



FIFTH ANNUAL PJ DAY

www.pjday.org

HELP DENVER SLEEP EASY

Participate in PJ Day and help raise awareness for "Denver's Road Home," Mayor Hickenlooper and our community's 10-Year Plan to End Homelessness.

JOIN US THURSDAY, JANUARY 28TH, 2010, FOR PJ DAY TO HELP CHANGE LIVES AND IMPROVE THE DENVER BUSINESS ENVIRONMENT.

Organizations and individuals across the city will join the Mayor in his red pajamas by wearing their PJs, eating at participating restaurants, spending a night at select hotels, and making donations.

SINCE IMPLEMENTATION OF THE PLAN IN 2005, DENVER HAS SEEN:

- 11% reduction in overall homelessness
- 36% decrease in chronic homelessness
- 92% decrease in panhandling on the 16th Street Mall

In collaboration with extraordinary leadership throughout our community, we have:

- Developed 1,500 new units of housing
- Employed 3,278 homeless persons
- Mentored 564 families and seniors out of homelessness
- Prevented 2,232 seniors, families, and individuals from becoming homeless

LAST YEAR WE RAISED \$500,000 TOGETHER. COMMIT TODAY AND LET'S DO EVEN BETTER IN 2010.

Register as a sponsor or participant at www.pjday.org or for more information on how to participate.

DID YOU KNOW?

60% OF DENVER'S HOMELESS ARE FAMILIES WITH CHILDREN, 29% PERCENT ARE WOMEN, AND 40% ARE WORKING.

PJ DAY DONATIONS HAVE PREVENTED OVER 2,000 PEOPLE FROM BECOMING HOMELESS.

Benefiting:



Non-Profit Partner:



Founding Sponsor:



Media Inquiries?

Contact Greta Walker at 303-313-2410
gwalker@denrescue.org

Questions?

Contact Lisa Betchey at 303-561-2354
lisa.betchey@unitedwaydenver.org



FIFTH ANNUAL
PJ DAY

www.pjday.org

HOW YOUR BUSINESS CAN HELP END HOMELESSNESS

*Participate in PJ Day and help us get one step further
on "Denver's Road Home," Mayor Hickenlooper and our
community's 10-Year Plan to End Homelessness.*

**IT'S EASY! YOUR EMPLOYEES DONATE \$5 AND GET TO WEAR THEIR PJS TO WORK
ON THURSDAY, JANUARY 28TH, 2010.**

HOW TO GET STARTED:

1. Complete a Commitment Form.
2. Decide how you as an employer can help employees' efforts go further.
 - * Recognize employees' commitments by matching their donations.
 - * If you are a retailer, use your point-of-sale to increase donations – set up donation boxes, jars, and buckets.
3. Pick up 2 event posters and donation envelopes to hang at your place of business.
4. Print fliers from the web site and post them everywhere (*hint: bathroom stalls make great billboards*).
5. Post a notice in the company newsletter, or make sure the office chatterbox knows the details.
6. Wear your PJs on **January 28th**, collect donations and deliver the next day, **Friday, January 29th**.

WHAT YOU GET – THE BUSINESS WITH THE LARGEST DONATION WILL RECEIVE:

- Mention in all post-event communications.
- A complimentary suite at the Residence Inn Denver City Center (*to be used upon availability*).
- 4 tickets for the 2011 Mayor's PJ Party at the Residence Inn Denver City Center.

Check out the contests and sign up for our e-mail list at www.pjday.org Starting in November you can win airline tickets, sleeping bags, hotel suites, and more!

Pick up posters and deliver donations to:
Mile High United Way, 2505 18th Street, Denver, CO 80211

**ROAD HOME MILE MARKERS: SINCE
2005 CHRONIC HOMELESSNESS
HAS ALREADY DECREASED BY 36%
AND PANHANDLING ON 16TH ST.
MALL HAS DROPPED BY 92%!**

Benefiting:



Non-Profit
Partner:



Founding
Sponsor:



Questions?

Contact Lisa Betchey at 303-561-2354
lisa.betchey@unitedwaydenver.org