



Camillus
House

CAMILLUS HOUSE MEDIA KIT



Hope is where the HEART is

CAMILLUS HOUSE MEDIA KIT

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BACKGROUND

About - Who Is Camillus House?

Providing humanitarian services to the indigent and homeless population of Miami-Dade County, Florida, since 1960, Camillus House is a 501(c)(3) that went from a humble small overnight shelter established by the *Little Brothers of the Shepard* into a full-service organization offering a “system of care.” As a Catholic-affiliated year-round non-profit organization aiming to end chronic homelessness, the organization seeks to help individuals by giving them the hope and support they need to begin the long, challenging journey to a better life filled with self-sufficiency. Camillus House and Camillus Health programs provide comprehensive health care, behavioral health and social services to men, women and children. Services at Camillus House include clothing exchange, food, mail services, overnight shelter, public restrooms, showers, telephone usage and access to other programs available.

Purpose - What Is the End Goal?

Camillus House’s purpose is to end chronic homelessness in Miami-Dade County while acknowledging that chronically homeless individuals are the most challenging to treat/rehabilitate and reclaim productive roles within the community. Through these services, Camillus is able to provide housing and care needed to help individuals declare their human rights. Programs aim to aid more than 3,000 individuals a year.

History

“Hope is where the heart is” stems from Camillus House’s values in every aspect of its services. From hospitality to respect, quality of life to spirituality and responsibility, Camillus House improves the lives of vulnerable and homeless individuals in South Florida. Since its inception more than 50 years ago, Camillus House has transformed and transcended from a small soup kitchen initially serving Cuban refugees into a full-service 501(c)(3) nonprofit organization offering a “system of care” for men, women and children who are impoverished.

All services offered at Camillus House are committed to the deeply held belief that every human being is treasured in the eyes of the Lord and deserves “love, respect and a chance” to live a solemn life.



Offering more than just a free meal, a roof over your head, a shower, or medical care, Camillus provides a second chance to individuals who have nowhere else to go; Camillus House gives them hope, support and becomes their family.

Mission Statement

Rooted in the compassionate Hospitality of St. John of God, we improve the quality of life of vulnerable and homeless people in South Florida by providing a continuum of housing and supportive services.

Vision Statement

Camillus House envisions its service to the poor and homeless as a continuum of care that empowers clients toward personal rehabilitation and proactive integration as productive members of the general population.

Our vision for tomorrow stems from our founding mission, which aims to provide every client with opportunities to combine personal and community resources to affect physical, mental and spiritual well-being.

Programs - What We Offer

Camillus Health Concern

Camillus Health Concern is the only free-standing, comprehensive healthcare for the homeless funded provider in Miami-Dade County. It is the only agency in the county that exclusively provides healthcare for homeless individuals.

Camillus Career Help Program

- **Educational Program** - The program educates individuals who are interested in obtaining their GED.
- **Vocational Program** - The program is designed to provide individuals with specific trade skills to transfer into paying jobs within the community. Through this training program, participants receive educational training, hands-on training, appropriate certifications, mentoring, experience building and stamina building.
 - Individuals are provided with a job coach to assist them with all areas regarding searching for employment. Weekly group meetings are held to introduce the job-ready materials and skills needed when reaching the goal of employment.



Camillus Direct Care Ministry (Day Center)

- **General Assistance** - A Client Services Specialist serves as the first contact for most homeless individuals who arrive at the Day Center. The Service Specialist helps clients obtain immediate needs such as clothing, food, showers and personal hygiene items, such as soap, toothpaste and hairbrushes.
- **Mail and Telephone Services** - A free mail service whereby homeless individuals can use Camillus as a mailing address to send and receive mail.
- **ID Cards** - Homeless individuals may obtain a free “Camillus House” picture ID, which often serves as their only form of ID.
- **Food Services** - Camillus gives individuals registered at the Day Center warm, nutritious meals five days a week, three meals per day.

Camillus Housing

- **Emergency Housing** - Housing clients for up to 90 days.
- **Transitional Housing** - Housing clients for 6-18 months.
- **Permanent Housing** - Individuals who are formerly homeless and have shifted out of transitional housing but still require some sort of support to maintain their stability.

Camillus Comprehensive Healing

Institute of Success and Personal Achievement (ISPA) - was formally licensed in 1997 and is now licensed for Outpatient, Day/Night, Residential Levels II and IV.

- ISPA incorporates self-development philosophies with clinical expertise, providing treatment through a mix of individual and group therapy, work training and social activities.
- The program maintains a retention rate of 77 percent of clients who enter active treatment.

Individuals interested in participating in ISPA's treatment program must be or have:

- Men and women who are homeless
- Must be at least 25 years of age
- No income from any sources
- Active substance abuse and/or mental health diagnosis (co-occurring diagnosis)



Community Partners

Camillus House works with a diverse network of partners from corporate, philanthropic and academic sectors

College Chapters

Barry University
Florida International University
Miami Dade College
Nova Southeastern University
St. Thomas University
University of Miami
West Coast University

Partners

American Airlines
Bank of America
BankUnited
BaseFirma
Carnival Cruise Lines
Dow Chemicals
E11EVEN
FedEx
Home Depot
MMM
Molina
Norwegian Cruise Line Holdings
Simply Healthcare
TD Bank
United Healthcare

Media Contact

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STYLE GUIDE

Official Name

Camillus House

Year Founded

1960

Official Names and Titles

Hilda M. Fernandez - President

Sam Gil - SVP, Operations and Marketing

Christine Perez - Vice President of Development

Bismark Omame-Achamfour - Vice President of Finance

Barbara Romeo - Vice President of Human Resources

Kenneth E. King - Vice President, Housing

Austin Jerani - Director, Behavioral Health Service

Katherine Martinez - Director, Community Housing

BOARD OF DIRECTORS

Paul Lowenthal - Chairman

Second Reference: Lowenthal

Albert R. Molina - Vice Chairman

Second Reference: Molina

Peter "Chip" Vandenberg - Treasurer

Second Reference: Vandenberg

Brother Richard Moore - Secretary

Second Reference: Moore

Bob Dickinson - Chairman Emeritus

Second Reference: Dickinson



Camillus House Locations:

Camillus House Health

Greer Building
336 NW 5th St,
Miami, FL 33128
United States of America

Camillus House Satellite Clinic

FPL Welcome Center
1545 NW 7th Ave,
Miami, FL 33136
United States of America

Administrative Offices/Overnight Shelter

1603 NW 7th Ave,
Miami, FL 33136
United States of America

In-Kind Donations/Warehouse

2020 NW 23rd St,
Miami, FL 33142
United States of America

Phone Number

(305) 577-4840

Email

contactus@camillus.org

Social Media Handles

-  Facebook: @CamillusMiami
-  Instagram: @Camillus_house
-  LinkedIn: Camillus House
-  Twitter: @CamillusHouse



Camillus House

Company-Specific Key Phrase

Hope is where the heart is

Terms (Also used as hashtags)

- Blessings
- Community
- Giving
- Grateful
- Gratitude
- Heart
- Hope
- Kindness
- Support
- Thankful

Logo/Logo Placement:

Standard top left



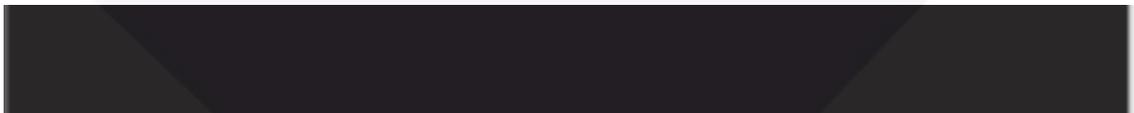
Camillus
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Logo Colors

- Purple PMS 274 CMYK 100/100/0/32 RGB 31/20/93



- Black



Additional Colors used in the current website include:

- Blue Lt. PMS 283 CMYK 100/0/45/17 RGB 152/198/234





- Blue PMS 284 CMYK 100/0/45/17 RGB 106/173/228



- Gray PMS 75404 CMYK 100/0/45/17 RGB 94/97/103



- *The color blue is to be used when gray is in the background. The color light blue is to be used against white.*

Typography/Font

EB Garamond and Helvetica Neue are the main fonts recommended for use on all Camillus materials. Secondary fonts may be used in other materials such as the Camillus.org website, marketing materials for print and signage.

Secondary fonts: Univers Condensed, Rockwell and English Gothic. English Gothic can be used in place of Cardo; Garamond can be used in place of Oswald.

Boilerplate

ABOUT CAMILLUS HOUSE

Camillus House has provided humanitarian services to persons who are poor and homeless in Miami-Dade County, Florida, since 1960. Camillus House is the most comprehensive care-provider for the homeless in South Florida. Their mission states: Rooted in the compassionate Hospitality of St. John of God, we improve the quality of life of those who are vulnerable and homeless in South Florida through the provision of a continuum of housing and supportive services. For more information, please visit www.camillus.org.

or

About Camillus House

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End Marks

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CAMILLUS HOUSE DAY CENTER FACT SHEET

Camillus House History - Brother Matthias started Camillus house in early August of the 1960s. Matthias was encouraged to take care of the Cuban refugees coming into Miami; his response to their arrival was that they would not limit themselves to helping Cubans but rather help anyone in need. From that day forward, Camillus House grew steadily from a small overnight soup kitchen into a full-service center offering a “system of care” for poor and homeless persons.

