

Homelessness, Fundraising and Advocacy: Distorting Images of Homelessness in Ireland

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at 30: Towards 2030

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Portugal

Homeless Prototypes

Home for Good Research (Ireland)

- 'traditional' homeless person -male, rough-sleeping: the visible homeless person, and typically experiencing issues with substance misuse and/or their mental health
- 'ordinary decent' homeless person - two-parent intact family with young children, living in emergency accommodation such as a hotel room, or in an overcrowded situation with extended family, and with issues of unemployment, inability to pay rent or mortgages.
- 'the sponger' homeless person - someone who has a sense of entitlement to, and manoeuvres to secure benefits, and who make demands: of the state and of landlords.

CRISIS Research (UK)

- Middle-aged man is between the ages of 40 and 60 and has been sleeping rough for an extended period of time. He is assumed to have serious mental health and addiction problems.
- Young person who is living on the streets. Can be male or female and is assumed to be living on the streets because of some dysfunction in the family home.
- Abused women who have left a domestic setting with no other choice than to sleep rough.

Media Images of Homelessness in Ireland



Advocacy Images

Everyday in Dublin
7 people
become homeless

There are an estimated 5000+ homeless people across Ireland and on the 25th of December they'll have no tree, no present and for many, no family.

For Christmas at least, lets make the invisible, visible, by reminding people that a little spare change or even just a "Merry Christmas" really goes along way.

Merry Christmas.

Please Tweet This Message

Ignore



Inner City Helping Homeless

An average of 180 people are sleeping rough on our streets every night.

@ICHHDUBLIN

Inner City Helping Homeless 72 Arkins Street Dublin 1. Ph: 01868 1804 / 01556652

Homes For All

DEMAND:

- A major local authority led investment in public housing
- Build affordable homes
- Stop evictions into homelessness
- Create the legal right to housing
- Security of tenure and rent control

INSIST THAT:

Candidates looking for your vote in the local and European elections support these demands and get them implemented.

On October 2016, 1000 people signed a petition in support of these demands. City and county councils across the State have passed similar motions.

SIGN THE PETITION

Support the fight for housing and help bring an end to the housing emergency.

Sign the petition now: www.homesforall.ie

www.homesforall.ie
#RaiseTheRent
#HomesForAll

URGENT APPEAL - 45 MORE FAMILIES



"It's the children who feel it the worst."
Sister Stan

Please help 1850 204 205
or visit focusireland.ie

Working to end homelessness

FOCUS IRELAND



NATIONAL HOMELESS AND HOUSING COALITION

HOUSE THE HOMELESS · BUILD SOCIAL HOUSING · RENT CONTROLS

HOUSING IS A HUMAN RIGHT

NATIONAL HOMELESS AND HOUSING COALITION

DUBLIN DEMONSTRATION
Saturday 9th March, 2pm

Meeting Points:

- Housing Agency, 53 Mount Street Upper, Dublin 2
- GPO/Spire, Dublin 1
- City Hall, Dame Street, Dublin 2

DEMAND:

- PUBLIC & AFFORDABLE HOUSING FOR ALL
- AND END TO EVICTIONS & HOMELESSNESS

Arise, Protest, Organise!
#HomesForAll
#March9th

Facebook: NationalHomelessandHousingCoalition

Activist Explanations for Homelessness and Public Responses

'Home for Good' Research (Ireland)

- Victims of Dysfunction – Homelessness can happen to anybody

'House of Cards' -not true, but also anxiety inducing

- Human rights and a right to housing

'It's not Fair' – little resonance with the audience

- Change is possible

'Overwhelmed' - problem is so overwhelming that change seems impossible

Challenges Communicating (CRISIS)

1. A narrow definition of what homelessness is, and who is affected

The public equates homelessness with people living on the streets. It is the absence of having a roof over your head.
2. People see homelessness through the lens of individualism

'Individualism' model, 'self-makingness' model. 'rational actor' model, 'already available' model and the 'charity model.'
3. Prevention is poorly understood by the public

The 'crisis intervention' model
4. Fatalism about homelessness limits support for solutions

