



SHC PRESENTS

WARM SOLES

NIGHT WALK

COLD NIGHTS, WARM FEET

2.22.2025

Peer-to-Peer
PARTICIPATION GUIDE



What is SHC?

The mission of Supportive Housing Communities (SHC) is to provide affordable housing to alleviate homelessness and human suffering. SHC primarily serves the chronically homeless population, which is defined as those individuals that have been homeless for at least one year and have a disabling condition, such as alcoholism, mental illness, or a chronic disease. We serve these individuals by providing permanent, affordable housing linked with voluntary supportive services – such as case management, mental health counseling, substance use treatment, and employment assistance – that are designed to help them live independently in the community.

While other organizations may offer temporary shelter, or focus on specific populations, SHC is the only organization in Mecklenburg County focused on helping chronically homeless individuals and families by combining a full continuum of financial support (so they can afford a place to live) and case management (so they can keep it).

Last year, SHC served 513 neighbors, including 214 children under the age of 18.

All persons served by SHC have total household incomes at or below 30 percent Area Median Income (\$19,800/yr., or \$28,250 for a family of four). 93% of adults support themselves (and any children) on less than \$167/month, and almost half have no income at all. Approximately 80 to 90 percent of our residents' incomes do not even approach the 30 percent level.



What is the night walk?

During the coldest part of the year, when temperatures drop below freezing, our homeless neighbors face even greater challenges. To bring awareness to the harsher conditions, SHC's Warm Soles Night Walk at Queens University offers an inspiring opportunity to step into the shoes of our neighbors experiencing homelessness. Guests will immerse themselves in an evening filled with real stories and a powerful mission moment that will leave you feeling moved and motivated.

**Empathy in Every Step: Experience the Night,
Support Our Homeless Neighbors**

**Every Night In Charlotte
3,244 Neighbors
Are Without a Place To Call Home
That's a 33% Increase
Over Last Year**



Registration

EVENT INFORMATION

What: Warm Soles Night Walk

Where: Queens University, Charlotte, NC

Date: Saturday, February 22, 2025

Time: 4 pm – 7 pm

REGISTRATION

\$30 Adult Registration

**\$25 Child Registration
(12 years & under)**

**\$5 fee increase day of event*

What is included in registration?

- 2025 Warm Soles Night Walk T-shirt!!
- Personal fundraising website to invite your friends and family to support your effort to help Charlotte's most vulnerable neighbors.
- Access to fundraising tools such as sample email templates, social media content, and more to help spread the word.
- Support from SHC staff to assist you with your fundraising efforts.
- Compete for prizes for you and win a prize for your team!

What are the funds used for?

Your registration fee, and any additional funds you raise, help provide affordable housing and support services to alleviate homelessness and human suffering in Charlotte. Donations can be made online at SupportiveHousingCommunities.org/NightWalk or by mailing a check to the address below. Please make checks payable to Supportive Housing Communities and write the team or individual you want your donation to be credited to in the memo line.

Supportive Housing Communities
601 East 5th Street, Suite 255
Charlotte, NC 28202



Fundraiser Tips

1

Make the first contribution to your campaign

to kick-start your fundraising and show supporters that you are personally committed.

2

Personalize your message.

Your supporters want to hear why you care about our homeless neighbors and how they can help.

3

Let your friends, family, neighbors, and co-workers know!

Tell them in-person or send an email or text. Ask them to help spread the word, too. Consider asking community members to help promote through their place of business, faith, community groups, etc. Be sure to let them know how much our local community will benefit from the donations!

4

Keep your donors engaged and let them know when you hit milestones!

Keep people updated on your efforts with emails, social media posts, and regular communication.

5

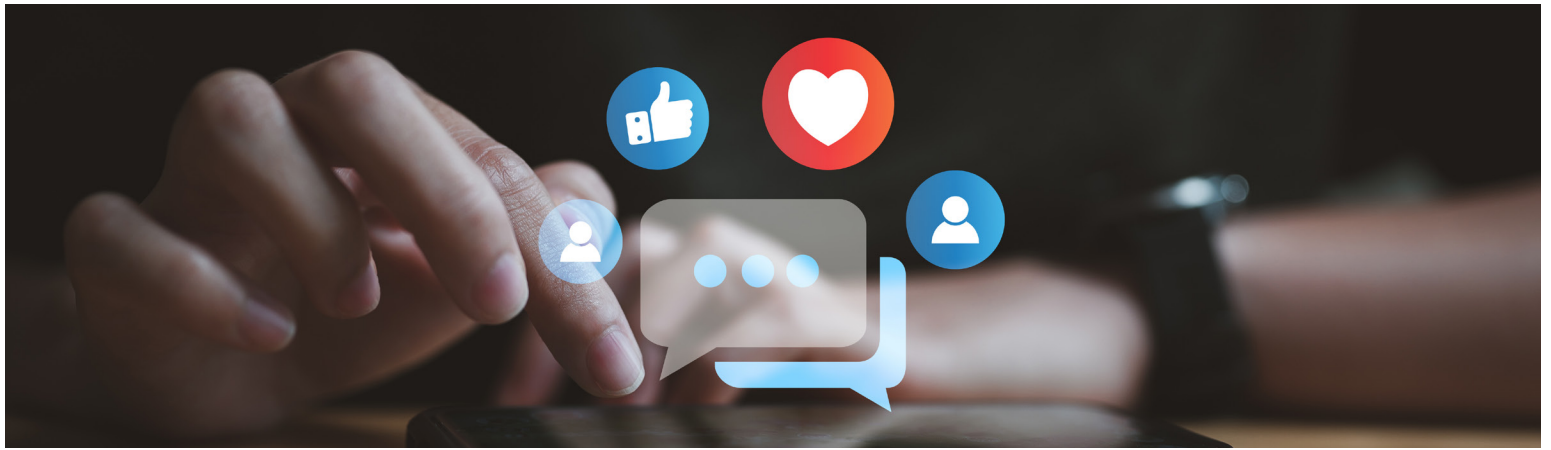
Inspire by sharing the impact of donations.