A Helping Hand - Together, the Miami-Dade County community can assist and ensure access to a safe and supportive environment while acknowledging that chronically homeless men, women and children are the most challenging to treat/rehabilitate. Together, we can lend a hand and help them recover and attain productive roles within the community because it is their human right.

Day Center Services

General Assistance - A Client Services Specialist serves as the first contact for most homeless individuals who arrive at the Day Center. The Service Specialist helps clients obtain immediate needs, such as clothing, food, showers, and hygiene items, such as soap, toothpaste and hairbrushes.

Mail and Telephone Services - A free mail service whereby homeless individuals can use Camillus as a mailing address to send and receive mail. Incoming mail is sorted daily, and the names of all persons with mail pending are posted up for individuals to know when their mail is ready. Clients can make free local or long-distance calls with approval.

ID Cards - Homeless individuals may obtain a free “Camillus House” picture ID, which often serves as their only form of ID. The ID cards serve three purposes:

1. To provide clients with some sort of identification.
2. They alert police who may encounter the client on minor incidents to take the individual to a mental health facility rather than jail.
3. To identify clients as registered with Camillus House and are eligible for services, such as mail, meals, phone and showers.

Food Services - Camillus gives individuals registered at the Day Center hot free complete nutritious meals five days a week, three meals per day.

Shower Services - Camillus offers free, hot showers for men and women three days per week.

Media Contact

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PAUL LOWENTHAL EXECUTIVE BIO

Paul Lowenthal serves as the chairman of the board of directors at Camillus House. Paul joins Camillus with a decade of experience working in the nonprofit sector and is an experienced CEO with a demonstrated history of working in the hospitality industry with strong skills in strategic and financial planning, decision analysis, operations and accounting.



Prior to accepting his new role with Camillus, Lowenthal worked in PSAV (Encore), Southern Audio Visual, Coopers and Lybrand Consulting and Price Waterhouse. He is the investor, consultant and WEP Sourcing Executive Team Advisor. Lowenthal's appreciation for volunteer work was further enhanced while working for Price Waterhouse, which encourages professionals to be involved in charitable pursuits. He is part of the Board of Governors of the Miami Beach Chamber of Commerce as well as the Board of Directors of Coral Gables Community Foundation. Lowenthal received the Champion of Business Award in 2016 from the Miami Beach Chamber of Commerce for his effective business strategy and dedication to the community.

A native of South Florida and Coral Gables resident, Lowenthal holds a Bachelor of Science degree in accounting and political science from Florida State University. While pursuing his accounting and political science career, he decided to take additional graduate courses at Kellogg School of Management at Northwestern University and became a certified public accountant in Florida.

Outside of volunteering or working in the hospitality industry, Lowenthal enjoys spending time with his wife, Teresa, and their three children and grandchild at their house down in the Florida Keys. He also enjoys boating, golfing and fly fishing.



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MEDIA ADVISORY

FOR IMMEDIATE RELEASE

April 15, 2021

Camillus House's 11th Annual The Auction Event Conducted Virtually
Auction to focus on the offset COVID-19 related expenses and support of vital services and programs for individuals and families experiencing homelessness.

WHAT: Bank of America and American Airlines partners with Camillus House to announce the 11th Annual *The Auction, Uncork and Unwind* event in effort to support Camillus House, a nonprofit organization at the forefront of providing a comprehensive system of care to the indigent population of Miami-Dade County since 1960. *The Auction, Uncork and Unwind*, is available online to all members of the community. This event is free to join.

WHO: First-ever female Miami-Dade County Mayor, Daniella Levine Cava, oversees a metropolitan government with more than 28,000 employees and serves nearly 3 million residents.

WHEN: Friday, May 7, 2021, 7-9 p.m. EST

WHY: Over the past year, public health restrictions caused by the COVID-19 pandemic increased the need for wellness programs to protect homeless clients. This auction furthers Camillus' goal to raise much-needed funds to compensate for the dramatic increase in expenses for the intensity, frequency, and coverage of deep-cleaning and sanitizing efforts in our facilities while caring for the communities most vulnerable to COVID-19, the homeless. The Auction benefits Camillus programs, which provide indigent persons in Miami-Dade County with services such as food, showers, hygiene products, a form of identity and a step closer to fulfilling independence.

REGISTER: <https://bit.ly/3qRwM6l>

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FOR IMMEDIATE RELEASE
MAY 7, 2021

****MEDIA ALERT****

BANK OF AMERICA DONATES \$100,000 TO CAMILLUS HOUSE'S "HOPE FOR ALL" GALA EVENT

MIAMI — Camillus House received a \$100,000 donation from Bank of America at its annual "Hope for All" virtual gala at 8 p.m. on Friday, May 7, 2021. The donation is the largest of the evening and helps to support the homeless and impoverished during the COVID-19 pandemic. Camillus House is grateful for this donation and plans to use the proceeds to improve programs serving the indigenous persons in Miami-Dade County. Within these programs, services such as food, showers, hygiene products and a form of identity are provided for Camillus clients and bring them one step closer to fulfilling independence. The Hope for All theme, "Uncork and Unwind," continues to shine and raise money for South Florida's homeless.

About Camillus House

Rooted in the compassionate Hospitality of St. John of God, Camillus House improves the quality of life of those who are vulnerable and homeless in South Florida through the provision of a continuum of housing and supportive services since 1960.

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FOR IMMEDIATE RELEASE

April 28, 2021

CAMILLUS HOUSE HANDS OFF VOLUNTEER OPPORTUNITIES DESPITE COVID-19 RESTRAINTS

MIAMI — Camillus House provides humanitarian services to the indigent and homeless populations of Miami-Dade County (Florida) for more than 40 years. Camillus House limited the number of volunteering opportunities until further notice, which threatens the traditional form of in-person hands it takes to assist those in need. With numerous cases confirmed every day, Camillus came up with safe ways that allow volunteers to contribute to the community by creating an opportunity for virtual volunteering. Some of the off-site options include joining the Casseroles Out Of Kindness (COOK) Program, collective drives, PB&J lunch bags and monetary donations.

Camillus House COOK program provides volunteers with aluminum containers to prepare one of three casserole recipes: turkey chili, ziti la bolognese, or chicken cacciatore. The casseroles can be delivered to our downtown campus (1603 NW Seventh Ave.) from 7 a.m.-7 p.m. Volunteers can also participate in the collective drive program by donating travel-sized toiletries and following these steps to be dropped off at our warehouse (2020 NW 23rd St.) Monday-Friday from 8 a.m.- 4 p.m. when Camillus representatives are available to assist our volunteers.

“I’ve been volunteering at Camillus for over a decade now, and it’s insane how unexpected change affects an entire community, especially those who are less fortunate,” said Phil Foster, a volunteer at Camillus House. “Luckily, the community here is constantly finding ways to give back to these people.”

Camillus also created an Amazon Wish List that contains items it uses throughout the year. It encourages the community to spread awareness and help meet the needs through social media.

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FOR IMMEDIATE RELEASE
May 18, 2021

Cooking Through COVID from Laptop to Cooktop

MIAMI — Join Camillus House, Miami Dade College Hospitality Institute and Marcus Samuelsson, award-winning chef and food activist, at the “Cooking Through COVID” Kitchen Table Talks event. On Friday, June 18, 2021, from 9-11 a.m. on Zoom, more than 50 guests welcome guest speaker Marcus Samuelsson followed by an inspiring presentation by the Kitchen Cook Employment Training (KCET) seven-week program and a panel discussion.

The event welcomes guests from the hospitality industry across South Florida to hear from a community of indigenous individuals who are one step closer to escaping life on the street to succeed independently. All proceeds benefit Camillus House, a nonprofit organization that empowers homeless individuals and those whose interests lie within the culinary industry. To register for this event, visit camillus.org/register/Kitchen-Table-Talks-2021/events.

“Never in a million years would I have imagined myself going to college or receiving any type of certification. I accepted that it might never be possible for me until I joined the Kitchen Cook Employment Training program. I learned what it was like to combine life skills and employment skills to make out in the real world,” says Ryan Walsh, an alumnus of KCET. COVID-19 changed the way lessons are handled in the classroom and are now offered virtually four days a week with one day of hands-on training at the Miami Culinary Institute at Miami-Dade’s Wolfson Campus downtown.

Graduates of the program receive a certificate of completion and food-safety certification that enables graduates to apply their certificate toward an associate’s degree at Miami Dade College. Last year, the program graduated seven classes with a roughly 90 percent graduation rate and 70 percent job placement rate.

Samuelsson, who is set to speak at this event, plans to highlight how the restaurant industry was flipped on its head due to COVID-19 and how it comes to terms with these uncertain circumstances and navigating a restaurant. Camillus House CEO, Hilda Fernandez, chef Samuelsson and food and spirits editor at *Miami New Times*, Laine Doss, are on the panel and are discussing the importance of discipline inside and out of the kitchen and how evident education is in every line of work.

