

Fundraising Direct Response

**You feel raw emotion...empathy... (envelope copy)
You always want to help**

Dear.....,

Your heart breaks...you care deeply...you feel a strong need to help.

You've seen them...read about their miserable plight. Your fellow Houstonians...far less fortunate. On the mean streets...homeless...hungry...destitute. Maybe mentally ill...maybe addicted. Likely abused.

Each filled with a soul-crushing sense of hopelessness...despair...defeat. Devoid of self-esteem. With no place to turn. No one to turn to.

Some suffered troubled childhoods. Others didn't. Plenty of wrong turns in life. Bad choices. Also bad luck. Debilitating tragedies. There but for the Grace of God.

Some have little formal education. Some had families. A few have PhDs.

..... doesn't care. Doesn't judge. offers shelter...a bed...food...community...love...to all in need.

And offers light at the end of a long, dark tunnel...a chance to rehabilitate a psyche, a soul...restore a sense of self-worth and esteem...become productive...save a life. For those willing to accept rules and work.

She was somebody's grandmother, "Mama" to many in the Houston homeless community. When I spotted her fallen and unable to speak, a man crying next to her on the corner, I called an ambulance and held her hand until it came. She called from the hospital, I was happy to hear her voice and assured her she could return when she was better.

You've been fortunate in life. And have the compassion...empathy...enough understanding about the plight of humanity...to want to help those less fortunate.

But you must to be sure your resources...your time...go to the right place. You want to know you're providing the most effective help possible...for those who truly need it. For those trying to help themselves.

YOU CAN GO TO SEE THE PEOPLE WE HELP. FEEL THEM. EXPERIENCE THE WONDERFUL WORK THAT GOES ON THERE. THE WARMTH. THE LOVE. YOU'LL BE WELCOMED...AS THEY ARE.

Sylvia arrived at’s Clubhouse in 2012, and saw herself as a “scared, lost soul facing mental health challenges. I came to to escape an abusive relationship full of violence, drugs, verbal and physical abuse.” With the welcoming, inclusive atmosphere of “I overcame my fears, grew to love everyone. It’s my family, my home, my routine and network of people I love and trust.”

Sylvia embraced the routine and structure of the Clubhouse, listening, helping, and sharing her experiences over six years as a beloved member of the Community. “Regaining control over my behavior and emotions and developing an attitude of gratitude helped me become a highly functional person.” She has now been the Secretary for the Emanuel Business Office for five years, and was assigned a private apartment based on merit.

For over 50 years have offered an alternative to the streets by sheltering, clothing, feeding and providing mental health support and spiritual guidance to men and women...of all mental abilities, social backgrounds, religions and cultures – as they rebuild their lives in community.

Founded in 1968 by social worker in response to the abrupt closure of most state-supported mental institutions, which significantly increased the number of the homeless on Houston streets, is a community in the fullest sense of the word. Mary Rose raised money to fund and rehab the pilot home in a depressed midtown neighborhood, then invited vulnerable, street-bound women to live and work together, mutually supportive and sharing common goals.

..... now operates 16 residential homes for women, men and families, a Clubhouse for the mentally ill, and a large downtown soup kitchen – not as an agency, but as a ministry motivated by the belief that all are created with dignity and worth.

It took only a year at for Billy Mack to undo the year he spent on Houston Streets, lost in a fog of drug dependence and despondency. Word about was on the streets and under the bridges, and when he arrived he was ready to make a change.

With no experience, he was thrust into cooking for a dozen men, and was good at it. With on-site counseling and encouragement from his close community at, he knocked on another door: Houston Community College. Intense study allowed him to master computer networking, and he landed a job setting up a system on a ranch. When the owner found out he had considerable outdoor skills, he eventually made him the ranch foreman.

An unwavering commitment to the following for all who arrive, and stay, makes unique:

Physiological Needs: food, water, warmth, rest

Safety Needs: security and safety

Belongingness and Love Needs: relationships and friendships

Esteem Needs: feeling of accomplishment

Self-Actualization: achieving one's full potential, including creative activities

The National Institute of Mental Health and the American Psychiatric Association have praised’s unique model, and Houston mayors, civic, and religious leaders of many denominations have cited their enormous impact...on many lives...and our city.

..... is still funded by private and private sector donations. Please consider becoming involved with our organization and helping us out. If you want to make a difference for those truly in need...those less fortunate – there is no better way. Thank you for your consideration.

..... touches hearts...of those who arrive desperately looking for help...of the staff (many of whom initially came looking for help)...and those who visit to see first-hand the wonderful work their generosity provides.

We urge you to give a call, an email, or text. Come by for a visit. But whether you visit or not, we will be eternally grateful for your generosity.