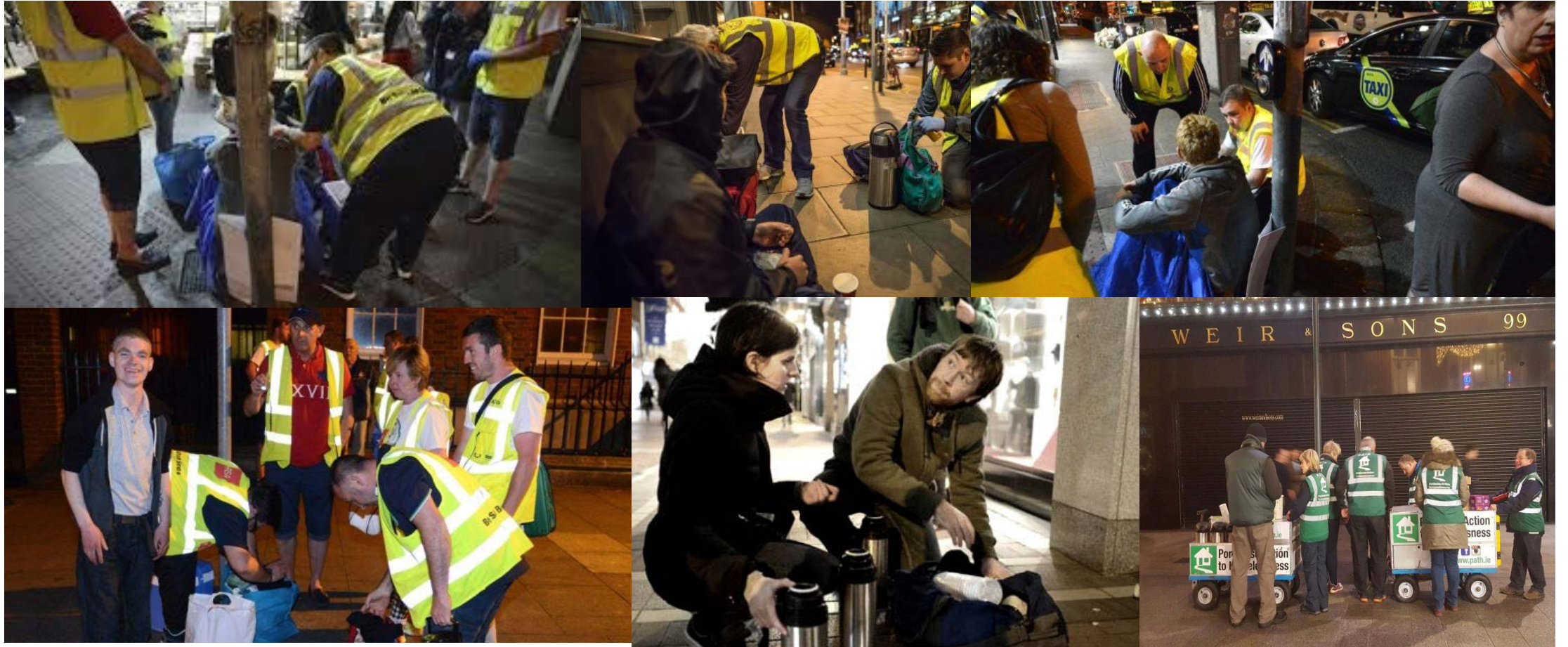
The 'bad break' model, 'modern life is hard' model, 'vicious cycle' model, and the 'game is rigged' model

- The Irish research argues that we to develop narratives that move away from a reliance on facts and figures and from personal stories that are devoid of a systemic analysis.
- The CRISIS research stresses that we base communication on homelessness on 'moral human rights' and 'interdependence' and providing concrete solutions.

Compassion and Charity

- In the Irish research the target audience *"expressed concern that we are losing our compassion as a society and that there is a need to tap into our caring and compassionate natures in order to address the homelessness crisis."*
- In the CRISIS research, they argue that *"the public assumes that individual acts of kindness and charity towards people in crisis are effective and sufficient in addressing homelessness."*

Helping Homeless People









In Your Community





INNER CITY HELPING HOMELESS CHRISTMAS SHOEBOX APPEAL

Due to demand on supplies, we are starting our shoebox appeal early

- 1) Pack a shoebox and mark it Male or Female.
- 2). Fill the shoebox with essentials such as socks, underwear, hats, scarves, gloves, sweets, chocolate and toiletries

* No aerosols, perfumes, aftershaves, mouthwash or hand sanitizers

- 3). Deliver your shoebox to 72 Amiens St, Dublin 1 for distribution to the homeless community across Dublin.