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About Camillus House

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MEDIA PITCH

To: Carlos Frias, Food and Dining Editor at the *Miami Herald* | cfrias@miamiherald.com
Subject: The Kitchen: The Beating Heart Of Camillus House

Good afternoon Carlos Frias,

I'm Shari Gantman, Marketing and Communications Manager with Camillus House, a South Florida nonprofit organization dedicated to serving the needs of men, women and children. In the U.S., roughly 553,000 people are reported homeless on a given night, making up 0.17 percent of the population. In 2018, these individuals were in one of five states, according to the U.S. Department of Housing and Urban Development: California (24 percent), New York (17 percent), Florida (6 percent), Texas (5 percent) and Washington (4 percent).

Your Cuban roots and story on "A food writer tells his Miami story" truly provided an excellent angle on how food plays a huge role in one's family tree, and in our case, the royal palm tree, which is native to South Florida and Cuba. Food brings people together, and at Camillus, we see it every day producing over 800 home-cooked meals daily for indigent individuals who are breaking through the barriers to obtain a healthy and independent life.

Camillus House invites you and your family to spend the day in our kitchen, participating with Camillus clients enrolled in the Kitchen Cook Employment Training (KCET) program to learn basic culinary skills, food safety and sanitation, customer service and cook Camillus clients most requested dish on the menu on Wednesday, May 26, 2021, from 11 a.m.-6 p.m. at the Miami Culinary Institute at Miami-Dade's Wolfson Campus Downtown. Apart from spending the afternoon interacting with our diverse students, staff and Camillus family, you and your family will also be touring our campus.

I plan to call you Wednesday, March 14, 2021, to follow-up on how the *Miami Herald* and Camillus House can stir up the pot and bring awareness to the forefront in our community.

Sincerely,

Shari Gantman | Marketing and Communications Manager

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Tel: 305-807-7228 | sharig@camillus.org

A Ministry of the Hospitaller Order of St. John of God



Breaking the Ice: Understanding the Connection Between Unemployment And Homelessness

By Shari Gantman

MIAMI –Unemployment in our nation is one of the most critical economic issues millions of individuals face every day. Since the COVID-19 pandemic hit, the economic shutdown created a crisis for workers, low-wage earners and the homeless population. According to the Bureau of Labor Statistics (BLS) monthly report released on March 5, 2021, the current U.S. unemployment rate is 6.2 percent for Feb. 2021. In April 2020, after the government shut down the economy due to the pandemic, the unemployment rate reached its highest (14.7 percent) since the Great Depression, at 25 percent.

Like many in the nation, Camillus House clients face challenges on their journey to sobriety, mental recovery and independent stability. Clients at Camillus go through a lengthy process to break their unemployment cycle. Yet, the common perception that homeless people are unemployed and uninterested in finding suitable employment is not true. According to HUD Exchange, numerous reports from communities across the country disclose that many minorities hold part-time or full-time jobs and conclude that nearly one-third of the homeless population works part-time.

Employers adopt the stereotype that these individuals, who have not had any stability for a while, doubt homeless applicants' ability, dependability and incentive. Their concerns lie simply on first impressions, which have to do with appearance, attire, behaviors and hygiene; all of which a homeless person lacks within the beginning stages of their transition to a better life.

A study conducted by Sarah Golabek-Goldman in the Yale Law Journal highlights the obstacles of unemployment faced by homeless job applicants and the "Ban the Address" campaign can complement other initiatives designed to protect the homeless against discriminatory policies and help them regain self-sufficiency. The study consists of three parts, using original interviews with indigent individuals and employment specialists to carry out a sociopolitical and legal advocacy campaign.

Part I begins to describe the evidence of employment discrimination against the homeless, which is based upon interviews, a focus group, survey and review of the largest low-wage employers' job applicants.

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Part II sets forth nonlegal practices to combat employment discrimination against the homeless (i.e., advocates may encourage businesses, nonprofits, or government agencies to provide indigent applicants with addresses or post-office (P.O.) box numbers). Lastly, Part III explores potential legal arguments to combat this type of discrimination.

With the passing of the Title VII of the Civil Rights Act of 1964, Congress outlawed employment discrimination based on race, color, religion, sex, or national origin. Employers may be violating this act when discriminating against a person based on their housing status. Golabek-Goldman surveyed 2,339 users of the Springwire Community Voicemail program, which provided homeless and in-crisis individuals with a phone number and voicemail service. Approximately 61 percent of those surveyed were currently homeless and received messages in 18 different locations.

Advocacy campaigns help individuals understand the problem at hand and allow organizations and individuals to highlight the services needed and those being provided that can help change posed barriers to employment. According to Golablek-Goldman, the “Ban the Address” campaign has ensured that half the United States population now live in areas with fair chance hiring policies.

The truth is, no one sees the struggles of numerous vulnerable individuals and their hardships until they understand where they were at then and their decision to combat a pressing issue now. Homeless people don't have a job, money or even a home; that makes it hard for anyone to have a reason to get out of bed in the morning. As part of the recovery process, Camillus House offers clients free mail and telephone services and job training to provide for themselves and eventually transition into a job. Participants receive educational training, hands-on training, appropriate certifications, mentoring, experience building and stamina building. Camillus House has partnered with local businesses such as City Furniture and ABC Distributors, who see beyond the barrier of one's housing status and hire those committed to the program.

We need to work smart to end employment discrimination against the homeless in Miami. Camillus House is asking individuals to stand shoulder to shoulder and advocate to help those in need by signing a petition that asks employers in Miami-Dade County looking for workers, to stand firm with our mission by seeing past one's housing status and considering our clients for work. This issue goes beyond our county; it's across our nation and with your help, we can make a difference together and break the ice.

Emotionally Intelligent Leaders Are the New Successful She-EOs

By: Shari Gantman

MIAMI - Modern times call for drastic measures as female leaders become a centrifugal force for good in the world while overcoming a long history of stereotypes in the workforce. Hilda Fernandez has always prided herself on being a strong, independent woman. Her passion and focus to advocate for the homeless and South Florida community have connected her with numerous individuals and led her to the top. Fernandez is the first Latina and the first female chief executive officer to lead Camillus House in its 60-year history.

When someone would ask Fernandez what it's like being the first female CEO of Camillus, her answer remains consistent, "I think it's been more of an adjustment for the brothers than it is for me." Fernandez explains that she's used to attending meetings at the table filled with men and is quite comfortable. "At the end of the day, people respect you when you're thoughtful, respectful and committed to doing your job and doing it well for the better of the people that you serve," says Fernandez.

Fernandez believes that the world is changing and fast. The future of the Hospitaller Order of St. John of God is not going to lay on the brothers they have but rather the numerous coworkers they have that serve at every level of the organization. Causes of homelessness are complex to untangle and unfortunately, not everyone has the backbone to deal with the challenging climate. For centuries, the idea that 'women are too emotional' has been used to dismiss women's leadership, but for Fernandez, it's what keeps her going. Some people may see a social service agency and see a woman at the head of it and think 'it's because they care,' but it's much more than that. Fernandez explains that social service agencies have an incredible impact not just on the people they serve but also on the community's economy by being an employer and pushing the mission forward to resolve a substantial economic and human rights issue.

Getting a seat at the table can be challenging, especially for women who aim for leadership roles and worry about work-life balance. Being a workaholic working 70-80 hours a week, a mother and wife can be pretty overwhelming. Still, luckily for Fernandez, she and her husband managed to work out a system that allowed them both to share the load when parenting their children.

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Values she's learned while pursuing her passion have been instilled in her kids as she advises them to be the best at what they do.

"If you ever go into a position of leadership, and you're not willing to do what it takes, then you're the wrong person for the job. Actions speak louder than words," said Fernandez. "If you lead by that example and do whatever it takes that needs to get done, your people will do the same thing."

Never in a million years did Fernandez think she'd end up working for a social service agency with a bachelor's degree in radio and television from the University of Miami, but a passion led her to where she's at today. There's always someone watching and changing to overcome and as a women-leader, you have to be willing to look at the bigger picture, move past the stereotypes and get things done.

Hilda Fernandez continues to govern herself around the simple fact that people get what they earn and deserve. She urges everyone to have passion and face challenges to bring about change.

A Bittersweet Life: The Story of Samson Howard

Life can throw all kinds of curves at you when you least expect it. For Samson Howard, it was much more than that. As an individual who grew up with solid values on education, family and church through his mother's backbone and in the Liberty City neighborhood of Miami, he knew the only way from here is up. As the youngest of seven children with no father consistently around, Howard's mother managed to provide for her children while helping various members of the church despite their sparse means. "She was the type of person who would give the shirt off her back, even if we didn't have much," Howard explained.

When he completed high school, Howard was awarded a full-ride scholarship to Michigan State University, where he had high hopes in playing professional football. Education being an integral part of one's life, his mother emphasized its importance outweighed the possible career in football. Howard took his mother's advice, eventually graduating with a Bachelor of Arts in community development.

But things began to change in 1986 when his mother was diagnosed with ovarian cancer and eventually died from the disease. From that point forward, Howard decided to move from Michigan back to Miami, where his family and old high school friends were located. His mother's passing took a toll on him and his life began deteriorating as he started to hang around these old "friends" that eventually got him hooked on crack cocaine. The street life immersed Howard and the addiction to crack became severe. When asked why he chose that lifestyle, he answered, "I felt like I lost everything."

Within months, his relationship with his family began to crumble, and soon everyone was aware of his addiction. His sisters, who had made efforts to take Howard in, eventually prohibited him from entering her home. "They tried to get me help, but it didn't work because I was doing it for them instead of doing it for myself and till this day, I miss them," says Howard.

