

HOUSING RIGHTS = HUMAN RIGHTS!



FRIENDSHIP
PLACE

Ending homelessness
Rebuilding lives

Join us on May 3rd, 2025

WALK TO END HOMELESSNESS

register
donate



friendshipplacewalk.org



2025 Media Kit

On May 3rd, Friendship Place will host our [13th Annual Friendship Place Walk to End Homelessness](#) event at the Lincoln Memorial.

All proceeds support [Friendship Place](#), a nonprofit that empowers those experiencing homelessness to rebuild their lives, find homes, get jobs, and reconnect with friends, family, and the community, permanently.

This walk provides a unique opportunity to not only touch the lives of the nearly 5,000 people Friendship Place helps each year, but to create a lasting impact hundreds of walkers and thousands of people our message reaches. Your support enables us to ensure vulnerable people in the DC region has a place to call home.

May 3rd, Lincoln Memorial, Washington, D.C.

FriendshipPlaceWalk.org

Who We Are



With the help of you and Friendship Place, people are finding homes, getting jobs and reconnecting with friends, family and the community, permanently.

Friendship Place is a leader in Washington, DC, in the development of innovative solutions to homelessness that have demonstrable results and a lasting impact.

Our mission is to empower individuals and families experiencing or at risk of homelessness to rebuild their lives, with the involvement of the community.

Our customized, person-focused programs include street outreach, hospitality, free medical and psychiatric services, job placement, case management, transitional shelter, rapid rehousing, homelessness prevention, permanent supportive housing, and specialized services for youth and young adults and for veterans and their families. In 2023, we helped more than 5,000 people, and in 2025 and beyond we plan to help even more!

We accomplish our mission with community and corporate volunteers, and the support of 30 neighboring congregations, several of which partner with us to provide shelter or housing.

“Friendship Place has become a leader in efforts to transform the homelessness systems in DC, helping to move our community away from Band-Aid approaches and toward real solutions that focus on ending homelessness.”

Nan Roman
Former President & CEO, National Alliance to
End Homelessness



President Obama, First Lady Michelle Obama, Malia, and Sasha volunteer at Friendship place, a local organization in Washington, DC that serves the local homeless population.

May 3rd, Lincoln Memorial, Washington, D.C.

FriendshipPlaceWalk.org



Press Release

Press Release
FOR IMMEDIATE RELEASE

Friendship Place's 10th Annual Walk to End Homelessness at the National Mall

Event To Highlight Street Outreach Work with Theme, 'There's No Place Like Home'

Washington, DC – [April 3, 2024] – Friendship Place, the leading nonprofit dedicated to eradicating homelessness in the Washington, DC region, proudly announces its 10th annual Friendship Place Walk will take place on April 27, 2024 on the National Mall. This year's event, themed "There's no Place Like Home" aims to raise awareness and crucial resources for combating the crisis of homelessness, with a specific emphasis on the organization's Street Outreach efforts. All are invited to attend Friendship Place Walk. To register, donate, or learn more, visit friendshipplacewalk.org.

(Continued...)

May 3rd, Lincoln Memorial, Washington, D.C.

FriendshipPlaceWalk.org

“While shelters are often seen as the answer to homelessness, our message for this year’s Friendship Place Walk is clear: “There’s no Place Like Home,”” says Friendship Place President & CEO Jean-Michel Giraud. “Housing is the solution to homelessness, and we are committed to providing individuals with the stability of a place they can call ‘home.’”

Friendship Place Walk will commence at the Lincoln Memorial, featuring DJ EZ Street and a gathering of hundreds of supporters engaging in entertaining and informative activities. Attendees will hear from impactful speakers, including political figures, street outreach workers, and individuals with lived experiences of homelessness. Following the kickoff, participants will embark on a walk around the National Mall, demonstrating solidarity in the fight to end homelessness.

Friendship Place traces its roots back to 1991, originating from its street outreach efforts in the NW DC region. Despite initial skepticism from residents, volunteers discovered over 100 individuals experiencing homelessness during a nighttime street count, leading to the establishment of Friendship Place’s first facility, the 'Little Blue House' on Wisconsin Avenue, now known as the Welcome Center.

Today, Friendship Place has a force of nearly 200 dedicated staff members, operates seven facilities, and serves 5,000 individuals including families with children, youth, and veterans, through a partnership with the Veterans Affairs. The organization provides homelessness prevention assistance, rehousing, medical services, and more, while also playing a pivotal role in Homeward DC, a comprehensive plan to “make homelessness rare, brief, and non-recurring” developed by DC Mayor Muriel Bowser.