FOR ANY QUERIES PLEASE CONTACT ICHH ON 01-8331304 OR FUNDRAISING@INNERCITYHELPINGHOMELESS.IE

DUBLIN HOMELESS SHOE BOX APPEAL

Every Christmas, homeless people not only have to deal with the fact that they are homeless as well as other issues, but also have to deal with the "happy" part of the year, sometimes alone.

I ask that you decorate a shoebox for either a male or female (adults).



Dear Santa

- Gloves
- Socks
- Toothpaste / brush
- Deodorants
- Shower Gel
- Shampoo
- Sweets

Dublin's Homeless Shoebox

ICCN HEALTH CARE, ESCAPE, IDARTRY

This year we will be taking part in the Dublin Homeless Shoebox Appeal in association with the Christmas Homeless Action. We ask that you prepare a gift wrapped shoebox, gift bag or bag-pack labelled male or female. Please see below as a guideline for contents, gifts are for male & female adults:

Toothbrush/Toothpaste, Hairbrush, Deodorant, Shower Gel, Gloves, Hat, Scarf, Socks, Warm Clothing, Sweets, Meal Vouchers, Haircut Voucher, Hotel/ Hostel Voucher

- Grab a Shoe box - Or a plastic container would be great! Wrap the box and lid separately with Christmas paper
- Print Label and choose who you want to give your Christmas Shoebox to and what age.
- Fill the box - Get as creative and fun as you like with this! - You can use our 4 W's as a rough guide

What can I put in my box?

Please put in a selection of small gifts from the options below (but out of respect for the children we ask that all items be new, or good as new)

TO WRITE - Items for school - like a pen, pencil, copy book, paper, colouring book, felt pens, sharpeners, eraser, ruler, calculator

TO WASH - Some hygiene items - toothbrush and toothpaste, soap (wrapped please), deodorant, hairbrush, comb

TO WEAR - Small clothing items - a hat, scarf, gloves, socks or underwear

WCN1 - A hat - sunglasses, games, small train gift, a photo of yourself, sweets (must be in date until at least March 2016), make up, a small musical instrument, toys like a doll, a cat, cuddly toy, shopping trolley, yo-yo, a finger puppet

Please don't put in ...

Food (apart from sweets), chocolate, medicines of any kind, war related items, large clothing items, anything breakable, any tools that could split or break, sharp items, items that are too heavy, too large or too bulky, or anything that is not safe for children to play with.

We reserve the right to remove any items listed above that are not suitable

Imagine the joy you can bring to somebody in need this Christmas by taking part. Gifts will be collected on the 15th December and can be left under our Christmas Tree at reception for collection. Members and Non-members are welcome to take part.




Christmas Gift appeal for our homeless

SHOEBOX APPEAL DUN LAOGHAIRE

Shoeboxes filled with essential supplies will be distributed to rough sleepers and people entering into emergency accommodation over the winter period. We're looking for labelled (unwrapped) shoeboxes filled with items for men, women, teenagers and kids.

WARM HATS, SCARVES, GLOVES & SOCKS
FOOD ITEMS- CEAREAL BARS, DRIED FRUITS, CHOCOLATE
GIFTS FOR CHILDREN OR TEENAGERS
TOILETRIES - DEODERANT, RAZORS, TOOTHPASTE

Simon
Communities of Ireland

2 DROP LOCATIONS:

The Mounttown Community Facility Dun Laoghire (off Mounttown road)

88 WHISKEY FAIR 88
Whiskey Fair (Dun Laoghire Main Street)



Working to End Homelessness

Pro PRINT

@KidsPlayForSimon



Causes of Homelessness

There are many reasons why a person becomes homeless; in Simon we deal with them all working with up to 5,000 people every year.

[Causes of Homelessness](#)



Donate Now

We rely very heavily on the generosity of members of the public and the corporate sector to enable us to provide a range of essential services to those most in need.

[Donate](#)



Corporate Partnership

An association with Simon could help build your companies corporate image, customer loyalty and staff morale. It can also enhance your brand image which could lead to increased success.

[Corporate Partnership](#)



Legacies

A legacy is a lasting gift that will ensure Simon can continue working toward a society where no one is homeless or at risk of becoming homeless.

[Legacies](#)



Tax Effective Giving

At present under government legislation, the Simon Communities of Ireland can claim tax back on all donations over €250.