"I was going through dumpsters looking for food and trying to find someone to help with my drug addiction," said Howard. "At that point in my life, I knew I had a choice to sink or swim."

-more-



After trying to seek shelter with no result, Howard made one last phone call to save his life. “If you can get a cab to come here, we will provide you with shelter and pay for the cab when you arrive,” said Angel, a staff member at Camillus House, over the phone to Howard. When he arrived, he enrolled in the Institute of Success and Personal Achievement, a licensed addiction treatment program at Camillus. Howard explained his negative connotation to anything and everything. He thought he was better than other people and would tell people in the program what they needed to do to make him a better person. With time, Howard figured out that he was the problem and decided to change his mindset soon after his realization.

Humbled from the mission of Camillus House and its effect in making him a better person, Howard not only credits the staff for his success in the program but also God for placing people in his path to become a better person. Committed to his sobriety, Howard took on after his mother by volunteering at the place that helped him rediscover the morals and values his mother instilled in him.

Today, Howard’s story leads by example. After working for Camillus for more than 10 years, he is now the Emergency Housing Manager. He is not the invisible man with the crack addiction. It has taken a long time to get Howard where he is today, but he’s determined to save these individuals each and every day and assist them in the process. “It’s hard seeing it from a staff member’s shoes now, but when I look at them I tell myself to remember that they’re not where you’re at, they’re where you were.” Howard continues to stay optimistic and motivated. As his voice began to crack, Howard said, “It’s a bittersweet life I tell you, but I remember how bad it was so, it’s easy to get out of bed and get to work.”

CAMILLUS HOUSE FAQs

Q: Who experiences homelessness?

- A. On a single night in 2019,
- **171,660** people in families, including children, experienced homelessness.
 - **393,045** single individuals experienced homelessness.
 - **96,141** individuals had chronic patterns of homelessness.
 - **37,085** veterans experienced homelessness.

Q: Why do people become homeless?

- A. Reasons people become homeless may vary, but the main reason is that individuals cannot afford housing. Other factors can include unemployment discrimination, health issues, domestic violence and racial disparities. Read more about the [causes of homelessness](#).

Q: Is there a solution to homelessness?

- A. Yes. The solution to homelessness is simple — housing. The housing first method is built on the principle that finding a permanent home can allow individuals facing this present issue to reap the benefits designed to connect people to housing and services quickly.

Q: How is Camillus House helping?

- A. Offering more than just a free meal, a roof over your head, a shower, or medical care, Camillus provides a second chance to individuals who have nowhere else to go; Camillus House gives them hope, support and becomes their family. Programs that Camillus provides for their clients consist of:
- [Camillus Health Concern](#)
 - [Camillus Career Help Program](#)
 - [Camillus Direct Care Ministry \(Day Center\)](#)
 - [Camillus Comprehensive Healing](#)



Q: What is the difference between transitional and permanent housing?

- A. **TRANSITIONAL HOUSING** is generally provided for a period of 6–18 months, during which residents are able to gain some stability in their lives. **PERMANENT HOUSING** offers a supported living environment to persons who are formerly homeless and have transitioned out of transitional housing but still require some sort of support in order to maintain their stability.

Q: In Miami-Dade County, how many kids are without a home?

- A. At least 9,000 students in Miami-Dade County are homeless or considered "unstably housed" — a number that has increased by 50 percent in two years, according to the public school district.

CAMILLUS HOUSE EXECUTIVE TALKING POINTS

NOTE: Camillus House Executives must memorize the statements below to provide consistent messaging regarding Camillus.

About Camillus House

- Camillus House is a nonprofit organization that provides humanitarian services to the indigent and homeless population of Miami-Dade County, Florida, since 1960.
- Camillus programs improve the quality of life of vulnerable and homeless individuals (men, women and children) to reach self-sufficiency.
- Camillus House and Camillus Health programs and activities are accessible to and usable by disabled persons, including persons who are deaf, hard of hearing, blind, or who have other sensory impairments.
- A range of housing options includes emergency, transitional and permanent housing, depending on the stage in which each client is in during their recovery from homelessness.

About Camillus Housing

- On an average night, some 1,000 men, women and children of South Florida spend the night at Camillus House.
- **Emergency Housing** - Housing clients for up to 90 days.
- **Transitional Housing** - Housing clients for 6-18 months.
- **Permanent Housing** - Individuals who are formerly homeless and have shifted out of transitional housing but still require some sort of support to maintain their stability.

About Community Partners

- Camillus House has over 10 corporate and college partners that better help those we serve to progress on their journey.
- Partners believe and support Camillus and our mission:
 - *Mission: Rooted in the compassionate Hospitality of St. John of God, we improve the quality of life of vulnerable and homeless people in South Florida by providing a continuum of housing and supportive services.*
- Camillus House and Miami Dade College partner and formed the Kitchen-COOK training program to prepare persons who are homeless and interested in the culinary industry to find and keep meaningful employment.

SOCIAL MEDIA STRATEGY

Target Audiences

The primary audience for Camillus House nonprofit organization consists of Generation X, those born between the years 1965-1980, Millennials (Generation Y), typically of those born between 1981- 2000 and Centennials (Generation Z), individuals born between 1995 and 2008. Currently, Millennials are adults ages 18-37 and make up roughly 28 percent of the U.S. population (89 Million). Centennials are individuals whose age ranges from 10-23 and make up approximately 26 percent of the U.S. population (84 Million). Generation X and Millennials are Camillus House's primary audience as they are community partners, student volunteers, activists and donors for the nonprofit legal organization.

Camillus House is most active on Facebook and often posts the same Facebook content on Instagram and Twitter. Overall, all social media platforms have diverse community partners, other nonprofit organizations, volunteers, and sponsors. They are primarily locals from the South Florida area who acknowledge and care about Camillus's mission and enjoy giving back to the community. Camillus House has recently started posting a lot more over the past year to a multi-generational audience on each of their social platforms.

Facebook

Facebook is a platform that allows individuals to engage for extensive content. Facebook has a wide range of audiences from Baby Boomers to Generation Z, with the heavily populated concentration of daily users being Baby Boomers and Gen Xers. Generation X, born between 1965 to 1980, grew up with minimal adult supervision, which caused this generation to value the importance of independence and work-life balance. This group of people is approaching the middle, if not the peak of their working careers. They are family-oriented and homeowners. Adapting to technology was reasonably straightforward, considering that technology was created throughout their generation. They are also avid multitaskers and regularly switch between multiple devices (computer, tablets and mobile). Their favorite social medium is Facebook. Gen Xers are known to engage in the Facebook community because it's a platform that heavily educates people, leaves room for input and challenges that create small communities within a medium.



When social media marketing is involved in targeting Generation X, it's important to remember they are the generation of counter-culture; they value their independence and make intelligent purchase decisions after doing their research. They enjoy donating and resharing blog posts, links and articles. Facebook is the most popular platform for people aged 65 and up.

Instagram

Instagram is a platform that catches the eye; it focuses heavily on visual content and targets a younger audience. Instagram has a wide range of audiences from Gen Xers to Centennials. Yet, Generation Y (Millennials), born between 1981 and 2000, tech-savvy individuals make up the workforce's fastest-growing portion. They are the digital natives of social media and as technology continues to grow, companies begin to compete for talent. This group of individuals regularly communicate through text messages, emails and social media platforms (i.e., Instagram and Twitter) with colleagues, family and friends. Ambitious and achievement-oriented, Millennials seek new workplace challenges and are not afraid to question authority. Regarding Camillus House's mission to confront the United States' most pressing challenges, homelessness, Millennials can highlight this issue through trends on Instagram, volunteerism and stories within the college and working industry. The goal is to fight for justice and economic security for the most vulnerable population. It's an opportunity to give back and volunteer to help these individuals head toward a self-sufficient lifestyle. These indigent individuals work hard to find a stable job but are being discriminated against because of their housing status. Taking on leadership roles and beginning their careers, individuals within this generation have faced financial trouble when paying for their education and maintaining their careers in a competitive market. Millennials who are receiving an education and kicking off their careers can share many of their stories on how they confront and combat the negligence taking place while seeking opportunities to maintain a stable lifestyle. These actions and characteristics exemplify why young individuals are our primary targeted audience. Instagram and Twitter are the most popular platforms for these individuals because the content is short and innovative.

Twitter

Twitter has a reputation for being the "be on" platform. Twitter is where Generation Z receives their information (news). Generation Z, born between 2001 and 2021, is innovative, diverse and is social media savvy. This generation is programmed to navigate through the online world for communication, education and entertainment.



Gen Z is culturally accepting and speaks up on current social issues (i.e., legalization of gay marriage and police brutality) by exercising their right to speak up on one of the world's most heavily populated media: social media. Twitter is the most popular platform for this group of people as they enjoy quick facts, retweets and easy access to information worldwide. Education exemplifies the importance of hard work and at the same time, it helps individuals grow and develop within a community. Educating oneself allows people to shape a better society and future generations to live to understand and respecting rights and people. It is crucial to be informed about the injustices that are occurring in a vulnerable community. Advocating for change in their generation, Gen Z can spread awareness on behalf of the many stories and cases on homelessness. Fighting for a better future, Gen Z has the power to protest and speed up the process of an occurring issue that indigent individuals face once they're ready to seek employment but can't because of their housing status. These actions and characteristics exemplify why young individuals are the primary targeted audience. Instagram and Twitter are the most popular platforms for these individuals because the content is short and innovative.

