

# Database Publishing Final Strategy Document

River Hoffman  
May 7th 2018

## Topic:

Homeless Population in the Brooklyn, NY Area

## Goal:

The goal of my final project is to create a campaign to inform people, in Brooklyn, of the homeless population living amongst them, and convince them to interact with homeless shelters, food banks, and soup kitchens, whose sole objective is to help the homeless population.

## Product or Service Marketed:

The service is a campaign to increase the activity of local organizations that help the homeless population in the Brooklyn area. Getting involved in the campaign is completely optional, but after being informed on the number of families entering homeless shelters in an individual's community, hopefully the individuals, receiving the deliverables, will get involved.

## Message:

The message is to inform the community of the homeless population, living amongst them and inform the community of ways to get involved in the betterment of the lives of the homeless.

## Legal / Ethical Concerns:

Given the fact that I used a generator to create the individual's data, there are not that many legal and ethical concerns for this project. However, if this campaign was legitimate it would be vital to get permission to advertise the names of the specific organizations and programs to the public.

## Printing Techniques:

Digital printing was used for all four deliverables. Each of the deliverables was printed in the Xerox DocuColor 8080 Digital Press, located in the Process Lab of the School of Media Sciences.

## Projected Result:

After the individuals and residents receive the deliverables, I am confident that each of the organizations/programs will receive a 40% increase in volunteer activity.

## Data Collection / Acquisition:

I used data from the New York City Department of Homeless Services (DHS) that I obtained from NYC Open Data portal, whose' mission statement is to give "individuals opportunities to engage New Yorkers in the information that is

produced and used by City government." Additional information about the homeless population was taken from a DHS' 2015 Census report. If this campaign was legitimate it would be vital to get permission to advertise the names of the specific organizations and programs to the public.

To get a random set of individuals, I used a data generator program on mockaroo.com, this data was used to make each of the deliverables personalized.

### Data Cleansing Plan:

Edits were made after collecting all the necessary information. The data was split into two datasets. One of the datasets was home to the mailing recipients of the campaign, which included data such as the individuals' addresses and income. The second dataset was a combination of the information taken from the NYC Open Data portal, the DHS' 2015 Census Report, and a couple other values to content the two datasets together.

### Data Storage:

The two datasets were saved in two Comma-Separated-Value (CSV) files. Copies of these two files were saved in a folder on the desktop of my password-protected personal computer and my password-protected Google Drive account. No information was shared with unauthorized parties.

## Target Audience:

Residents living in the Brooklyn area; specifically living in the zip codes serviced by CAMBA, one of New York City Department of Homeless Services' (DHS) home-bases.

Even though a large portion of Brooklyn, NY is now gentrified and is home to multiple "up and coming neighborhoods", there is a large population of homeless people living on the street or entering shelters.

## Deliverable Specifications

### Deliverables:

- Letter
- Brochure
- Postcard
- Poster

### Software:

- Adobe Illustrator and InDesign for the creative aspect
- InDesign XMPie for variable data elements
- Tableau for the visualized data

## Rationale for choosing deliverables:

I choose these specific deliverables because I believe that these four items would help influence the recipients of the campaign to get involved in improving the lives of the homeless population in their neighborhood. The letter was chosen to make an introduction to the campaign and prepare the recipients for the rest of the deliverables. The brochure is a guide for the individuals to get involved, while

the postcard is a friendly reminder to get involved in the community. Finally, the poster was chosen because if the posters would be placed throughout the community, the individuals would be more likely to do something.

Fonts / Typefaces:

Courier New Regular

*Courier New Italic*

**Courier New Bold**

***Courier New Bold Italic***

Times New Roman MT Std

*Times New Roman MT Std Italic*

**Times New Roman MT Std Bold**

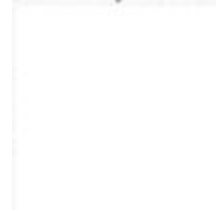
## Colors:



RGB (71, 109, 181)  
Steel Blue



RGB (0, 0, 0)  
Black



RGB (255, 255, 255)  
White

## Letter

Personalized to each individual. The letter includes information about that specific community:

- The number of people in the area that have moved into homeless shelters in the past year.
- The rate of the number families entering shelters by the year.
- The contact information for the specific DHS home-base that services the individual's zip code.

Tableau data visualizations showing the number of families, in a specific community, entering shelters in the past year and the percentage they make up in

the total number of families entering shelters in Brooklyn. The letter also prepares individuals for the brochure and the poster.

### Specs:

- 8.5 in x 11 in
- 65 lb Cover Finish



Dear Dr. Sonny Kienzle,

In 2015, New York City had a population of 8.517 million people living throughout the five boroughs. According to the New York City Department of Homeless Services (DHS), one percent of the city's 2015 population had been living in homeless shelters throughout the Big Apple; which does not include the increasing number of people who cannot make it to the shelters. This percentage may seem minuscule at the moment, however, with the increase in prices of basic needs (like food, and shelter) the percentage of homelessness in this great city will surely increase as well.

My name is River Hoffman, I am a fourth-year Individualized Studies student at the Rochester Institute of Technology, who is taking a Database Publishing course, this Spring Semester. But more importantly, I am New Yorker, born and raised. Living in the Big Apple for 20+ years, I am empathetic to the struggles of the homeless in our city; especially during the cold winters in NYC. During the winter, New York City can be quite cold; especially for the many homeless people living throughout the city. For my final project, I am creating a variable data marketing campaign focused on supporting our homeless population in our city, but especially in the great Park Slope community.

