



# Shine On Me

FROM HOMELESS TO LIBRARIES

# One Word Association

- ▶ When you think of homelessness, what one word comes to mind?

# 2018 Facts about Homelessness in New York City and Long Island

- ▶ As of February 2018, there were 63,343 homeless people, including 15,546 homeless families with 23,314 homeless children, sleeping each night in the New York City municipal shelter system. Families make up three-quarters of the homeless shelter population – courtesy of Coalition of the Homeless.
- ▶ A study by HUD (U.S. Department of Housing and Urban Development) conducted in December 2017 found that homelessness eased 0.6 percent on Long Island but leaped 43 percent in New York State since 2007 – the highest increase nationwide. In Nassau and Suffolk counties, the ranks of people living in shelters or on the street slipped from 2016 to 3,937 in 2017. Nassau County shown a 22 percent increase in people living in shelters, due to steadily rising housing costs.

# Reasons for Homelessness in New York City and Long Island

Lack of affordable housing

Job loss/laid  
off/termination/outsourcing/unemployment

Poverty/low wages/working-class/working poor

Domestic violence

LGBTQ/Same Gender Loving youth kicked out of  
homes

Eviction

Fires/natural disasters

# Reasons for Homelessness in New York City and Long Island

Older Americans losing/run out of  
Social Security and pension benefits

Uninsured military veterans

Displaced health care patients

Mental health issues

Substance abuse issues

Rising housing costs

Break-ups with significant others, partners and spouses

Runaway teens/youth

Families tired/fed-up/frustrated with children/grandchildren/relatives who  
refuse to abide by rules.



# My Homeless Shelter Journey



# My Homeless Timeline (2012-2016)

- ▶ Outsourced from Ogilvy & Mather (March 30, 2012)
- ▶ Unemployed (2012 – 2014)
- ▶ Enrolled into the SILS (School of Information and Library Science) program at Pratt Institute (January 2012 – May 16, 2014)
- ▶ Evicted from basement apartment (May 2013)
- ▶ Moved in with a friend to sleep on her living room floor (May 2013-May 2, 2014)

# My Homeless Timeline (2012-2016)

- ▶ Entered the NYC homeless shelter system: Atlantic-Bedford Men's Shelter (May 2, 2014 – June 18, 2014)
- ▶ Transferred to Skyway Annex Men's Shelter (Upper West Side, Manhattan, June 18, 2014 – December 21, 2014)
- ▶ Transitioned into a post-shelter LINC V program home with other homeless men in East New York, Brooklyn (December 21, 2014 – December 4, 2016).
- ▶ Departed the post-shelter world totally by moving into a rooming home in South Jamaica, Queens (December 4, 2016)



# The Origin of Shine On Me

A teal-colored poster for the 'Shine On Me' program. At the top left is the 'Bklyn Public Library' logo. To its right, in white capital letters, is 'A BKLYN INCUBATOR PROJECT'. The title 'SHINE ON ME' is written in large, white, italicized serif font, with four yellow sun icons to its right. Below the title, a yellow rectangular box contains the text 'LET BPL HELP YOU GET BACK ON YOUR FEET' in bold black capital letters. Another yellow box below that contains two paragraphs of text: 'Homeless adults are invited to East Flatbush Library for a 10-week program starting on September 20, 2017, that provides a safe space to express concerns and receive assistance and support.' and 'Social workers and life coaches will be available to provide help with housing placement, job seeking, confidence building and more!'. Below these paragraphs, in bold black capital letters, is 'WEDNESDAYS, SEPTEMBER 20 - NOVEMBER 22, 2017' followed by '11 AM - 1 PM'. At the bottom of the yellow box, in smaller black text, is 'East Flatbush Library, 9612 Church Avenue, Brooklyn, NY 11212' and '718.922.0927'. At the bottom of the poster are four yellow sun icons.

# BKLYN Incubator

- ▶ BKLYN Incubator supports innovative programs at Brooklyn Public Library by providing professional development, mentorship, and resources to staff with innovative ideas.
- ▶ The purpose of the BKLYN Incubator is to empower Brooklyn Public Library staff to build public programs and services from the ground up and support ideas that are responsive to community needs.

# The Women Behind the Proposal





# BKLYN Incubator Workshops

- ▶ Ideation Workshops

1. Opportunity Mapping: a process of critically observing your work ecosystem in order to deeply understand how the different elements you operate in affect your patrons (October 14, 2016)

- ▶ Proposal Workshops (a minimum of one was required to submit for the BKLYN Incubator Program Funding)

1. Program Management (December 12, 2016)

# BKLYN Incubator Proposal Guidelines

- ▶ Team Lead, direct supervisor and team member/s
- ▶ Community partner/s
- ▶ Description of the reason for community partner/s and context of collaboration.
- ▶ Detailed program description
- ▶ Projected Timeline (planning, promotion, implementation, and evaluation).
- ▶ Description of community need
- ▶ Development of idea
- ▶ Description of a successful outcome for program



# BKLYN Incubator Proposal Guidelines

- ▶ Description of how program supports organizational priorities
- ▶ Challenges
- ▶ Target audience
- ▶ Estimated budget
- ▶ Total budget

# BKLYN Incubator: From Proposal to Program Funding

- ▶ Proposals for Round Three of BKLYN Incubator were submitted in January 2017.
- ▶ Shine On Me proposal selected to move on to pitch to a panel of judges in February 2017.
- ▶ Two-part pitch training with professional speaking coach Kelsey Crouch
  1. Friday, February 24, 2017
  2. Monday, February 27, 2017
- ▶ Pitch competition: Friday, March 10, 2017
  1. Shine On Me was selected by a panel of judges from the Charles H. Revson Foundation as a program at East Flatbush Library on that same afternoon with a budget of \$5,745.50.