SOCIAL MEDIA AUDIT

Media Platforms are audited in the time frame from July 1, 2020 - March 21, 2021

Instagram: @Camillus_House

The platform contains 2,205 followers while following 142 accounts and has 453 posts as of the date. This platform has no weekly engagements but participates in only one endemic donation day of the year, #GiveMiamiDay and should consider participating in #GivingTuesday. #GiveMiamiDay is one of the biggest annual giving events in the United States. On this day, anyone can make a philanthropic impact by collectively supporting Miami-Dade County nonprofit organizations. The account has no weekly engagements but has sporadic evergreen hashtags across their posts that are misused and stated at the end of every caption (i.e., #communitypartner, #familygiving #kindness, etc.). The account is not consistent with the hashtags used; the hashtags are never embedded within the caption of a post but are listed toward the end. Hashtags such as #hope, #kindness and #thankful are used on several posts to reference keywords used by the organization. Each post contains the Camillus House website at the end of every post, which is not accessible; the organization should use #linkinbio to navigate their followers to their website. The account has several posts on activities, articles, or donations for the community to contribute but lists the general (www.camillus.org/) link to their website, which becomes difficult to access for followers. The organization should consider creating a Linktree to organize themselves and place it in their bio. The Linktree will take users with different interests directly to the page of reference easily. Roughly every post has long captions and this can lose the followers' attention. When using hashtags, several posts contain one to three hashtags listed at the bottom of the caption. Posts overall reach a range between 25 - 65 likes and 0 - 4 comments per post and do not respond to their followers' reactions or comments. @Camillus_House acknowledged #Christmas, #GiveMiamiDay, #Halloween, #IndependenceDay #InternationalWomensDay, #MLKDay, #NewYears, #StPatricksDay, #ValentinesDay and #VeteransDay but did not embed these hashtags within their text. For some of these endemic holidays, the caption resembled the same message the picture did (i.e., Happy Valentines Day). Still, others had a nice message behind it that had to do with programs within the organization, such as their Veterans programs, which houses more than 50 veterans recovering from homelessness.

The page utilizes posts throughout their platform and constantly promotes their events and volunteerism via Zoom due to COVID-19. There are no stories or posts consistent with an event or updates on an event to better guide followers. A post that consisted of an emotional video was on Camillus clients and employees doing their everyday activities that bring the community together: food distribution, art therapy program, phone and mail system and more. The post properly embedded tags and hashtags within the caption and tagged the @MiamiFoundation; the post received 61 likes and zero comments. In September through November, they post about eight times a month and twice a week; some months were heavily active than others due to their ongoing events, distribution drives and volunteer opportunities. Overall, the Instagram platform roughly contains the following percentages of categorical communication forms: 40 percent informational, 20 percent educational and 40 percent promotional.

Facebook: @CamillusMiami

The platform contains 7,959 total followers, 7,474 total likes and 7,441 people checked in. The page contains an About section, which includes contact information, location and a brief description of the nonprofit organization's dedication. The About section does not list a donation button for followers to access. @CamillusMiami should consider creating a Linktree linking all other social media platforms or mentioning them in the About section. This platform has no weekly engagements but participates in only one endemic donation day of the year, #GiveMiamiDay and should consider participating in #GivingTuesday. The account has no weekly engagements but has sporadic evergreen hashtags across their posts that are misused and stated at the end of every caption (i.e., #communitypartner, #familygiving #kindness, etc.). The account is not consistent with the hashtags used; the hashtags are never embedded within the post's caption but are listed toward the end. Hashtags such as #hope, #kindness and #thankful are used on several posts to reference keywords used by the organization. With 7,959 total followers, this platform only receives an average of 12+ likes and 2+ shares per post. Most of these weekly engagements do not have many likes, comments, or shares; this can be because of their misuse in properly embedding the hashtag within the caption of their post or it may include a plain graphic that consists of text that states, "Give Hope and support @CamillusMiami." Other posts that share a better description of #GiveHope and #GiveMiamiDay with the hashtag properly embedded received 20+ likes and 4+ shares per post. On average, @CamillusMiami posts 20 times a month, 9 - 22 likes per post and 0 - 6 shares per post.

Posts are diverse and consist of: videos, photos and articles on homelessness, donations and grants, community outreach, COVID-19 and reasons why it is important to recognize a population that is considered “invisible”. Posts that received the most engagement contain graphics and facts on unemployment challenges, intriguing captions for articles on personal stories and partnerships with the Miami-Dade police department and the Homeless Trust. @CamillusMiami acknowledged #Christmas, #GiveMiamiDay, #Halloween, #IndependenceDay #InternationalWomensDay, #MLKDay, #NationalVotersRegistrationDay, #NewYears, #StPatricksDay, #ValentinesDay and #VeteransDay but did not embed these hashtags within their text. This platform contained entertainment posts and featured articles and quotes from celebrities, activists and public figures that received over 20+ likes, 4+ shares and 3+ comments on each post. Posts that receive the least engagement contain articles with long captions that do not draw attention to the reader/follower. Entertainment posts that consisted of leaders such as Dr. Martin Luther King Jr., Florida State Attorney for Miami-Dade County, Katherine Fernandez Rundle and chef Michelle Bernstein received the most engagement with followers; incorporating entertainment education will help increase the attention of users. Overall, the Facebook platform roughly contains the following percentages of categorical communication forms: 40 percent informational, 30 percent educational, 5 percent entertainment and 30 percent promotional.

Twitter: @CamillusHouse

The platform contains 1,777 followers while following 632 accounts and has 2,440 tweets as of the date. Out of 115 photos and video posts, 28 are from Nov. 2020 - March 2021 and 31 are from Oct. - July 2020. The platform has a bio that briefly states how long @CamillusHouse has been providing direct services, programs and health care that can transition the lives of the poor and homeless in South Florida since 1960. The platform also contains the location, the organization’s website and Twitter (Nov. 2009). Within this platform, @CamillusHouse tends to properly embed hashtags and tags in the captions consistently. This platform does not partake in any weekly engagement and heavily promotes #GiveMiamiDay, one of the biggest annual giving events in the United States. On this day, anyone can make a philanthropic impact by collectively supporting Miami-Dade County nonprofit organizations. Since the organization constantly asks for individuals support, a great idea is to participate in #GivingTuesday, highlighting ways people can contribute to the indigent community (i.e., food drives, hygiene goodie bags, donations, etc.).

Most of the posts throughout the platform do not have many likes, comments, or retweets, but most have nothing at all; this can be because they're constantly posting articles or writing long captions on what it is about without stating an intriguing caption that will lure the follower to click or engage with the content. Their graphics are plain and consists of text that is stated on other platforms such as Facebook. However, they do a great job selecting interesting articles for their followers throughout their page and retweet with community partners and sponsors but fail to catch their attention on Twitter. The platform receives approximately 0-4 retweets, 5-15 likes and 0-2 comments per post. @CamillusHouse acknowledged #Christmas, #GiveMiamiDay, #Halloween, #IndependenceDay #InternationalWomensDay, #MLKDay,#NationalVotersRegistrationDay, #NewYears, #StPatricksDay, #ValentinesDay and #VeteransDay. Posts that received the most engagement contain graphics and facts on homelessness, intriguing captions for articles and personal stories from clients and workers. This platform promotes what they're doing more than how the community can contribute. Several of the posts on its events that have already occurred and donations from major and local companies. An article on the @CamillusHouse Kitchen-Cook Training program received the most engagement by a college newspaper. Incorporating more entertaining posts, listing options that individuals can do for the organization, shortening the caption and intriguing their followers and cleaning up their graphics will help increase current and potential new followers' attention. Overall, the Twitter platform roughly contains the following percentages of categorical communication forms: 25 percent informational, 20 percent educational, 5 percent entertainment and 50 percent promotional.



SOCIAL MEDIA CALENDAR

Weekly Engagements

Policy: Weekly engagements are applied bi-weekly to have consistency throughout all social media platforms. Each platform must have different content with the same message (altered) to keep the fan base (followers) happy. The schedule for weekly engagements will consist of Mon/Wed - one week and Tues/Fri- the other week.

Abbreviations for all social media platforms:

IN - Instagram

FB - Facebook

TW - Twitter

- **Monday**

- **#MondayMotivation (24.5M)**: Start the week off on an upbeat note with a motivational quote or a video of some of the most important stories or actions that took place and created a better environment for the homeless community in South Florida.

- **Tuesday**

- **#GivingTuesday (1.5M)**: Promotional day to highlight Camillus House, "In-Kind Donations," which enables the business community and individuals to directly support Camillus work and services.

- **Wednesday**

- **#WellnessWednesday (1.4M)**: Emphasize the importance of mental health and well-being when it comes to Camillus clients and the overall community. Posts can include a wellness activity to try, confidence and identity and easy-to-use tips and strategies.

- **Friday**

- **#FactFriday (163K)**: Post about homelessness awareness month told through the stories of clients, laws, statistics, etc., and what individuals can do to bring awareness about these problems to create change worldwide.