According to the DHS this year, Park Slope has a total of 65 families entering homeless shelters, which is an increase of 1.28% since the previous year. If Park Slope continues with this rate, by 2028 a total of 73 families will be entering homeless shelters.

I am reaching out to you because you are a resident of the Park Slope community, but also because in a previous mailer, you stated you were interested in getting involved in the homeless community in Park Slope. Hence the goal of my campaign is to get residents, like yourself involved in the betterment of the homeless.

In addition to this letter, I have created a poster that can hang around your community informing other residents of the struggles of the homeless in Park Slope. A Personalized brochure has also been attached to this letter, informing on volunteering opportunities in the community. After you have read the brochure, if you have any additional questions feel free to contact CAMBA, one of the many DHS homebase located around Brooklyn, at , or visit their voice at 1117 Eastern Parkway, Brooklyn, NY 11213.

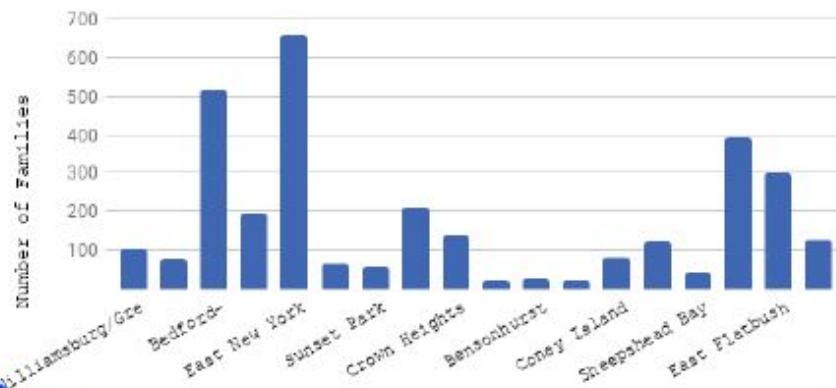
If you are interested in making a donation to improve the quality of life for thousands of families currently experiencing homelessness, you can write a payable check to the NYC Department of Homeless Services. The address is 33 Beaver Street, 14th Floor, New York, NY 10004

Sincerely,

*River Hoffman*

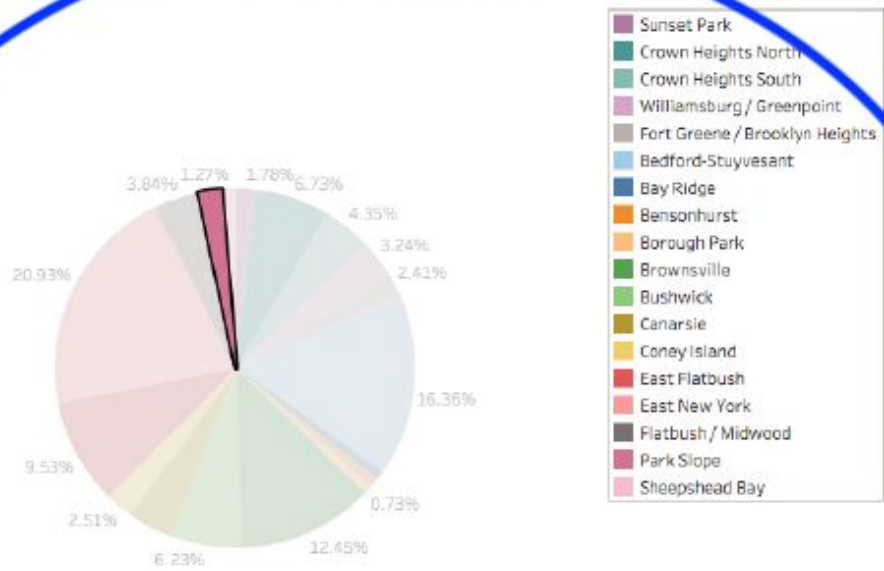


Families Entering Homeless Shelters in Brooklyn, NY



Community Boards in Brooklyn

## Park Slope



## Brochure

Personalized by the zip codes of the individuals. The brochure Includes information about that specific community:

- The number of people in the area that have moved into homeless shelters in the past year.
- The population of the community
- The rate of the number families entering shelters by the year.
- The contact information for a food bank and soup kitchen located near the specified zip code.

## Specs:

- 11 in x 8.5 in
- 65 lb Cover Finish

"The purpose of life is not to be happy. It is to be useful, to be honorable, to be compassionate, to have it make some difference that you have lived and lived well."  
Ralph Waldo Emerson

Any additional questions?  
Please contact...



Interested in engaging with the Park Slope community?

Last year, 65 families entered shelters all over the 11231 area. However, with Park Slope having over 108432 residents, and the rate of families entering homeless shelters increasing by 1.28% it is important to support the ever-growing homeless population in the community. This brochure is a guide to assist with the betterment of the homeless population in Park Slope.



If you are interested in donating canned goods, please contact:

Food First  
165 Conover Street  
Brooklyn, NY 11231

Call:

(718) 624-1950

Open Hours:

Wednesdays - 11am to 1pm



If you are interested in volunteering, please contact:

Neighbors Together Corporation  
2094 Fulton Street  
Brooklyn, NY 11231

Call:

(718) 498-7256

Open Hours:

Mondays - Noon to 6pm

## Postcard

Personalized to each individual. The postcard includes information about that specific community:

- The number of people in the area that have moved into homeless shelters in the past year.
- The contact information for specific DHS home-base that services the individual's zip code to donate lightly worn clothes and lightly played with toys.

## Specs:

- 6 in x 4 in
- 65 lb Cover Finish



*In the past year 65 families  
have entered shelters in Park  
Slope!*

What about the individuals who are still residing  
on the streets?

