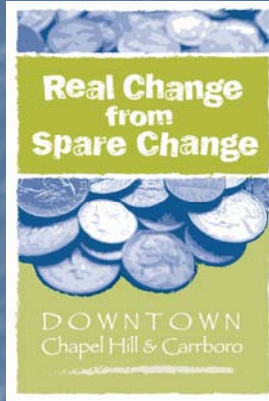
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It is never a good idea to give money to individuals.  
Money given to people on the street may feed an addiction  
and prevent them from getting the help they really need.

There is a better way to help. Together we can donate spare change to  
street outreach programs that help persons in need. Housing for New Hope  
and Inter-Faith Council provide this opportunity in our community.

Go to [www.RealChangeFromSpareChange.org](http://www.RealChangeFromSpareChange.org) for more details  
on how to give money, time, and resources for real change.

Poster



## *Real Change from Spare Change*

is a community-wide, collaborative initiative designed to educate, encourage, and empower Chapel Hill and Carrboro citizens and the UNC community to evoke real change for those in need.

Over 100 organizations and individuals representing local government, education, nonprofits, businesses and the local faith community all endorse this initiative.

### **It Is Never A Good Idea To Give To Individuals**

- The perception is that panhandlers have an immediate need for cash to buy food, shelter and services.
- In reality, free food, shelter and services are available in our community to panhandlers.

**There is a better way to help.**

Real Change from Spare Change will fund a team of street outreach workers that are trained to address the root of the problems for those on the street.

Go to [www.RealChangeFromSpareChange.org](http://www.RealChangeFromSpareChange.org)  
for more details on how to give money, time and resources for real change.

Postcard  
Draft



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