The Street Outreach team at Friendship Place serves some of the hardest-to-reach individuals, including those who have been homeless for years or even decades. “We meet vulnerable people where they are, on their turf,” says Friendship Place Outreach Specialist Liza Poris. “We provide resources to address immediate needs such as food, clothing, medical assistance, and access to vital documents. Ultimately, our goal is to build relationships and trust so we can work alongside them to remove barriers and navigate a path towards long-term housing and stability.”

About Friendship Place Walk and Friendship Place

Proceeds from the Friendship Place Walk will directly support Friendship Place's innovative programs aimed at empowering participants to rebuild their lives. With effective, nationally recognized, and award-winning services, Friendship Place is the DC-region-wide leader in the movement to end homelessness.

Media Contact

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Your Impact

5,430

In FY24, Friendship Place made a difference in the lives of 5,430 people experiencing or at risk of homelessness.

This included:

1495 children



167 families



646 veterans



Please note that private funding provides critical support to all of our programs, even those that receive public support. Private funds help us pay for security deposits, identification documents, furniture, clothing, gift cards for transportation and food and so much more!

Over 5,000 of our neighbors—families, LGBTQ+ youth, seniors, and veterans—overcame homelessness or remained safely housed with the help of Friendship Place last year. Friendship Place provides essential services that help people rebuild their lives. Through education and advocacy, we also engage with the root causes of homelessness, including racism, in order to end homelessness for good.

May 3rd, National Mall, Washington, D.C.

FriendshipPlaceWalk.org



Our Audience

10K Friendship Place
Subscribers

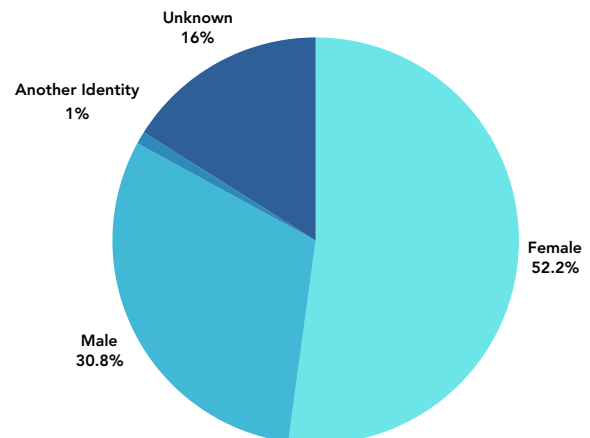
2,297 Facebook
Followers

2K Instagram
Followers

3,467 Twitter X
Followers

52%

52% of our audience
identifies as female



May 3rd, National Mall, Washington, D.C.

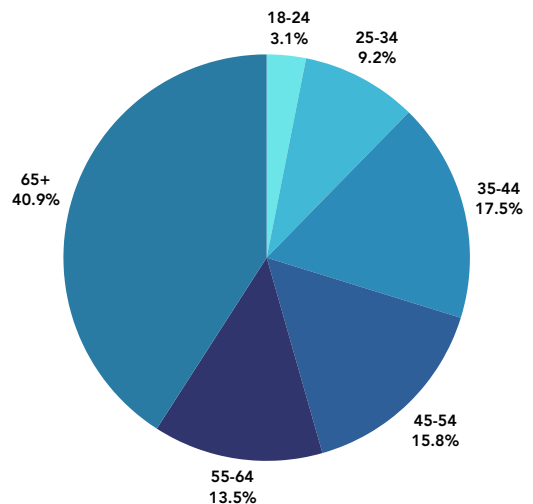
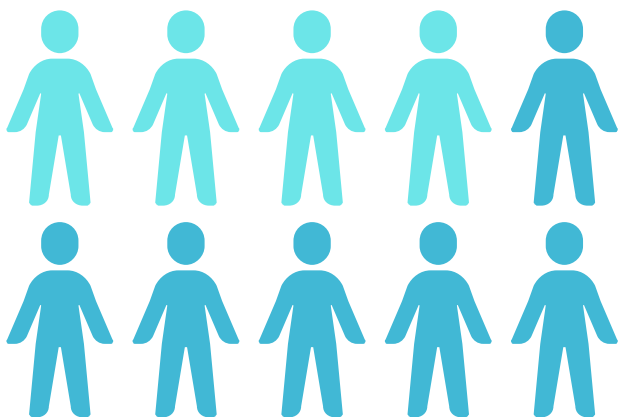
FriendshipPlaceWalk.org



Our Audience

38%

38% of our audience are between the ages of 18-54



May 3rd, National Mall, Washington, D.C.