Greetings Kienzle Family,

With the winter approaching, it is important that everybody has a place to stay during the coldest season. If you see an individual without shelter in Park Slope or the 11231 area, please contact CAMBA at . CAMBA is one of New York City Department of Homeless Services' home bases and is responsible for getting nutrition and shelter to those in need.

If you have any lightly used clothes, please bring to CAMBA that covers your zip code; the address is CAMBA, 1117 Eastern Parkway, Brooklyn, NY 11213.

Stay Warm!



Place  
Postage  
Here

Sonny Kienzle  
5 Sommers Avenue  
Brooklyn, NY 11231



08 045 585760174972259

## Poster

Personalized by the zip codes of the individuals. The poster includes information about that specific community:

- The number of people in the area that have moved into homeless shelters in the past year.
- The population of the community

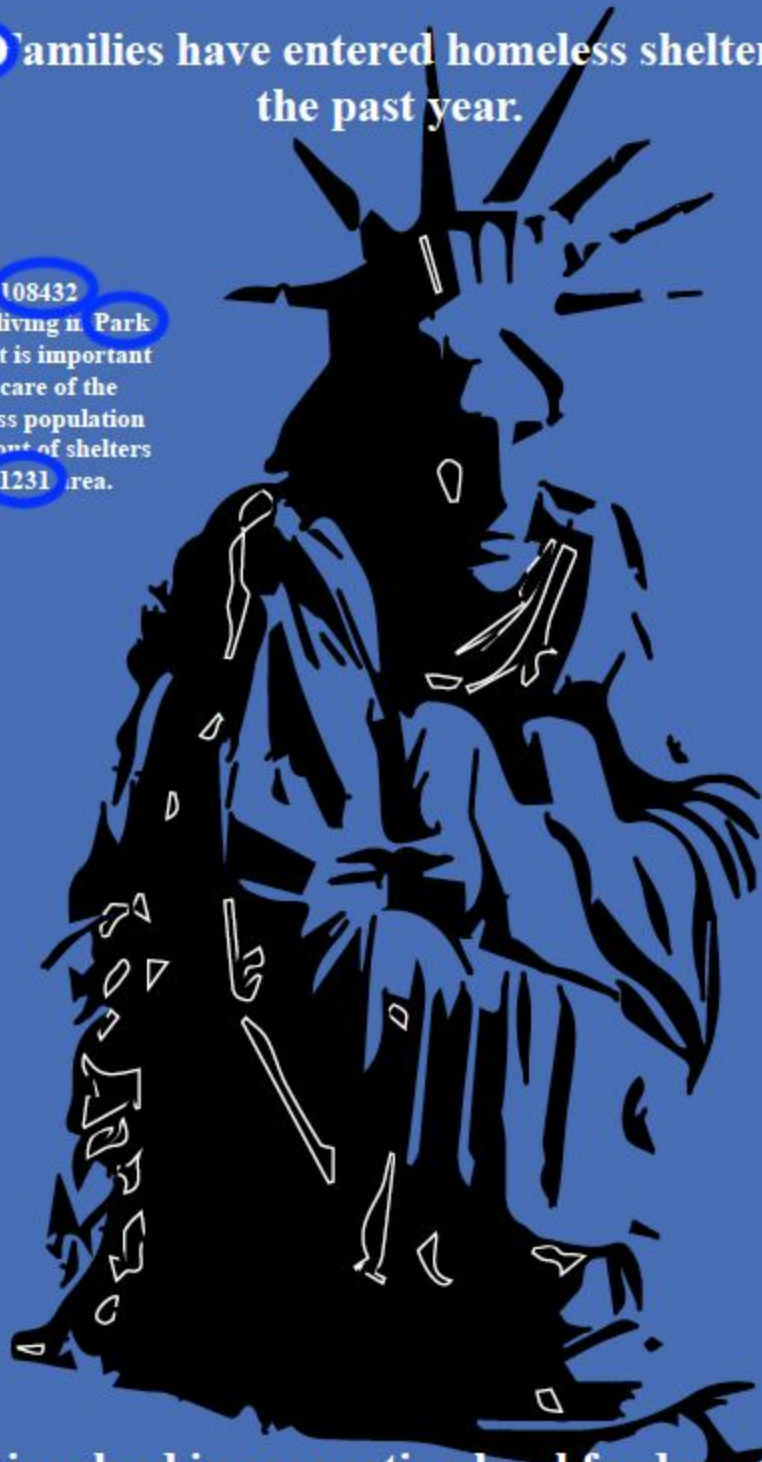
Finally, the poster motivates residents in the zip code to get involved in supporting local food pantries, homeless shelters, and soup kitchens.

## Specs:

- 11 in x 17 in
- 65 lb Cover Finish

**65** Families have entered homeless shelters in the past year.

With a **108432** people living in Park Slope, it is important to take care of the homeless population in and out of shelters in the **1231** area.



**Get involved in supporting local food pantries, homeless shelters, and soup kitchens**



Dear Dr. Sonny Kienzle,

In 2015, New York City had a population of 8.517 million people living throughout the five boroughs. According to the New York City Department of Homeless Services (DHS), one percent of the city's 2015 population had been living in homeless shelters throughout the Big Apple; which does not include the increasing number of people who cannot make it to the shelters. This percentage may seem minuscule at the moment, however, with the increase in prices of basic needs (like food, and shelter) the percentage of homelessness in this great city will surely increase as well.

