



DOWNTOWN **WOMEN'S** CENTER  
Every woman housed

**PRESS RELEASE  
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## **THE DOWNTOWN WOMEN'S CENTER LAUNCHES "TOGETHER HOUSED" FUNDRAISING CAMPAIGN TO MEET UNPRECEDENTED NEEDS OF WOMEN DURING PANDEMIC**

The Downtown Women's Center (DWC) is pleased to announce its upcoming "Together Housed" campaign to raise much-needed funds for women experiencing homelessness in Los Angeles during the COVID-19 pandemic. The campaign will run from Sunday, September 6 through Sunday, September 27 in lieu of the DWC annual gala, which last year raised nearly \$1 million.

As the pandemic threatens to push more women into homelessness than ever before, DWC remains the only organization in Los Angeles exclusively dedicated to meeting their needs. Since March, DWC's meal program has expanded to provide nearly 1,000 to-go meals daily, with more meals served in the first six months of 2020 than in all of 2019. Case managers also continue to operate remotely, and have housed more than 50 women since the pandemic began.

"The dramatic increase in women requiring our services underscores the depth of these converging crises," said DWC Chief Executive Officer Amy Turk. "The need is greater than ever before. That's why it's so critical to raise community awareness of the pandemic's disproportionate impact on women. We're really excited to see how the digital nature of the campaign will enable us to reach a greater audience than previous on-site galas."

Accordingly, the *Together Housed* campaign leverages digital, peer-to-peer fundraising technologies and social media to drive community engagement as well as monetary donations.

Supporters are asked to participate by:

- Activating their social networks for funds, either as individuals or as teams. Individuals are asked to raise \$1,000 and teams to raise \$3,000.
- Sharing awareness-raising content across social media platforms to increase public exposure to the issues surrounding women's homelessness in Los Angeles, [which has been growing every year at a rate outpacing men's](#).
- Engaging in online advocacy efforts, to help DWC achieve its mission of ending women's homelessness for good.

Equally critical to building momentum and capacity for the campaign has been the support of partners like LA LOOP and the Otis and Bettina Chandler Foundation, as well as local elected officials like Los Angeles County Supervisors Mark Ridley-Thomas and Hilda Solis.

"For us, it felt very important to join this campaign at this particular moment in time," said Elizabeth Faraut, DWC board member and owner and founder of LA LOOP, which will run a

concurrent campaign on “unmasking homelessness” to bring further awareness to DWC’s work. “As entrepreneurs, we need to challenge ourselves and the rest of the corporate community to harness our influence, resources, and audiences to drive conversations that matter very deeply. We’re an LA-based company, so we feel unequivocally that the conversation about women’s homelessness is one that needs to happen at local and societal levels alike.”

Supervisor Ridley-Thomas added, “DWC has been a go-to agency for spearheading policy, advocacy, and delivery through a variety of mechanisms. That’s why it’s important to keep supporting this unique institution. We all have a part to play in ending homelessness for women.”

Each week of the *Together Housed* campaign highlights a different pillar of DWC’s programming in housing, health, and workforce development through a targeted combination of virtual events and conversations on the issues surrounding women’s homelessness. All participants are asked to take on the role of “advocates” and are empowered to foster public dialogue while raising valuable funds for DWC as it adapts its programs to the pandemic landscape.

“The creativity and adaptability of our team is just incredible,” said DWC founder Jill Halverson. “When I opened DWC in 1978, it was run entirely by volunteers for the first 14 years of operation. Now, we serve thousands of women every year. We have a staff of over 200 with an active volunteer corps of 5,000. But the sense of community and community support hasn’t changed at all. It continues to drive our work now as it did then, and to take it in new directions. And that’s really the heart of this new campaign.”

For more information about the 2020 *Together Housed* campaign, please [click here](#).

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*The **Downtown Women’s Center (DWC)** is the only organization in Los Angeles focused exclusively on serving and empowering women experiencing homelessness and formerly homeless women. DWC envisions a Los Angeles with every woman housed and on a path to personal stability. Our mission is to end homelessness for women in greater Los Angeles through housing, wellness, employment, and advocacy. For more information, visit [www.DowntownWomensCenter.org](http://www.DowntownWomensCenter.org).*