FriendshipPlaceWalk.org

Agenda

Saturday | April 27, 2024

Topics	Key Activities	Time
Registration & Fun Activities	<ul style="list-style-type: none">• Registration opens• Pick Up T-Shirts• Group Photo with Teams• Group Stretch• Other Fun Activities	9:30am
Program	<ul style="list-style-type: none">• Who We Are	10:30am
Speakers	<ul style="list-style-type: none">• Jean-Michel Giraud, President & CEO (Friendship Place)• More speaker info to come	10:30am
Walk Begins!	<ul style="list-style-type: none">• And we're off!• Take photos• Use #FriendshipPlaceWalk• Have fun!	11:00am
Finish Line	<ul style="list-style-type: none">• Group Photo Opportunity	12:00pm

In the words of those we serve

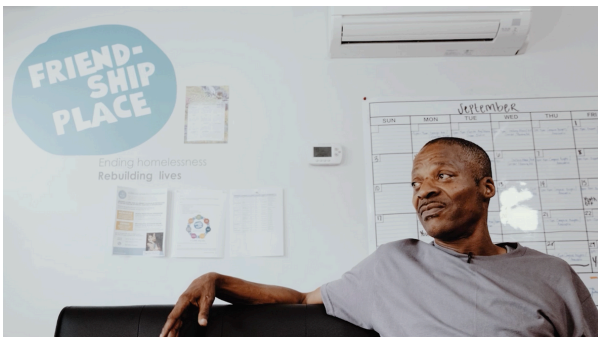


"Friendship Place helped me move from a domestic violence shelter into a better place to live. They helped me and my children go further. Today I'm back in school studying home health care. They helped with school supplies, registration fees, transportation. They helped with everything."

"When I got the keys to my new apartment I said, 'When you guys leave, I'm just going to cry. This is the best day of my life.'"

"My Friendship Place case manager connected me with a lot of resources I didn't know about. And she stayed on me, asking 'What have I done this week? What do I need to do next week?' After a while I'm just checking things off and thinking, oh my God—I got that done."

"My Friendship Place case manager is my rock. She helped us find a place and move out of the shelter, brought us cleaning products. She helped us all get our lives back. I tell everybody about Friendship Place."

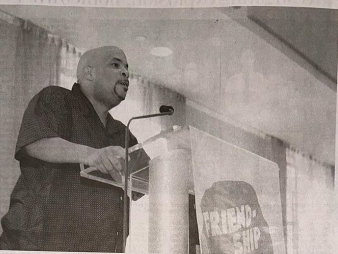


Friendship Place Welcome Center staff helped Mr. Brinson find a home. Today he lives in a one-bedroom apartment, which the team helped him secure. Mr. Brinson tells us "People at the Welcome Center love their jobs. If it wasn't for them, I don't know where I'd be."

In the news

AimLife helps with a phone, clothes, a ride – whatever folks need to find a job

For the vast majority of the 100,000 people who are homeless in the Washington area, the struggle to find a job is a daily battle. Many lack the basic necessities to succeed in the job market: a reliable phone, a car, or even a place to store their belongings. AimLife, a nonprofit organization, is working to help these individuals by providing them with these essential items.



Participants who receive these items often express their gratitude. "I've been looking for a job for months, and I've been so lucky to get a phone and a car. It's made a huge difference in my life," said one participant. AimLife's services are available to anyone who is homeless or at risk of homelessness in the Washington area.

When Washington's Curtis Robinson was appointed as the new head of the District of Columbia Department of the Environment, he faced a significant challenge: how to lead a department that had been largely neglected for years.

Robinson, who has a background in environmental policy, took the helm in January 2023. He immediately set a goal to increase the department's visibility and effectiveness. One of his first actions was to launch a series of public hearings to gather input from the community. "We need to make sure we're listening to the people who are most affected by our decisions," he said.

Robinson's approach has been praised by environmental advocates. "Curtis is bringing a fresh perspective to the department," they say. His focus on transparency and public participation is seen as a key to the department's future success.

After year of division, new Prince George's County Council leaders call for unity

Prince George's County Council members gathered for their first meeting after a year of division. The new leadership team called for unity and a focus on the county's most pressing issues, including housing and economic development.



The council members expressed their commitment to working together to address the county's challenges. "We have a lot of work to do, and we need everyone's input," said one council member. The meeting set the stage for a collaborative approach to governance.

FRANCE-AMÉRIQUE

For the Modern Francophile - Since 1943 - Bilingual



Jean-Michel Giraud has run Friendship Place, an organization that helps homeless people in the Washington area, since 2006. Jean-Michel Giraud dirige Friendship Place, une organisation qui vient en aide aux sans-abris de la région de Washington, depuis 2006.

© Images By Christiani/France-Amérique

The men of La Casa receive help in life, illness and death

Perspective by John Kelly
Columnist
November 27, 2023 at 3:37 p.m. EST



Valley Place: A refuge for those on the way to a home

Perspective by John Kelly
Columnist
December 15, 2023 at 12:14 p.m. EST



HOMELESS MEMORIAL BLANKETS

BLANKETS COVER WEST LAWN OF U.S. CAPITOL TO BRING ATTENTION TO HOMELESSNESS ISSUE

May 3rd, National Mall, Washington, D.C.