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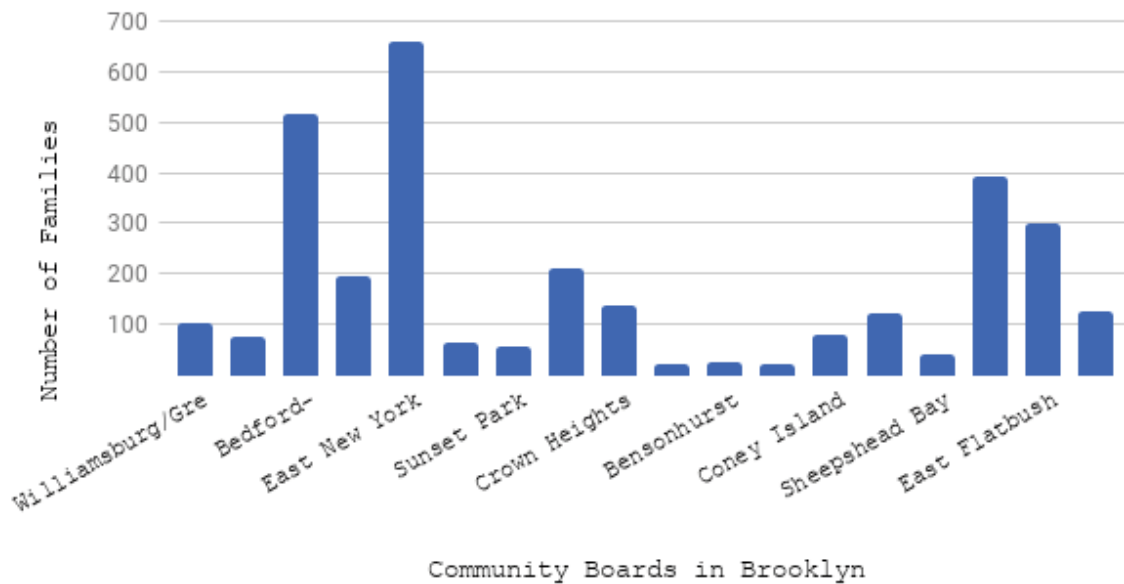
If you are interested in making a donation to improve the quality of life for thousands of families currently experiencing homelessness, you can write a payable check to the NYC Department of Homeless Services. The address is 33 Beaver Street, 14th Floor, New York, NY 10004