[Tax effective giving](#)



Standards of Fundraising Practice

Simon Communities of Ireland is fully committed to achieving the standards contained within the Statement of Guiding Principles for Fundraising. For more info click here

Get Involved

You make the difference, there are many ways to help and support our work to end homelessness.



Camino Fundraising Walk

Answer your Camino Call and help end homelessness in Ireland by fundraising for Focus Ireland's work this September. Embark on a spiritual and physical journey to remember.

[Find out more...](#)



€ Thank you to all our wonderful supporters

With your kind gifts we are changing the face of homelessness together person by person, child by child, family by family.

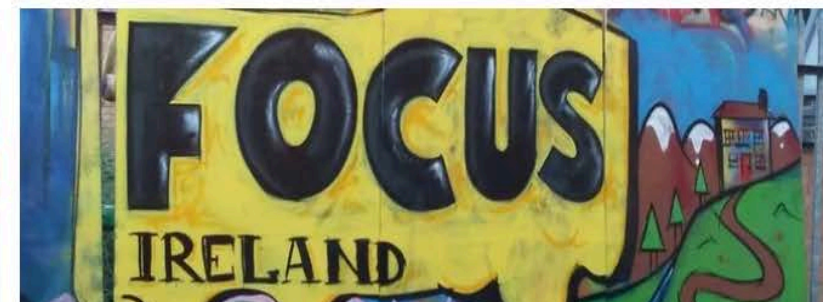
[Watch Mark's story](#)



Latest Figures: Homelessness in Ireland

Find out the extent, scale and profile of Homelessness in Ireland and Social Housing.

[See Latest Figures](#)



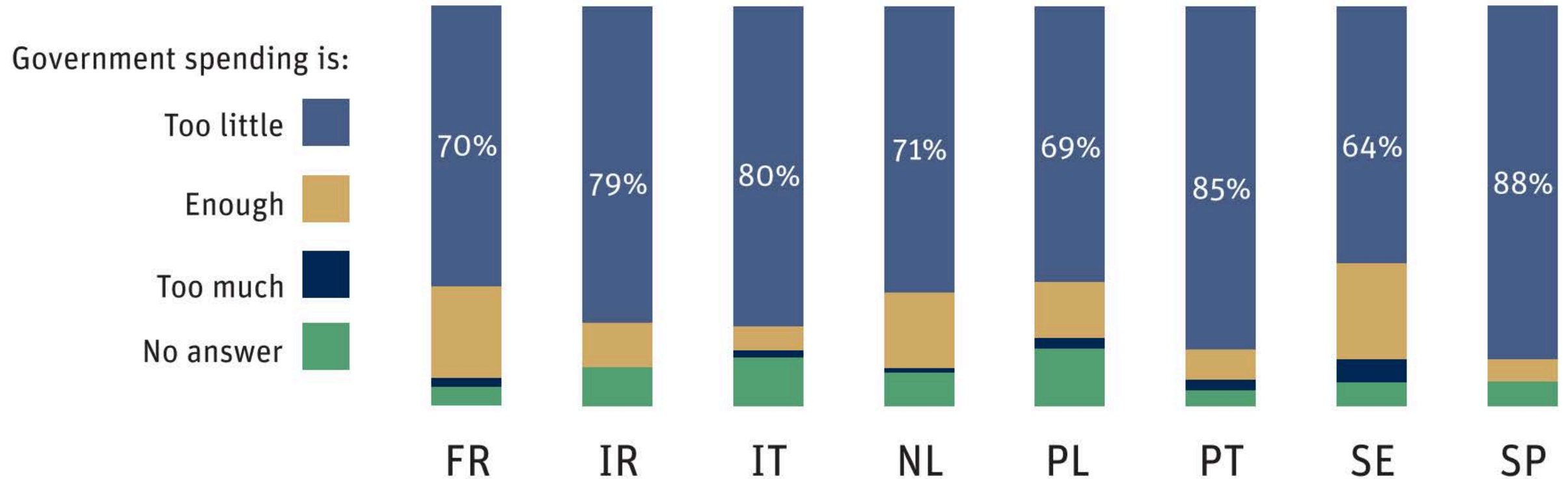
I want to volunteer

Do you have 4 hours/4 days/4 months of your time to give? Whatever your schedule, you can make a difference.