- **Evergreen Hashtags**

- **#GiveHope (160K):** Hoping for a better future and an end to homelessness. This hashtag can be used in events where posts highlight a need such as awareness, volunteerism, donations, or an overall situation that has presented itself.
- **#ThankYou (41.1M):** Thanking those for always looking out for those in need. This evergreen hashtag can be used to show your appreciation, kindness and respect for someone or something that took place.
- **#GiveThanks (3.6M):** To express #gratitude for those who support Camillus and bring awareness to homelessness in Miami-Dade County. This evergreen hashtag can display that even when individuals do something small, they're doing something big. Taking pride in what you do is habit-forming.

Holidays

- **Jan. 1:** New Year's Day - Posts some of Camillus House resolutions for the #newyear and engage with your followers by asking them what theirs is in regards to #givingback?
- **Jan. 17:** Martin Luther King Jr. Day - In honor of Martin Luther King Jr. Post a quote/gif/video and talk about his dream for equality and commitment to social justice and economic justice. Mention his critique on "the three evils" of racism, poverty, and war. Talk about how he placed poverty at the center of his agenda for 53 years now tie it into homelessness and its manifestation of the flaring inequality that perpetuates poverty.
- **Feb. 14:** Valentines Day - Posts the importance of spreading love while dealing with difficult living situations. Stories of clients who've built friendships, which they claim to be more of family.
- **March 1:** First Day of Women's History Month - Posts that Kip Tiernan was the founder of the first shelter for homeless women, "Rosie's Place" in 1974.
- **March 13:** Daylight Saving - Setting your clocks forward one hour from standard time, in order to make better use of natural daylight. Can be a funny post of how many times employees and clients at Camillus ask, "what time is it?" Post about Spring forward!
- **Apr. 1:** April Fools Day - Discriminatory April Fools pranks are no joking matter. Set a reminder to enforce anti-discrimination and anti-harassment consistently within the homeless community (i.e., unemployment)
- **April 17:** Easter Sunday - A glimpse at how Camillus does Easter Sunday. Do they have an Easter sunrise service? Post an easter egg hunt for the children at the Day Center or a post on new beginnings.



- **Apr. 22:** Earth Day - As we're all responsible for this earth, we have the right to feel safe in it. On #EarthDay @CamillusHouse wants to create a better #environment for homeless individuals within the community and spread awareness to neighboring communities as well.
- **May 8:** Mother's Day - Every mother deserves to feel special on #MothersDay. Recognize mothers throughout the campus and help them feel special on this day. Post a quote or pictures of clients and employee mothers.
- **May 30:** Memorial Day - Camillus House can post pictures of displaced veterans and quotes of their experiences in the military.
- **June 19:** Father's Day - Father's Day is a celebration honoring fathers and celebrating fatherhood, paternal bonds, and the influence of fathers in society. Post a quote or pictures of clients and employee fathers.
- **Sept. 5:** Labor Day - Remind the community that homeless individuals work hard to GET THAT JOB and get back on their feet. Don't discriminate against their home status and help them fight this world issue.
- **Oct. 31:** Halloween - Post Camillus children trick or treating around the campus or Kitchen COOK Training program Halloween-related desserts.
- **Nov. 11:** Veterans Day - Serving Those Who Served with Dignity and Respect. Highlight housing program that provides emergency, transitional and permanent housing for Miami veterans.
- **Nov. 25:** Thanksgiving Day - A day celebrating the harvest and other #blessings of the past year. Posts can be about, "What Can YOU Do for the Homeless" this thanksgiving, encourage people to volunteer, Thanksgiving Food Drive, encourage the community to #giveback and tell them how.
- **Dec. 25:** Christmas Day - The holidays are filled with #generosity. People can Give a Blessing Bag to Camillus House clients for the holidays. Provide a list of things that can go into care packages to engage with the community with a #hopeful message. For entertainment and educational purposes, people can donate second-hand books and toys for the children at Camillus.

Endemic Holidays

- **Jan. 4:** National Trivia Day - Post a trivia quiz on IN about homelessness history and facts.
- **Jan. 9:** National Law Enforcement Appreciation Day - This day is the perfect time to show gratitude to our partners at @MiamiDadePD and how much we understand their difficult work and appreciate their sacrifice and risk for the community and our clients.



- **Jan. 21:** National Hugging Day - Find a picture or a GIF (<https://giphy.com/>) of people hugging. Create a #virtualhug challenge. Now more than ever, it is evident how difficult it is to spread the hug. Make it a point for people to go hug their loved ones today and be creative when sending out a #virtualhug.
- **Feb. 4:** National Homemade Soup Day - Camillus House has grown steadily over the years from a small soup kitchen into a full-service center. Camillus values the importance of a nutritious meal. Today, we encourage you to make your favorite homemade soup or casserole dish and deliver it to our center for our Camillus clients. State Camillus contact information.
- **The Month of Nov.:** National Homeless Awareness Month - Nov. was first declared as in 2007. Since then, Nov. has been a time to acknowledge those children and families experiencing homelessness. (Color: Purple)
- **March 4:** Employee Appreciation Day - Camillus has a chance to support, thank and give a shoutout to their employees throughout the day.
- **March 8:** International Womens Day - Highlight the first female CEO at Camillus House, Hilda Fernandez, what it's like to be a She-EO and part of a cause?
- **Apr. 3:** Find a Rainbow Day - Reach for the Rainbow; posts about healing for survivors of substance abuse, how to emotionally detox, and what support groups can do for them.
- **Apr. 15:** World Art Day - Post about Camillus House Art Program and how it brings #hope and #healing. Post a quote about art and its mental benefits.
- **Apr. 16:** World Voice Day - Have a few Camillus clients voice what they have gone through. Enforce how we can be #strongertogether if we talk, listen, and fight for our rights.
- **April 18-24:** National Volunteer Week - Highlight partnering institutions and organizations with Camillus house. Post pictures of current activities going on within that week.
- **Apr. 25:** National Telephone Day - List the Homeless Helpline, which is used to refer a homeless person(s) to housing and/or services within Miami-Dade County. Services are provided on a first-come, first-serve basis. Shelter placement may have a waiting list. Contact the Homeless Helpline at (305) 375-CARE (2273) or Toll-Free 1-877-994-HELP (4357).
- **Apr. 27:** Tell a Story Day - Share positive personal stories from clients at Camillus who have impacted by donations and services. A huge #thankyou from our clients to you! Enforce how we can be #strongertogether if we talk, listen and fight for our rights.
- **Apr. 28:** Superhero Day - Highlight the four homeless comic characters that were able to make life better for themselves. Characters include Red Hood, X-23, Dare Devil and Speedy (woman). Archenemy was recently released in 2020. Be someone else's superhero!



- **May. 24:** National Brother's Day - As members of Hospitaller at St. John of God, Camillus House would like to honor our brothers, their strong bond and commitment to the community.
- **Aug. 10:** Healthcare for the Homeless Day - Promote for health care providers to volunteer their services to the homeless community.
- **Aug. 18:** National Nonprofit Day: Highlight the organization, talk about when Camillus was founded, what services you offer and the progress of the organization.
- **Sept. 25:** National Cooking Day: Camillus can share the importance of food within the organization and can possibly share some of their favorite recipes for their clients.
- **Sept 27:** National Voter Registration Day - Talk about how the homeless have rights too! List how homeless people can vote.
- **Oct. 10:** World Homeless Day - Educate people about the difficulties in the community and the process they have to go through to get back on their feet. Bring awareness to those in need!
- **Nov. 13 - 21:** Hunger and Homelessness Awareness Week - Annual program where people come together across the country to draw attention to hunger and homelessness. Spend the whole week holding a series of educational, service, fundraising and advocacy. Let the world know that homeless individuals are people too. Highlight the issue and what the community can do to help.
- **Dec. 21:** National Homeless Persons Remembrance Day - Honor those Camillus House clients who have passed away.

SOCIAL MEDIA SAMPLE POSTS



Date: APRIL 1, 2022



It's #AprilFoolsDay, and @CamillusMiami knows that humor can lighten the mood and make the day manageable when it might otherwise be boring. @CamillusMiami wants to remind you that jokes can be taken too far. To help our community navigate #AprilFoolsDay, we've come up with a couple of points to enforce anti-discrimination and anti-harassment within the homeless community.



Date: APRIL 3, 2022



Healing allows us to reclaim our power and fit the pieces back together. Today is #FindARainbowDay, and @Camillus_House wants to remind people to #givehope to those struggling through the storm and look up at the colorful ray that resembles hope.

NEVER

Date: APRIL 4, 2022



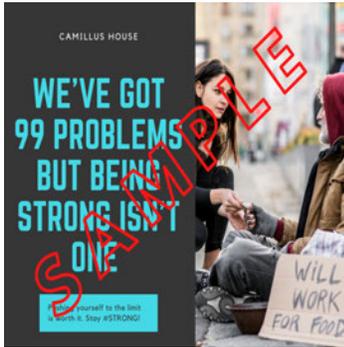
It's #MotivationMonday, and yes to some it may be dreadful but, today is going to be different. @Camillus_House wants you to write down 3 goals you want to accomplish by the end of the week. BIG or small, it's up to you to achieve it. If you fail, scratch it, and try again, but never #giveup! Comment below to share your progress.