Sincerely,

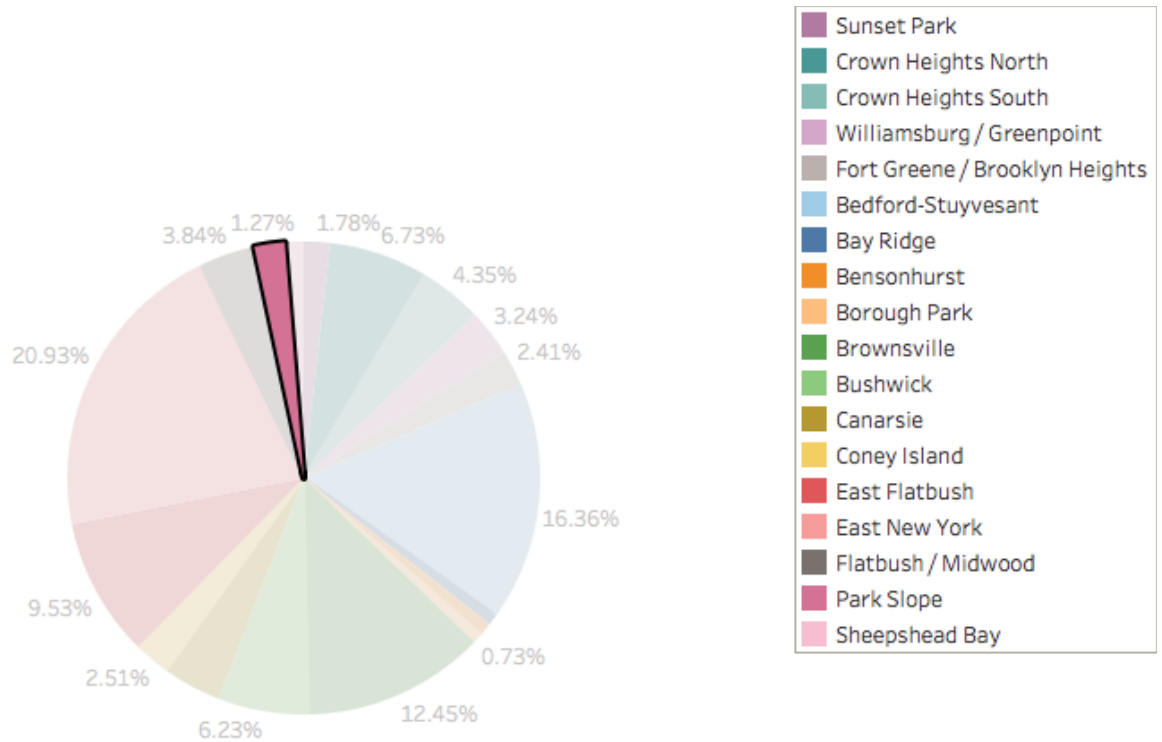
*River Hoffman*



## Families Entering Homeless Shelters in Brooklyn, NY



## Park Slope



Dear Mr. Damien Culcheth,

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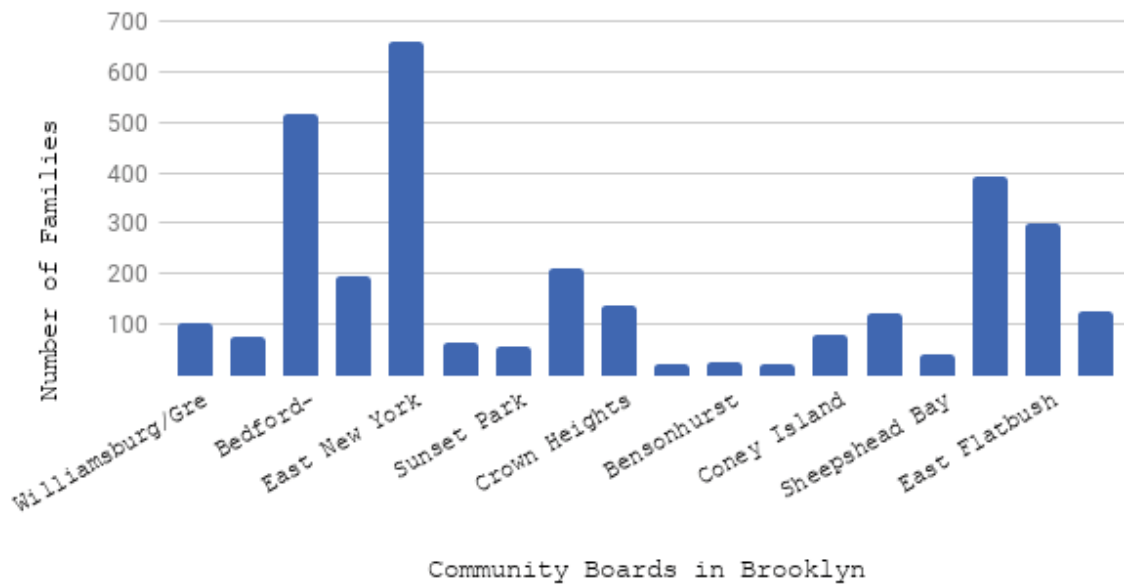
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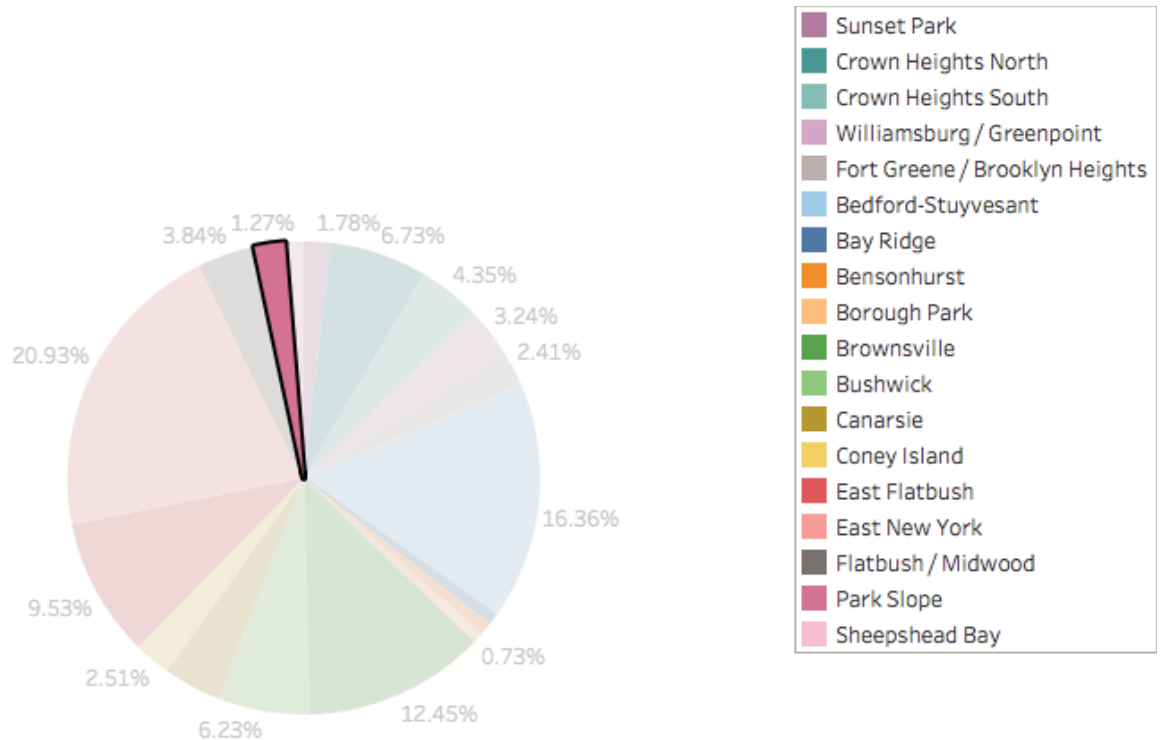
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## Families Entering Homeless Shelters in Brooklyn, NY