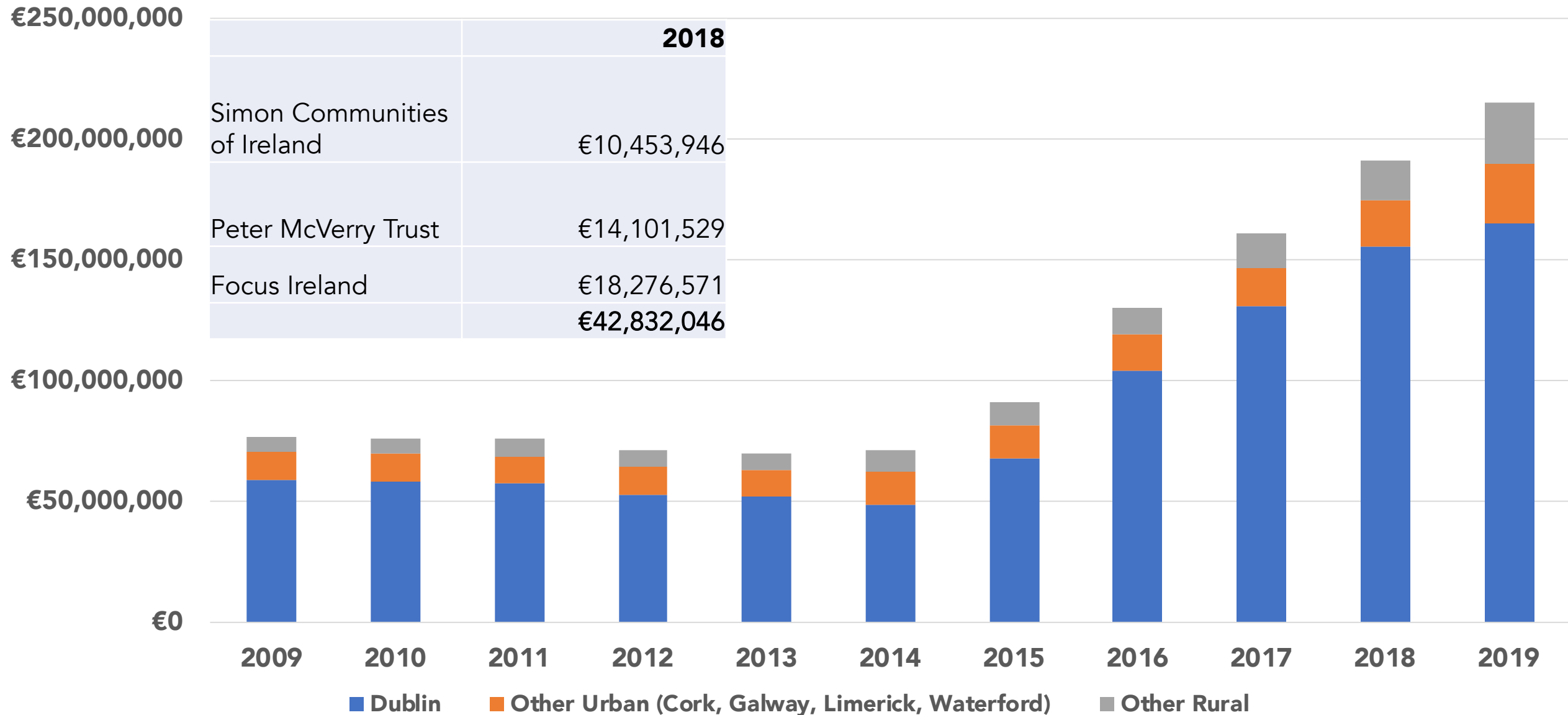
[Volunteer opportunities](#)

Insufficient State Funding?