Tell people how their donations are making a difference to empower those that are experiencing chronic homelessness.

6

Take the time to express your gratitude in a meaningful way.

For example, send a personal note or email to every donor. Be sure to send a final update post-event with fundraising totals that shares your gratitude.



Share on Social Media

Use the handles below and hashtag [#SHCNightwalk](#) to tag SHC on your social media channels. We'd love to see the work you're doing to help end homelessness, and it can drive more people to your fundraising page!

SAMPLE SOCIAL MEDIA POSTS

Over 3,000 neighbors are currently experiencing homelessness in Charlotte. Register or Donate today and take the first step toward warming soles and hearts! [LINK] [#SHCNightwalk](#)

I am raising funds for @SupportiveHousingCommunities [or other handle] to end homelessness in our community. Please give what you can and take the first step toward warming soles and hearts! [LINK] [#SHCNightwalk](#)

I'm joining the fight to end homelessness in Charlotte! If you'd like to take the first step toward warming soles and hearts, check out my page here: [LINK] [#SHCNightwalk](#)

 facebook.com/SupportiveHousingCommunities

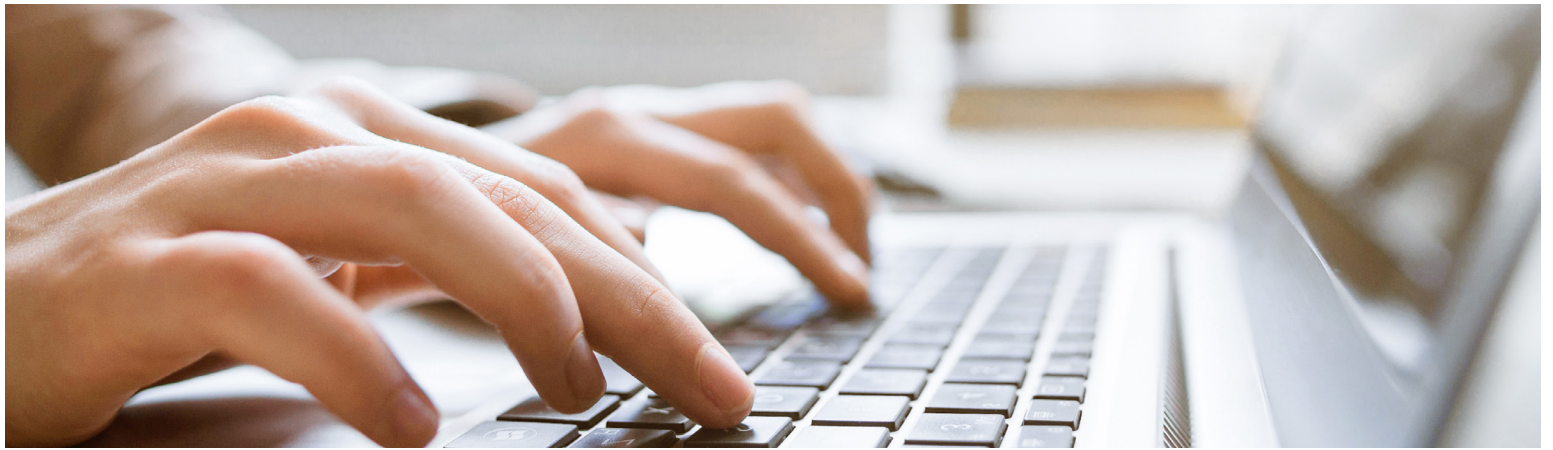
 [@shc_charlotte](https://instagram.com/shc_charlotte)

 linkedin.com/company/supportive-housing-communities-inc

 youtube.com/@aplacetoliveagain

 [@shc_charlotte](https://twitter.com/shc_charlotte)





Sample Emails

Hi [Name]!

More than 3,000 neighbors are currently experiencing homelessness. I'm taking steps to end homelessness for Charlotte's most vulnerable neighbors – will you join me?

I've signed up as a team captain for [Team Name] in the 2025 Warm Soles Night Walk. Will you register to join my team?

I'm walking to raise funds for Supportive Housing Communities because [include your own reasons!]

Registering is easy—just visit SupportiveHousingCommunities.org/NightWalk. Choose “Join a Team” and select our team name: [Team Name]

Together, we'll raise funds and awareness to end homelessness in our community. On Saturday February 22nd, it's time to walk! [include team walk plan]

As your team captain, I'm here to answer your questions and inspire you to get walking. Let's do it together!

[Your Name]

Hi [Name]!

More than 3,000 neighbors are currently experiencing homelessness. I'm taking steps to end homelessness for Charlotte's most vulnerable neighbors – will you help?

On Saturday February 22nd, I'm joining Supportive Housing Communities for their 2025 Warm Soles Night Walk. My personal fundraising goal is to raise [\$XXX] in support of ending homelessness in our local community. Please give what you can take the first step toward warming soles and hearts!

This cause matters to me because [include your own reasons!]

You can donate online by going to [LINK]. Interested in walking with me and raising even more funds? You can register online, too!

Thank you in advance for your support. I can't wait to see how much we accomplish together!

[Your Name]

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QUESTIONS? CONTACTUS!

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