## Park Slope



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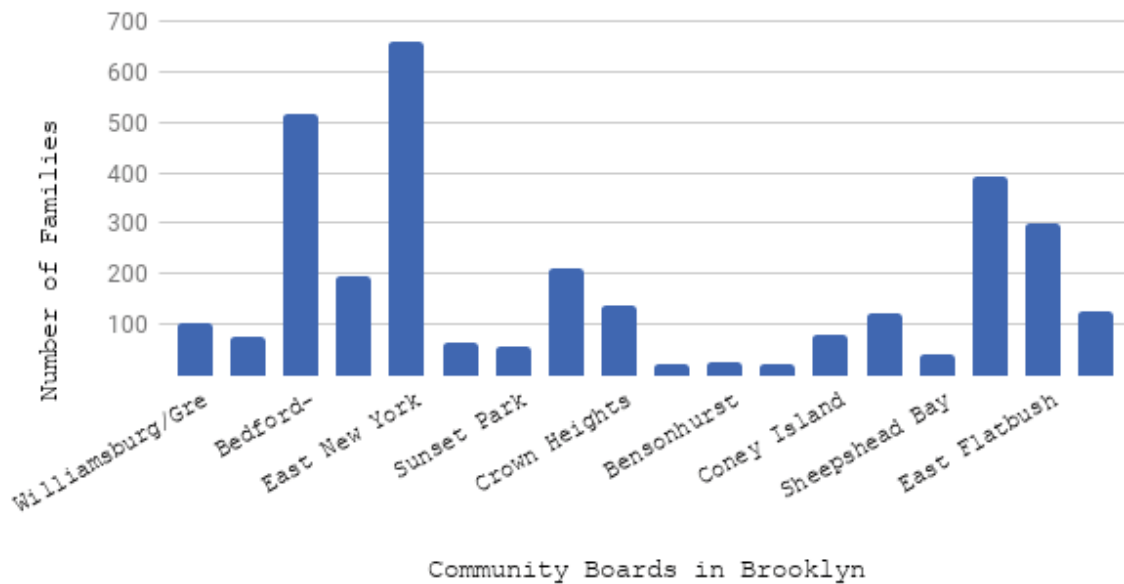
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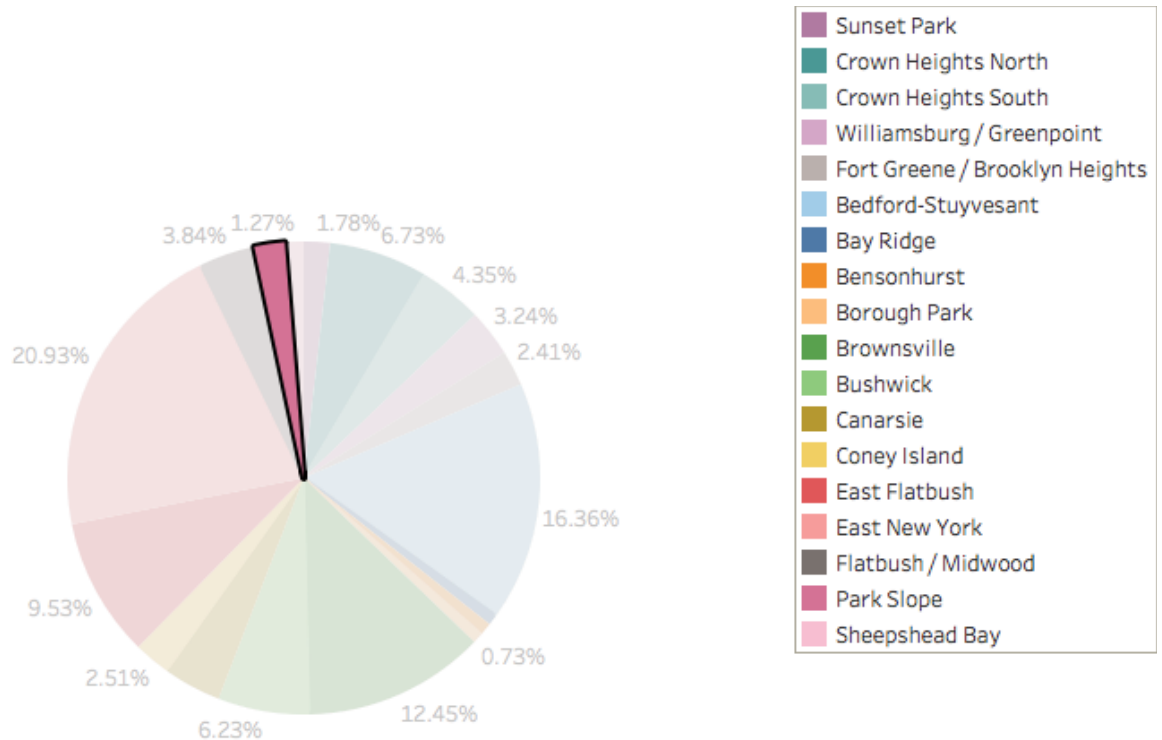
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## Families Entering Homeless Shelters in Brooklyn, NY