# Shine On Me Implementation: March – September 2017

- ▶ Assigned to mentor Brenda Bentt-Peters, Supervisor of Outreach Services at Brooklyn Public Library.
- ▶ Ordered snacks, water and supplies (journals, folders, pens, notebooks) from W.B. Mason
- ▶ Ordered posters, flyers and stickers from the Marketing Department via MacConnect.
- ▶ Ordered emergency kits, amenity bags and MetroCards.
- ▶ Circulated and distributed flyers in the communities to attract participants.
- ▶ Sought out two family shelters: Urban Strategies (Fannie Barnes Residence) in Brownsville and Flatlands Family Residence in Canarsie to recruit participants.

# Shine On Me Implementation: March – September 2017

- ▶ Faced challenges in securing two life coaches for the program.
- ▶ Raced to have community partner and life coach contracts approved by BPL attorney and the Finance Department before the program premiere.

# Special Treat



- ▶ Kelsey Crouch directed an international awards ceremony on May 17, 2017 at Scandinavia House in New York City honoring social entrepreneurs from 22 countries for the positive impact on their communities and environment.
- ▶ Round Three BKLYN Incubator winners were invited to attend the Global Sourcing Council 3S Awards.



# Shine On Me Weekly Agenda: September 20 – November 22, 2017

- ▶ Week 1 (Wednesday, September 20, 2017): Intake
- ▶ Week 2 (Wednesday, September 27, 2017): Intake
- ▶ Week 3 (Wednesday, October 4, 2017): What is Homelessness?
- ▶ Week 4 (Wednesday, October 11, 2017): Introduction to Social Services
- ▶ Week 5 (Wednesday, October 18, 2017): Mid-Program Follow-Up

# Shine On Me Weekly Agenda: September 20 – November 22, 2017

- ▶ Week 6 (Wednesday, October 25, 2017): Introduction to Business and Career Center Resources
- ▶ Week 7 (Wednesday, November 1, 2017): Resume and Cover Letter Help
- ▶ Week 8 (Wednesday, November 8, 2017): Job Interview Dos and Don'ts
- ▶ Week 9 (Wednesday, November 15, 2017): Workforce1 Event
- ▶ Week 10 (Wednesday, November 22, 2017): Culminating Event and Awarding of Program Certificates

# Life Coach Sessions by Joye Harper of Rock Leadership Movement

- ▶ September 20, 2017 - Choose You, Back You, Create You!: Uncovering challenges within that prevent you from realizing your own greatness.
- ▶ September 27, 2017 - Community Building Circle 1: Creating powerful connections through developing communication skills.
- ▶ October 4, 2017 – Plan of Action!: How to use your resources to assist you in your campaign to greatness.
- ▶ October 11, 2017 – Community Building Circle 2: Insights on how to produce results during times of adversity.
- ▶ October 18, 2017 – Building on Breakthroughs!: Identifying the components that enable successes and committing to empowering approaches that lead to new possibilities.



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# CALL ME MOSES



"... a graphic depiction  
of a tumultuous life..."  
-Sean Jones, World-class  
body builder

## J. MOSES HARPER

"... Call her Moses, yes, but also call her inspirational..."  
-William Fredrick, *Gospel*, *Nation's* bestselling author



# Number of Shine On Me Attendees

- ▶ Week 1 – September 20 (4)
- ▶ Week 2 – September 27 (16)
- ▶ Week 3 – October 4 (25)
- ▶ Week 4 – October 11 (17)
- ▶ Week 5 – October 18 (19)
- ▶ Week 6 – October 25 (19)
- ▶ Week 7 – November 1 (16)
- ▶ Week 8 – November 8 (20)
- ▶ Week 9 – November 15 (33)
- ▶ Week 10 – November 22 (34)









# Outcomes and Assessments

- ▶ Shine On Me received lots of positive feedback from Brooklyn Public Library staff and the participants.
- ▶ Some participants frequent East Flatbush Library as a result of Shine On Me.
- ▶ The memoir *BREAKING NIGHT: A MEMOIR OF FORGIVENESS, SURVIVAL AND MY JOURNEY FROM HOMELESS TO HARVARD* by Liz Murray has been requested by two of the participants from the resource list I compiled and distributed at the culminative event.
- ▶ A patron, Julius, called this past Tuesday (May 1, 2018) to inquire about Shine On Me.
- ▶ I became the unofficial go-to social services representative at my library.

# Shine On Me Budget

- ▶ Budget Awarded: \$5,745.50
- ▶ Budget Spent: \$5,718.19
- ▶ Budget Remaining: \$27.31



# Books Are My Weapon Documentary

- ▶ Interviewed by filmmaker and educator Alice Obar from BRIC about library initiatives around homelessness between December 2017 and February 2018.
- ▶ One of the documentaries featured at the BRIC Documentary Intensive Cohort Screening 2017 on Thursday, April 19, 2018.
- ▶ Now available on the BRIC Free Speech You Tube page:  
<https://youtu.be/dhBsxKkOZtQ>



# How To Make It In The City – WBAI 99.5 FM

- ▶ Interviewed by author and entrepreneur Ama Karikari-Yawson on her radio show How to Make It In the City on WBAI 99.5 FM.
- ▶ The segment aired in February 2018

# Thank You / Contact

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