Date: APRIL 4, 2022

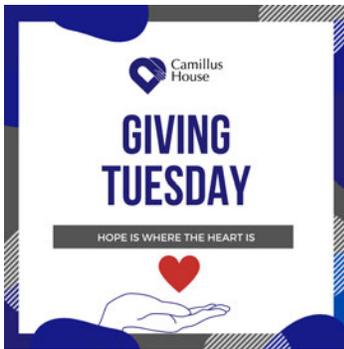


It's #MotivationMonday, and we want to start our day with #POSITIVITY. At @CamillusHouse, we constantly encourage our clients to keep pushing forward. Although it is a difficult #transition and state of being, it is only a phase. To our clients: You can and you will



Date: APRIL 6, 2022

It's #WellnessWednesday! We've got 99 problems but being #STRONG is not one of them! Strength can mean many different things. It can be seen, felt, built and most importantly, shared. What you can't do is take that away unless you give someone or something the #power to do so. @CamillusMiami wants to remind you to be strong and never #giveup, even when it seems impossible.



Date: APRIL 12, 2022

This #GivingTuesday transforms lives through @CamillusMiami by participating in our In-Kind donations, enabling the business community and individuals to directly support our work and services. Click the #linkinbio to check out some of the items on our Amazon wish list or a list of things you can drop off at your choice of three locations.



Date: APRIL 12, 2022

Show off your #unselfie on this #GivingTuesday! Help us provide delicious meals to our beautiful clients at Camillus. Click the #linkinbio to contribute toward our Casseroles Out Of Kindness program to provide food from your kitchen to our #hearts.



Date: APRIL 15, 2022

On #WorldArtDay, our clients at @CamillusMiami are painting their #stories on plain t-shirts. Art therapy allows our clients to artistically express their emotions and build their #selfesteem. We all have stories, and today on #WorldArtDay, our clients chose to wear theirs.



Date: APRIL 15, 2022



This #FactFriday reminds everyone that adults aren't the only ones that make up the #homeless population. In @MiamiDadeCounty, at least 9,000 #students are homeless or considered "unstably housed," a number that has increased by 50 percent in two years, according to the public school district.



Date: APRIL 15, 2022



It's #FactFriday! Did you know that according to @HuffPost, over half a million people are homeless? On any given night, over 600,000 homeless people live in shelters, transitional housing facilities, and more than a third live on the streets, under bridges, and some in their cars.



Date: APRIL 17, 2022



Are you egg-cited? It's #EasterSunday, and today our @CamillusHouse clients are enjoying a fun #easteregg hunt to receive some #tasty treats this lovely afternoon. How are you spending Easter Sunday? Comment below and let us know!



Date: APRIL 18, 2022



It's National #VolunteerWeek and @CamillusMiami wants to #givethanks to our volunteers. We miss seeing you around our campuses and look forward to seeing you soon! We're also #thankful and #blessed to the many individuals, organizations and community partners who have volunteered their time and resources to support Camillus clients in the fight against #COVID19.



Date: APRIL 18, 2022



It's #MotivationMonday! Today we #honor the inspiring words of Mother Teresa, the founder of the Order of the Missionaries of Charity in Calcutta, India. She was known for her dedicated #missionarywork with the poor in India. Mother Teresa did hard work with great love, and helped people whom others neglected and ignored.

“At the heart of silence is prayer. At the heart of prayer is faith. At the heart of faith is life. At the heart of life is service.”

- Mother Teresa



Date: APRIL 20, 2022



We know how difficult it is to get started on a #new goal or chapter in our life, which is why this #WellnessWednesday @CamillusHouse encourages our clients, community partners and supporters to keep pushing. Remember that #motivation is what gets you started and #habit is what keeps you going. Keep pushing!



Date: APRIL 22, 2022



It's #EarthDay and this year @Camillus_House wants to highlight ZERO #waste on Earth Day. According to @Newsweek, 84 percent of unwanted clothing in the U.S. ends up in landfills. That's nearly 26.5 million of clothing put to waste annually! Save the planet and help our clients by donating your unwanted clothes and shoes at three of our locations. Click the #linkinbio for more details.

@Camillus_House would like to give a big #thankyou for your support.



Date: APRIL 22, 2022



This planet means the world to us. On #EarthDay @CamillusHouse wants to create a better #environment for our #community and #homeless individuals by participating in a #trashpickup day to keep Miami-Dade County nice and clean for our human beings.



Date: APRIL 25, 2022



Hello? Are you there? It's #NationalTelephoneDay and @Camillus_House wants to share the 411 with you! There is a Homeless Helpline to refer a #homeless person(s) to housing and/or services within Miami-Dade County. Services are provided on a first-come, first-serve basis. Shelter placement may have a waiting list. Contact the Homeless Helpline at (305) 375-CARE (2273) or Toll-Free 1-877-994-HELP (4357).



Date: APRIL 26, 2022



It's #GivingTuesday! If you love shopping and giving back, the @AmazonSmile program donates 0.5 percent of your eligible purchases on Amazon to Camillus House. All you need to do is start your shopping at smile.amazon.com. The donation will be made at no extra cost to you!



Date: APRIL 28, 2022



People can become homeless for numerous reasons, and it can happen to anyone, even #superheros. On National #SuperHeroDay, we highlight one of many comic homeless characters that have started with a #roughlife and managed to work hard to build a better one. Daredevil (Matt Murdock) was someone with a promising career, but due to a ruthless attack by Kingpin, his life went downhill in six months. Daredevil lost his job, his right to practice law, and ended up #homeless. He sank into #depression, felt worthless, and trapped in a never-ending cycle. Daredevil slowly rediscovered his worth and reconnected with his girlfriend, who helped him fight back and get back on his feet again.



Camillus House

SOCIAL MEDIA HANDLES

FB - @CamillusMiami

IN - @Camillus_House

TW - @CamillusHouse

DATE	PLATFORM	CONTENT	IMAGERY/TAG
04/01/2022	FB	It's #AprilFoolsDay, and @CamillusMiami knows that humor can lighten the mood and make the day manageable when it might otherwise be boring. @CamillusMiami wants to remind you that jokes can be taken too far. To help our community navigate #AprilFoolsDay, we've come up with a couple of points to enforce anti-discrimination and anti-harassment within the homeless community.	Picture: April01-April-Fools-Day-FB
04/01/2022	IN	It's #AprilFoolsDay, and @Camillus_House wants to remind you that discrimination and harassment are a BIG NO-NO, and unfortunately, it happens to our vulnerable community in @MiamiDadeCounty. When going about your day, remember that #homelessness is no joking matter. These individuals are #human too.	Picture: April01-Fools-Day-IN. Tag: @MiamiDadeCounty
04/03/2022	IN	Healing allows us to reclaim our power and fit the pieces back together. Today is #FindARainbowDay, and @Camillus_House wants to remind people to #givehope to those struggling through the storm and look up at the colorful ray that resembles hope.	Picture: April03-Find-A-Rainbow-Day-IN
04/03/2022	FB	Each year on April 3rd, National #FindARainbowDay reminds us to look up at the sky and find #hope across the colorful rays. Even through our countries most pressing issues, @CamillusMiami challenges you to help spread #awareness on hunger and homelessness. @CamillusMiami challenges you to help us come up with quick and easy meals to make for those in need. What are some of your favorite recipes? Please share your recipes, comment below and tag us @CamillusMiami.	Picture: April03-Find-A-Rainbow-FB
04/04/2022	TW	#Springishere, and it is a great reminder of how remarkable change can be. As the weather begins to get warmer, the heat becomes unbearable and the sweat irritable. This spring, keep in mind that @CamillusHouse is accepting #hygieneproducts to provide for those in need. This small act could make a big difference for people who are not as fortunate to deal with #miamiweather.	Picture: April04-Spring-Day-TW Make sure to use your own photo.
04/04/2022	TW	It's #MotivationMonday, and we want to start our day with #POSITIVITY. At @CamillusHouse, we constantly encourage our clients to keep pushing forward. Although it is a difficult #transition and state of being, it is only a phase. To our clients: You can and you will!	Picture: April04-YOU-CAN-AND-YOU-WILL-IN. Make sure to use your own photos.
04/04/2022	IN	It's #MotivationMonday, and yes to some it may be dreadful but, today is going to be different. @Camillus_House wants you to write down 3 goals you want to accomplish by the end of the week. BIG or small, it's up to you to achieve it. If you fail, scratch it, and try again, but never #giveup! Comment below to share your progress.	GIF: April04-Monday-Motivation-Never-Give-Up-IN
04/06/2022	IN	It's #WellnessWednesday! Today we want to make sure our @Camillus_House clients and #community members take some time to #priorize their #mentalhealth especially during the COVID-19 pandemic. Learning to cope with stress will help you, those around you and our community #stronger! Here are a few #tips that will help you prioritize your mental health!	Create a reel on a few tips to prioritize mental health. For example: https://vm.tiktok.com/ZMeP5WVQK/
04/06/2022	FB	It's #WellnessWednesday! We've got 99 problems but being #STRONG is not one of them! Strength can mean many different things. It can be seen, felt, built and most importantly, shared. What you can't do is take that away unless you give someone or something the #power to do so. @CamillusMiami wants to remind you to be strong and never #giveup, even when it seems impossible.	Picture: April06-Wellness-Wednesday-FB
04/12/2022	FB	This #GivingTuesday transforms lives through @CamillusMiami by participating in our In-Kind donations, enabling the business community and individuals to directly support our work and services. Click the #linkinbio to check out some of the items on our Amazon wish list or a list of things you can drop off at your choice of three locations.	Picture: April12-Giving-Tuesday-FB
04/12/2022	IN	Show off your #unselfie on this #GivingTuesday! Help us provide delicious meals to our beautiful clients at Camillus. Click the #linkinbio to contribute toward our Casseroles Out Of Kindness program to provide food from your kitchen to our #hearts.	Picture: April12-Giving-Tuesday-IN
04/15/2022	IN	It's #FactFriday! Did you know that according to @HuffPost, over half a million people are homeless? On any given night, over 600,000 homeless people live in shelters, transitional housing facilities, and more than a third live on the streets, under bridges, and some in their cars.	GIF: April15-Fact-Friday-IN. Tag: @HuffPost
04/15/2022	TW	This #FactFriday reminds everyone that adults aren't the only ones that make up the #homeless population. In @MiamiDadeCounty, at least 9,000 #students are homeless or considered "unstably housed," a number that has increased by 50 percent in two years, according to the public school district.	Picture: April15-Fact-Friday-TW Make sure to use your own photo. Tag: @MiamiDadeCounty
04/15/2022	FB	On #WorldArtDay, our clients at @CamillusMiami are painting their #stories on plain t-shirts. Art therapy allows our clients to artistically express their emotions and build their #selfesteem. We all have stories, and today on #WorldArtDay, our clients chose to wear theirs.	Picture: April15-World-Art-Day-FB
04/15/2022	IN	Pablo Picasso once said, "The purpose of life is washing the dust of daily life off our souls." This couldn't be more accurate to our clients who paint a few ours in the week. Today is #WorldArtDay and @Camillus_House would like to share how our art program brings #healing.	One minute video showing how art therapy fosters a positive outlet for homeless and formerly homeless persons. Catch some of Camillus's clients in action and a brief statement of what they're painting today.
04/16/2022	TW	On #WorldVoiceDay, @CamillusHouse is honored to introduce you to one of our very own, Samson Howard. Howard is the Emergency Housing Manager at Camillus and makes it his #lifegoal to make an impact on our clients due to his personal experience when struggling to #findahome. #Readmore!	Link the Feature on Samson Howard under the tweet.
04/17/2022	IN	Hoppy #EasterSunday to all my favorite #Peeps! On a day like today, we move past our darkest times and look into the light in #hope for a better and #stronger tomorrow. Happy #Easter from @Camillus_House to you!	Picture: April17-Easter-Sunday-IN
04/17/2022	FB	"Easter is meant to be a symbol of hope, renewal, and new life." - Janine di Giovanni Happy #EasterSunday from our #family to yours. Here is a glimpse of how we do #sundayservice on #Easter.	Video: Sunday service at Camillus House