## Park Slope



Dear Mrs. Milli Norbury,

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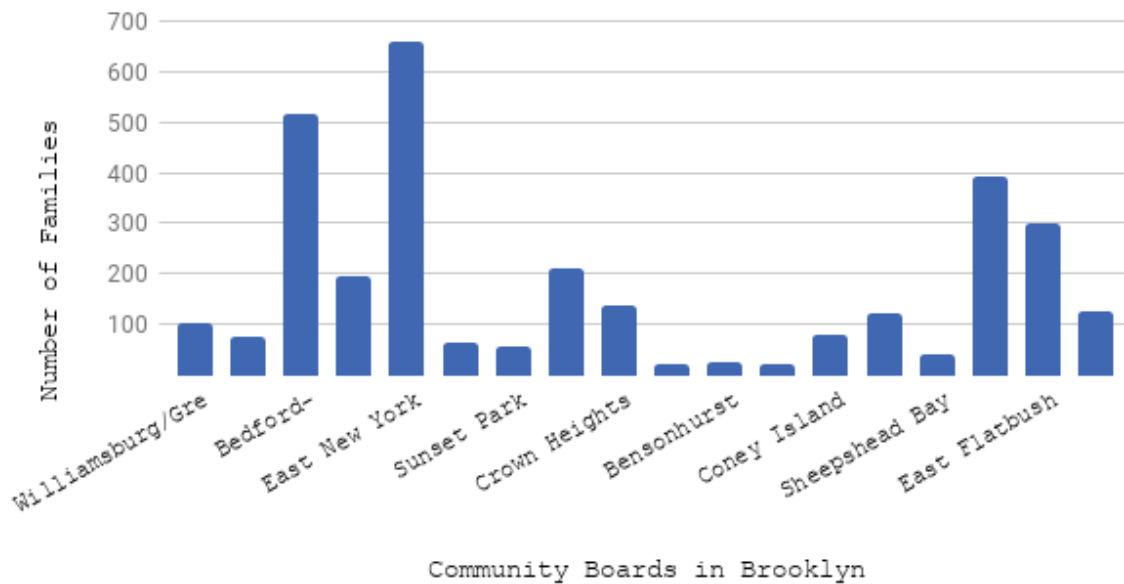
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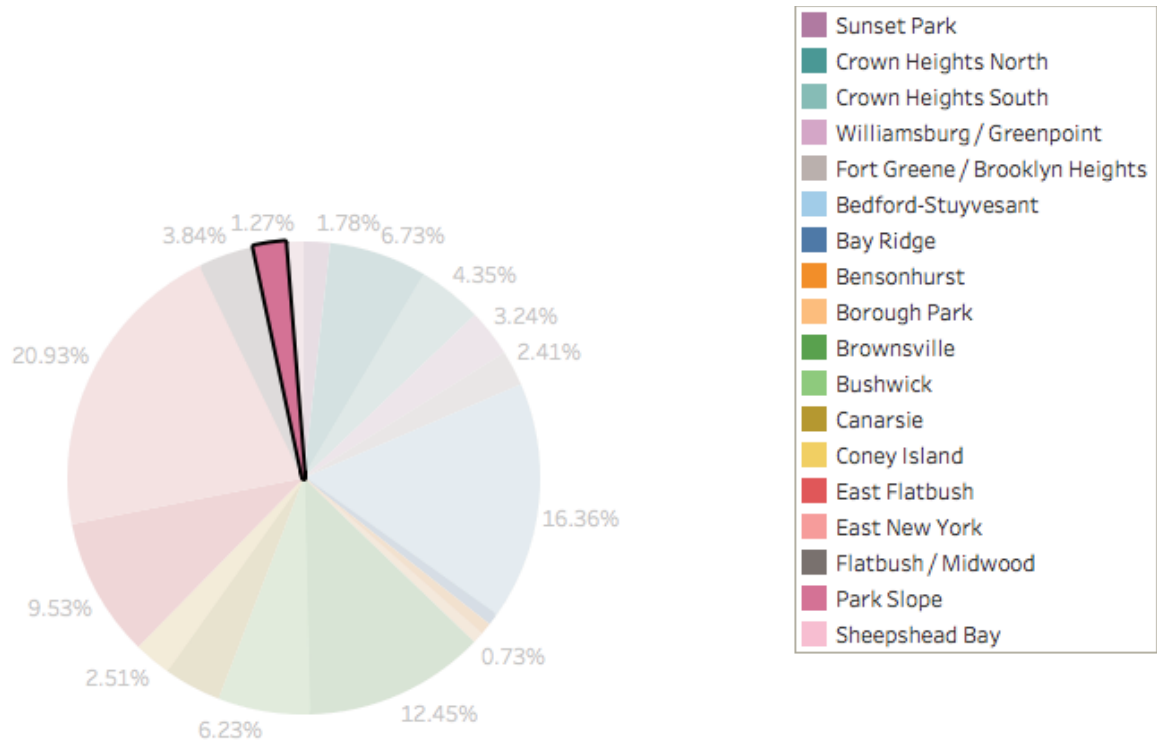
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## Families Entering Homeless Shelters in Brooklyn, NY



