

## OBJECTIVE



# The awareness campaign to help end youth homelessness!

A national trek where Joe Roberts will push a shopping cart 9,000 km across Canada from St. John's, NL to Vancouver, BC starting May 1, 2016 for 517 days ending Sept 30, 2017.

## WHERE YOUR \$\$ GO

Dollars raised during the PFC trek will fund the prevention framework to end youth homelessness. Specifically, all funds raised will be allocated to Raising the Roof, to fund "The Upstream Project". Raising the Roof's mission is to provide strong and effective national leadership on long-term solutions to homelessness. Raising the Roof is leading Canada into early intervention models that support young people, their families, their schools and communities to address issues that, left unresolved, lead to youth homelessness and disengagement from education. Their preventative approach engages and integrates the work of *all key people* and providers that **together** can make the difference in helping to re-engage the young person with school, family and community.

The players (The Think Tanks) building the frame-work to prevent youth homelessness in Canada:

[Raising the Roof](#)

[Canadian Observatory on Homelessness COH](#)

[Canadian Alliance to End Homelessness CAEH](#)

[The Learning Community](#)

[The Canadian Housing & Renewal Association CHRA](#)

[Eva's Initiatives](#)

### Resources of Interest:

- "Preventing Youth Homelessness Through School-Based Initiatives" 2015 Dr. Stephen Gaetz
- [The Geelong Project \(ND\) Prospectus: Service system reform for the prevention of youth homelessness and disengagement from education](#)
- [National Learning Community on Youth Homelessness Overview](#)
- [The Homeless Hub](#)

## OUR OBJECTIVES

Building awareness through over 400 school and community engagements along the way, PFC aims to equip every high school in Canada with school-based initiatives that keep students **engaged in their education**, potentially preventing youth homelessness.

### Why schools?

Pilot projects (like Australian's TGP—The Geelong Project) proves that to make a major impact on youth homelessness through focusing on prevention, the work must begin in schools.

Virtually every young person who becomes homeless was once in school. Moreover, chances are there was an adult in their life – a teacher, counselor, or coach who knew something was wrong, but did not know what to do. Teachers must have a knowledge base, resources and support to intervene. The Upstream Project will provide these resources. Keeping young people engaged in school for as long as possible pays dividends for all young people and our communities.

PFC's cross Canada trek will inspire a call to action for Canadians to act and think differently about how to end youth homelessness.

It will awaken the possibility inside each young person across our great country through effective community engaging, leaving the experts (Think Tanks) to implement homelessness solutions. Our engagement campaign draws on Joe's powerful testimony of his life on the streets, told only as he can while he touches, moves and inspires, he will teach each and every person in his audience: "There's more to you than you can see!" and leave behind a legacy of why prevention is so important in helping young people safely transition to adulthood.

School and community engagements will be initiated by service groups and partners throughout Canada.