



## FRIENDSHIP PLACE AND SPREETAILE PARTNER TO PROTECT THE HOMELESS FROM EXPOSURE

### BREAKING THE CYCLE OF HOMELESSNESS WITH 2,000 WINTER COATS

As winter begins, cities across the U.S. are preparing to help their homeless populations through dangerous seasonal conditions. Unfortunately, up to 35% of the homeless population can go unsheltered across the U.S. Hard-working nonprofit organizations like [Friendship Place](#) transition the homeless into housing, but there are often not enough beds at temporary shelters, and some avoid shelters for personal reasons.

To help, Spreetail has committed to 2,000 EMPWR Coats from Empowerment Plan. Thanks to a partnership with [Friendship Place](#), 160 of these sleeping bag coats will go to those in need in Washington D.C. at their 7th Annual Winter Warmth event on Sunday Dec. 2, 2018. This \$20,000 contribution for the Washington D.C. community will ensure many have a warmer safer winter.

Spreetail is partnering with non-profit organizations combatting homelessness in twenty (20) different U.S. cities to ensure all 2,000 EMPWR Coats reach someone in need from November 2018 to January 2019.

### WHO IS SPREETAILE?

Spreetail is an ecommerce company based in Nebraska with operations in 6 states and 8 major cities. The company sells thousands of items through major online marketplaces and houses its own inventory across the country. You can learn more about Spreetail [here](#).

### WHO IS EMPOWERMENT PLAN?

Empowerment Plan is a Detroit based nonprofit organization focused on permanently elevating families from the generational cycle of homelessness. They hire and train single parents from local shelters as seamstresses, allowing them to earn a stable income, find secure housing, and ultimately regain their independence. Since 2012, they have produced and donated 30,000 EMPWR Coats globally. Learn more about how they break the cycle of homelessness [here](#).

### WHAT ARE EMPWR COATS?

[EMPWR Coats](#) are innovative, easy to carry, and designed for maximum functionality. The water-resistant garment can quickly transform into a sleeping bag or be used as an over-the-shoulder bag in warmer weather.

### WHY DO WE WANT TO HELP?

Giving is an unmistakable element of Spreetail culture. Through its impact work, the company strives to end homelessness and support families and underprivileged children in need.

Empowerment Plan's unique purpose and mission perfectly aligns with Spreetail's core causes. To date, they have provided employment to 60 individuals, a majority of whom are low-income single mothers of color.



In turn, they have helped bring over 150 children out of homelessness. Spreetail hopes to grow this successful model with its sponsorship of 2,000 coats this winter.

### **PROGRAM CONTACTS**

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