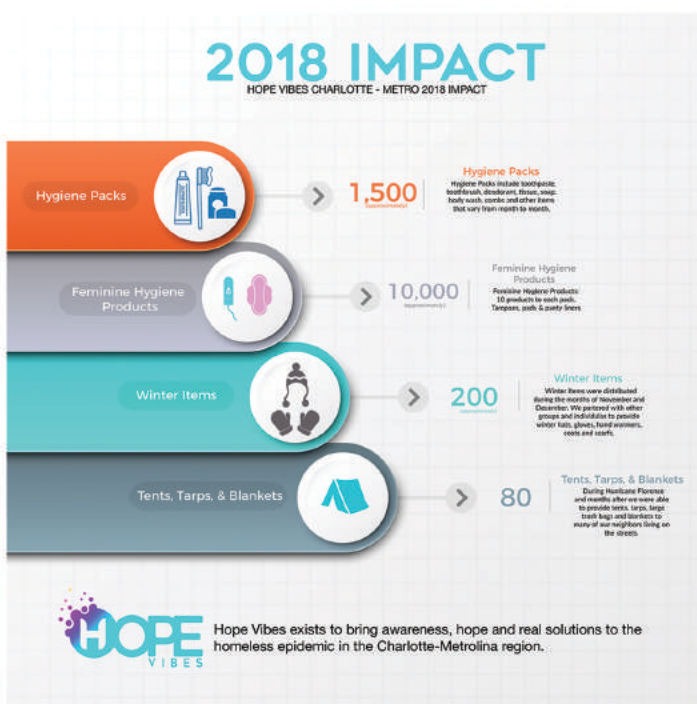


# Executive Summary

Hope Vibes Inc. is a non-profit, 501 c3 organization. We are seeking a funds to expand The Hope Tank Project. The Hope Tank Project is centered around providing access to proper hygiene and clean clothes to our homeless neighbors and others currently living in extreme poverty in the Charlotte-Metrolina region. To address this need, we are developing our first mobile shower and laundry vehicle, consisting of 3 stackable washer/dryer sets and 2-3 bathrooms (shower, sink and toilet in each stall). We are seeking business & community sponsors to contribute towards our first goal of \$30,000 to cover phase one of the project -- the cost of purchasing and retrofitting the vehicle to meet this urgent need in our community.



## Organization Description & History

Hope Vibes Inc. was organically founded in July 2016 when Executive Director, Adrienne Threatt, shared a video on social media about the often forgotten & unrealized challenges of women living on the streets with their menstrual cycle. She, along with many others, were shocked, outraged, saddened, but most importantly, moved to ACTION!

*"It takes a community to reach a community." -- Emmanuel Threatt*

What started out as just a few friends collecting hygiene products quickly became a thriving organization on a mission to bring awareness, hope and real solutions to the homeless epidemic in the Charlotte-Metrolina region. Specifically addressing the hygiene needs of our homeless neighbors we:

- Serve around 200 homeless men, women and children at our monthly volunteer events.
- Create awareness through community conversations about the issues of homelessness through social media and monthly newsletters
- Engage in K-12 school chats and volunteer events
- Develop partnerships to strategize and implement solutions.

See the infographic below for a brief overview of our impact in 2018.





## BACKGROUND

In 2017, there were an estimated 1,700 people experiencing homelessness in Charlotte, NC according to reports from the Charlotte Observer in January 2018. That number has steadily increased over the years.

One of the major barriers in the cycle of homelessness is unemployment. While many of our homeless neighbors we encounter have jobs or are actively seeking employment, they often run into the challenge of acquiring and sustaining good employment due to poor hygiene and appearance. A survey of business owners showed that:

- 68% of owners are less likely to hire an individual with bad personal hygiene. Of these, 29% agreed that bad body odor would be the strongest reason, while 21% said bad breath.
- 56% would let the potential employee's dress sense affect their decision to hire.

*(Source: Poor hygiene, grammar and dress sense scupper employment chances for jobseekers. D. Woods. 2010).*

With limited access to bathrooms and laundry centers, it is next to impossible for our homeless neighbors to beat the odds in securing employment.

According to another study done on homelessness in urban areas, another concern on the rise due to a lack of access to proper hygiene and clean clothes is the risk of infectious diseases and poor mental health (Source: Health care experiences of homeless men. Parity. Doran D. 2006). The only way to prevent the spread of these germs is to wash them (Source: *Why Is It Important to Wear Clean Clothes. USA Big Bang Corporate Apparel. 2014*). While Charlotte does have a limited number of showers and laundry units available in the local shelters, we've heard firsthand from many of the homeless neighbors here that they often avoid utilizing these spaces because of safety concerns, theft and sometimes inoperable equipment.

Clean bodies and clean clothes can be the first step towards a fresh start for a person living on the streets or other extreme poverty scenarios. It would increase the likelihood of getting and keeping a job. It would reduce the risk of infectious diseases. It would improve aspects of mental health by giving a renewed sense of dignity and self-worth in a way that promotes confidently pursuing potential life changing opportunities.





# THE HOPE TANK PROJECT

The Hope Tank is a mobile eco-friendly shower and laundry center designed to provide a safe, private, comfortable environment that promotes dignity and hope for Charlotte's homeless and high poverty population. Modeled after similar shower vehicles initiatives in Australia (Orange Sky), Tennessee (Shower Up), Georgia (Hope Through Soup) and California (Lava Mae), when the Hope Tank is fully funded, guests will have access to showers AND an opportunity to wash their clothes! Because who wants to take a shower and then put on dirty clothes?!?

Our first vehicle will have 2 bathroom stalls with a shower, sink and toilet in each unit and a laundry room equipped with 3 washer/dryer units. Each day the Hope Tank will be able to provide an estimated 60+ timed showers and 20+ loads of laundry, with lots of time for conversation and sharing of resources between every load! Hitting the streets 5-6 days a week, that equates to 15,000+ showers and 5,000+ loads of laundry annually!

The Hope Tank will operate on a weekly schedule at certain partnering businesses and churches who will allow us parking lot space for set up. We will also have the Hope Tank available at our various Hope Vibes volunteer events. Equipped with the necessary tanks and power sources, the Hope Tank will have the capacity to be fully mobile throughout the city and surrounding areas. We are in the process of designing an app allowing users to view the Hope Tank's weekly itinerary with scheduled times and locations for shower/laundry utilization.

## Budget

Our phase one goal for the Hope Tank Project is \$30,000 to cover the cost of purchasing and retrofitting a used box truck or city bus. Our total projected cost for phase one and one year of full operation is an estimated \$220,000. We are working to build a strong funding foundation of both corporate and community partners, individual donors and grants. Your donation will be applied directly to the phase one purchase and retrofit of our first vehicle.

We cannot emphasize enough the significance of partnership. It has essentially been the catalyst behind Hope Vibes from the very beginning. We are so humbled and EXCITED that you would consider linking arms with a community of people who refuse to turn a blind eye to those who are in need in our city.

Hope Vibes Inc. is an official 501c3. All donations are tax deductible.  
[www.hopevibes.org](http://www.hopevibes.org) // [admin@hopevibes.org](mailto:admin@hopevibes.org)