04/17/2022	TW	Are you egg-cited? It's #EasterSunday, and today our @CamillusHouse clients are enjoying a fun #easteregg hunt to receive some #tasty treats this lovely afternoon. How are you spending Easter Sunday? Comment below and let us know!	Picture: April17-Easter-Sunday-TW. Make sure to use your own photo.
04/18/2022	FB	It's National #VolunteerWeek and @CamillusMiami wants to #givethanks to our volunteers. We miss seeing you around our campuses and look forward to seeing you soon! We're also #thankful and #blessed to the many individuals, organizations and community partners who have volunteered their time and resources to support Camillus clients in the fight against #COVID19.	GIF: April18-National-Volunteer-Week-FB
04/18/2022	IN	It's #MotivationMonday! Today we #honor the inspiring words of Mother Teresa, the founder of the Order of the Missionaries of Charity in Calcutta, India. She was known for her dedicated #missionarywork with the poor in India. Mother Teresa did hard work with great love, and helped people whom others neglected and ignored. "At the heart of silence is prayer. At the heart of prayer is faith. At the heart of faith is life. At the heart of life is service." - Mother Teresa	Picture: April18-Motivation-Monday-IN
04/20/2022	TW	We know how difficult it is to get started on a #new goal or chapter in our life, which is why this #WellnessWednesday @CamillusHouse encourages our clients, community partners and supporters to keep pushing. Remember that #motivation is what gets you started and #habit is what keeps you going. Keep pushing!	Picture: April20-Wellness-Wednesday-TW
04/22/2022	TW	This planet means the world to us. On #EarthDay @CamillusHouse wants to create a better #environment for our #community and #homeless individuals by participating in a #trashpickup day to keep Miami-Dade County nice and clean for our human beings.	Picture: April22-Earth-Day-TW
04/22/2022	IN	It's #EarthDay and this year @Camillus_House wants to highlight ZERO #waste on Earth Day. According to @Newsweek, 84 percent of unwanted clothing in the U.S. ends up in landfills. That's nearly 26.5 million of clothing put to waste annually! Save the planet and help our clients by donating your unwanted clothes and shoes at three of our locations. Click the #linkinbio for more details. @Camillus_House would like to give a big #thankyou for your support.	Picture: April22-Earth-Day-IN
04/21/2022	FB	During National #VolunteerWeek, we turn the spotlight over to our wonderful volunteers that truly help @CamillusMiami clients each and every day. #Thankyou to each and every volunteer that has supported us. Your hard work and dedication to our clients and the community never goes unnoticed. You rock!	A clip of several Camillus House volunteers answering one filling in the blank statement: I volunteer because ...
04/25/2022	IN	Hello? Are you there? It's #NationalTelephoneDay and @Camillus_House wants to share the 411 with you! There is a Homeless Helpline to refer a #homeless person(s) to housing and/or services within Miami-Dade County. Services are provided on a first-come, first-serve basis. Shelter placement may have a waiting list. Contact the Homeless Helpline at (305) 375-CARE (2273) or Toll-Free 1-877-994-HELP (4357).	Picture: April25-National-Telephone-Day-IN
04/25/2022	FB	Most of us are fortunate enough to #communicate within seconds, and unfortunately, not everyone has that #privilege. On #NationalTelephoneDay, @CamillusMiami would like to inform you of the Homeless #Helpline that is FREE of use, available 24/7, and completely confidential. Use your #phone wisely to help someone today.	Picture: April25-National-Telephone-Day-FB
04/26/2022	TW	It's #GivingTuesday! If you love shopping and giving back, the @AmazonSmile program donates 0.5 percent of your eligible purchases on Amazon to Camillus House. All you need to do is start your shopping at smile.amazon.com. The donation will be made at no extra cost to you!	Picture: April26-Giving-Tuesday-TW. Tag: @AmazonSmile
04/28/2022	IN	People can become homeless for numerous reasons, and it can happen to anyone, even #superheros. On National #SuperHeroDay, we highlight one of many comic homeless characters that have started with a #roughlife and managed to work hard to build a better one. Daredevil (Matt Murdock) was someone with a promising career, but due to a ruthless attack by Kingpin, his life went downhill in six months. Daredevil lost his job, his right to practice law, and ended up #homeless. He sank into #depression, felt worthless, and trapped in a never-ending cycle. Daredevil slowly rediscovered his worth and reconnected with his girlfriend, who helped him fight back and get back on his feet again.	Picture: April28-National-Superhero-Day-IN. Make sure to use your own photo.
04/29/2022	FB	It's #FactFriday! Did you know that in 2018, @ACLUofGreaterMiami of Florida (@ACLUFL) filed a motion urging the federal court to enforce the historic legal agreement in response to the city's violations against those experiencing homelessness? On February 15, 2019, U.S. District Judge Federico Moreno terminated the Pottinger consent decree, which prevented the city of #Miami police from arresting "the homeless for being #homeless" and seizing their personal property.	Tag: @ACLUofGreaterMiami and @ACLUFL Link the article from @ACLUFL: https://www.aclufl.org/en/press-releases/aclu-florida-statement-federal-court-ruling-terminate-

BLOGS

These blogs are written based on supplemental information provided by Camillus House.

Camillus House Creative Detox

At Camillus House, we provide substance abuse treatment services for individuals who are addicted and homeless. When providing these services for our clients, we hope to understand our clients' struggles and the strength it takes to get one step closer toward sobriety and self-sufficiency. We uncovered how creative programs such as our art therapy program foster a positive outlet for people who are homeless and formerly homeless. For many of our clients, the program allows them to artistically express their emotions and build their self-esteem. To analyze and learn more about what art means to our clients, the program organizers created morning and afternoon classes throughout the week and ask everyone, "what does this piece mean to you?" Many of our clients' responses claimed that their art stems from trials and tribulations they faced in the darkness of rejection. Through our art therapy program, we learn from our clients and hear their stories as they voice their pain through creative detox.

Our Young Leaders At Camillus House

Camillus House Young Leaders (CHYL) are a group of diverse individuals who believe in making a difference in the lives of men, women and children who are clients of Camillus House. In the program, young leaders who share a passion for making Miami a better place dedicate their time to volunteering and planning our clients' activities. These young leaders work hard to develop a forward-looking vision for our community and participate in Camillus House historic campaign to definitively end chronic homelessness in Miami. We begin by allowing volunteers to help us with donation drives and food distributions and seek out potential leaders whose passion aligns with our mission. The CHYL program benefits include social and professional networking opportunities with leaders from all fields and invitations to rewarding, member-only volunteer activities at Camillus House. These young leaders support our organization by volunteering their time, talents and energy, promoting our mission to raise awareness and funds through many special events and volunteer activities.



Camillus
House

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