FriendshipPlaceWalk.org

Friendship Place was featured in NPR!



In the news



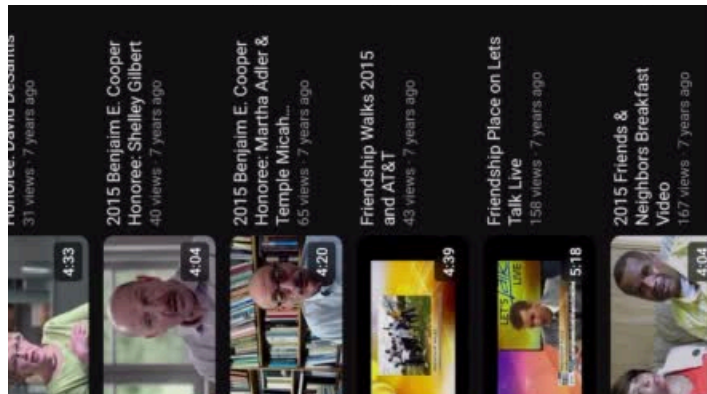
NATIONAL
Heard on Morning Edition

'It is the obvious thing.' The White House tries a new tack to combat homelessness



Friendship Place is Here For LGBTQ+ Veterans

Bob Woodruff Foundation
August 9, 2023 // Impact Stories



The Washington Post



Chronically homeless men have found a home at La Casa in the District

Perspective by John Kelly
Columnist
December 28, 2022 at 2:00 p.m. EST

Salvador, a resident in La Casa, laughs with Alicia La Rotta, his bilingual case manager. The Columbia Heights building for chronically homeless men is operated by Friendship Place. (John Kelly/The Washington Post)



The Washington Post | HELPING HAND



Friendship Place helped a survivor of abuse turn her life around

December 6, 2022
Rachelle Ellison lived on the streets of Washington for 17 years before finding help at Friendship Place, a District charity and a partner in The Washington Post Helping Hand. (John Kelly/The Washington Post)



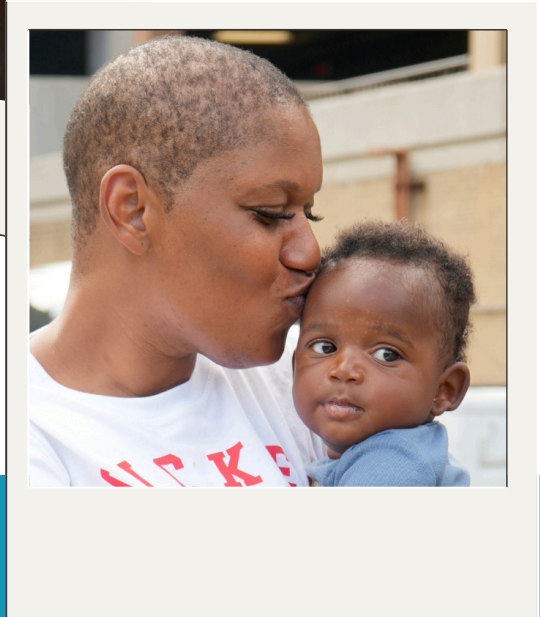
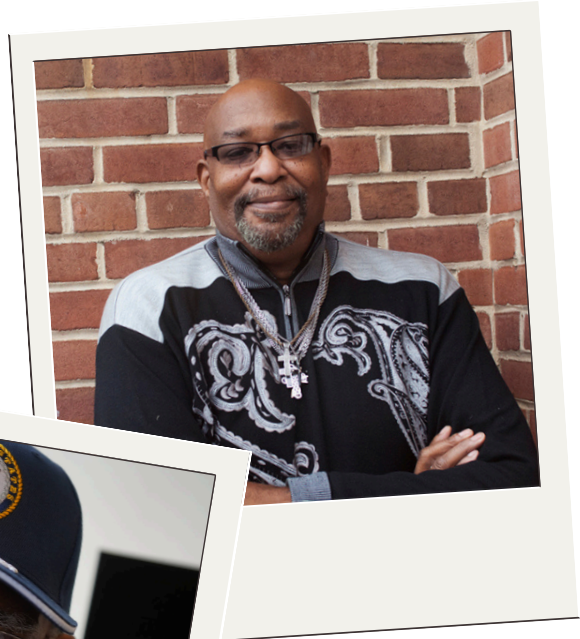
May 3rd, National Mall, Washington, D.C.

FriendshipPlaceWalk.org



Your Impact

I walk to...



...save lives!

Friendship Place Walk Route

The Lockkeeper's House

Corner of 17th Street and Constitution Avenue

(Closest metro stations are Foggy Bottom and Smithsonian stations)

START