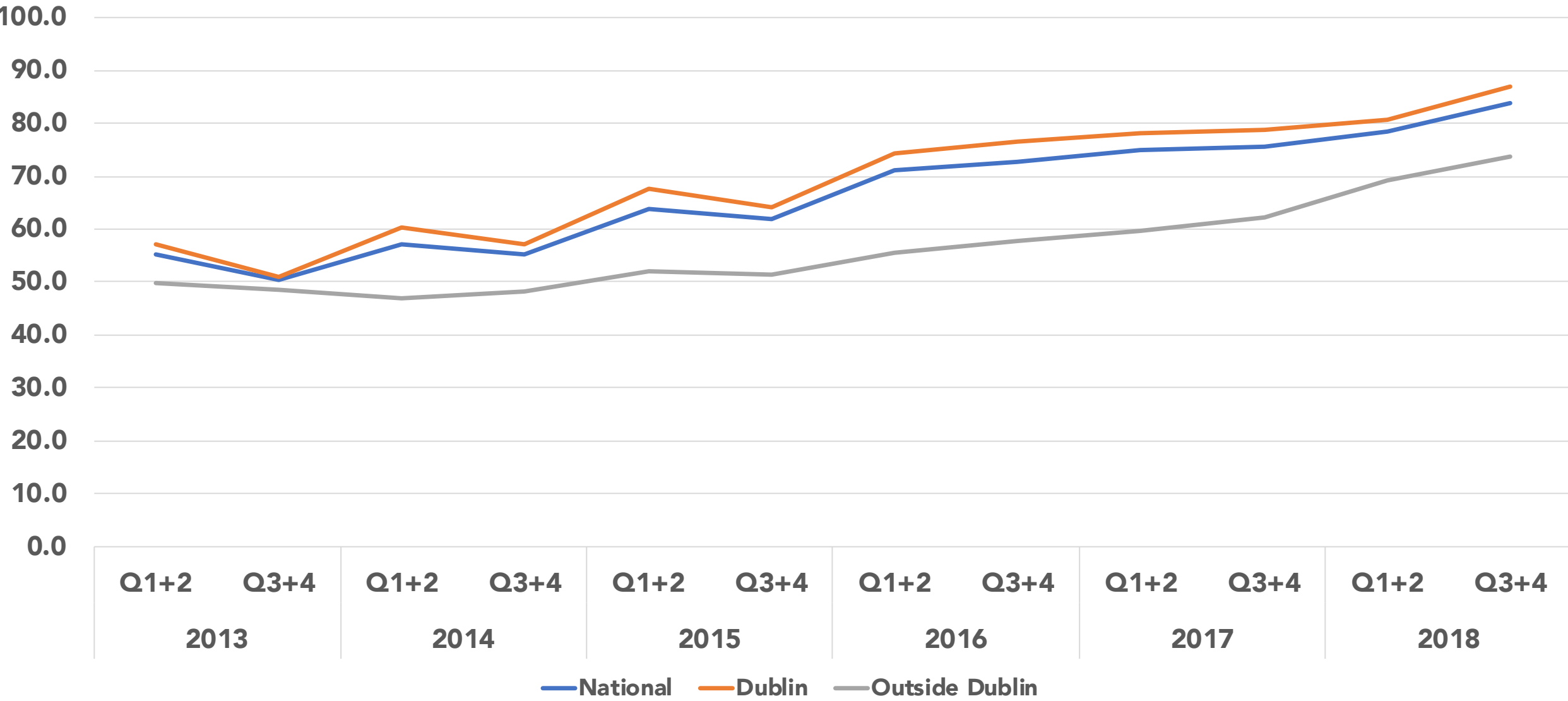
Source: Europeans' opinion about homelessness: preliminary results from a HOME_EU citizen survey



Expenditure on Services for People Experiencing Homelessness in Ireland, 2009-2019



Expenditure on Emergency Accommodation as a Percentage of Total Expenditure on Services for people experiencing Homelessness in Ireland, Q1 2013 - Q4 2018 (%)



- *“The huge amounts of money we spend keeping people homeless and the masses of people who volunteer their time for the homeless demonstrate that they are not simply a despised and forgotten section of the population.”* (Cameron Parsell – **The Homeless Person in Contemporary Society**)

However,

- Charity and compassion suggest that responses to homelessness should be channelled through individual acts of giving, either financially or in kind.
- Sleep outs to raise funds for NGOs, and the provision of soup kitchens by NGOs can equate homelessness as 'rough sleeping' only.
- Individual acts of kindness and compassion are well intentioned, but are *ineffective* and a strong argument has been made that they are in fact *counterproductive*.
- Fundraising strategies can perpetuate the view that charitable giving offers a solution to homelessness.

Conclusion

- Robust research demonstrates that the experience of homelessness is determined largely by structural factors rather than individual level factors.
- Effective responses to homelessness requires *housing*, not soup and sleep-outs .
- *"I argue that the majority of services provided to people who are homeless (1) would be superfluous if we provided them with housing, (2) undermine their autonomy and well-being, (3) not only perpetuate their passive dependence but also solidify their positioning as deficient, and (4) represent our poverty of ambition (Parsell, p.94)."*