## Park Slope





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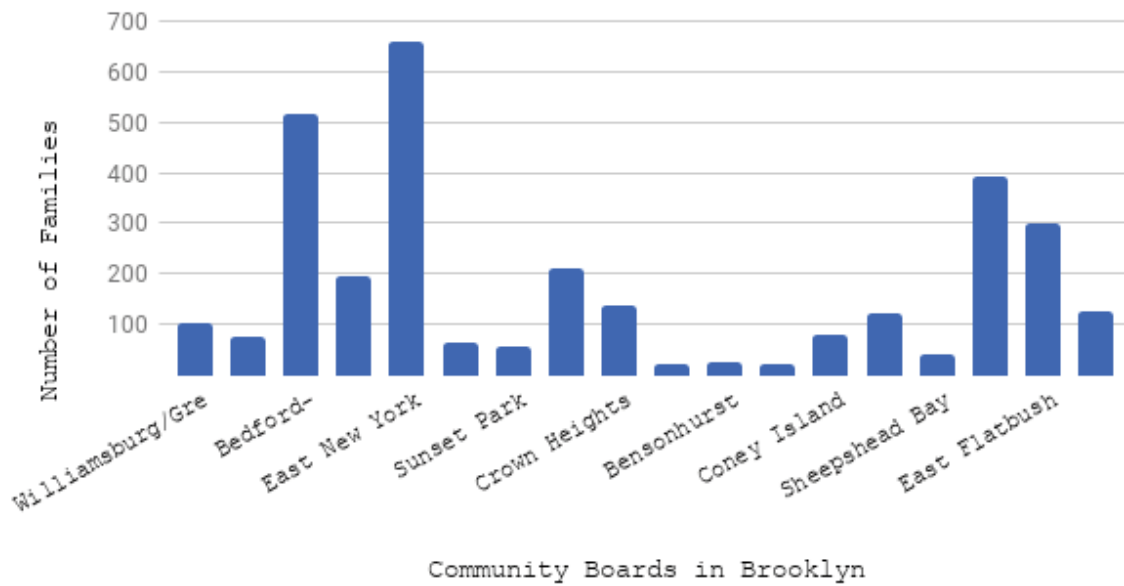
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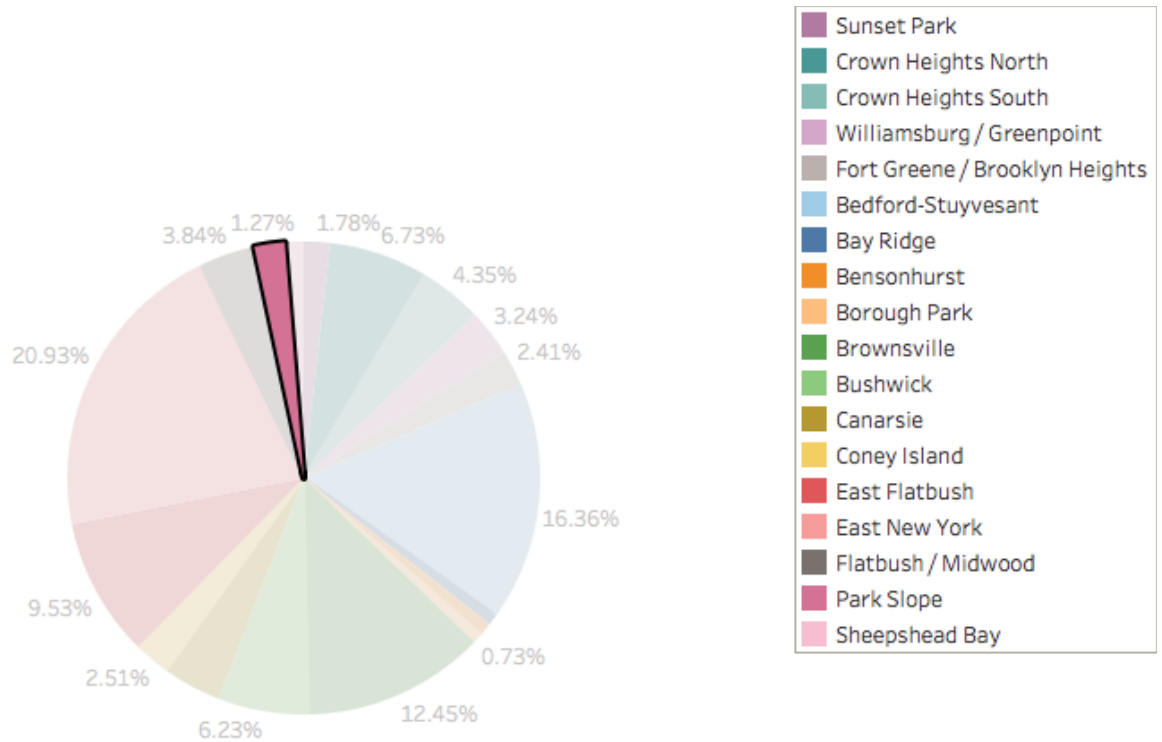
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## Families Entering Homeless Shelters in Brooklyn, NY



## Park Slope



Dear Mrs. Lynette Todarini,

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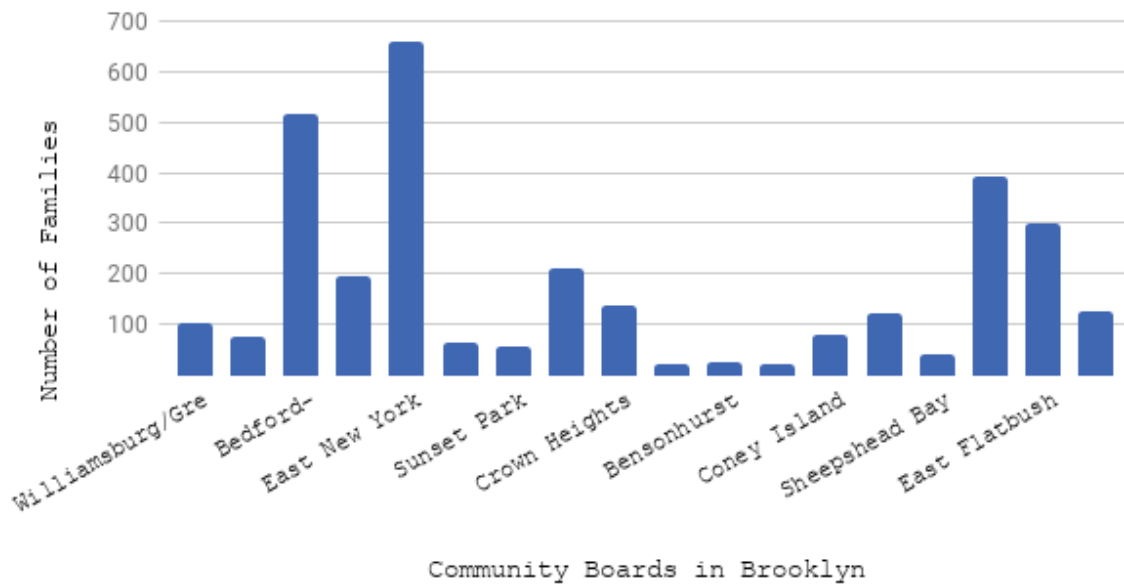
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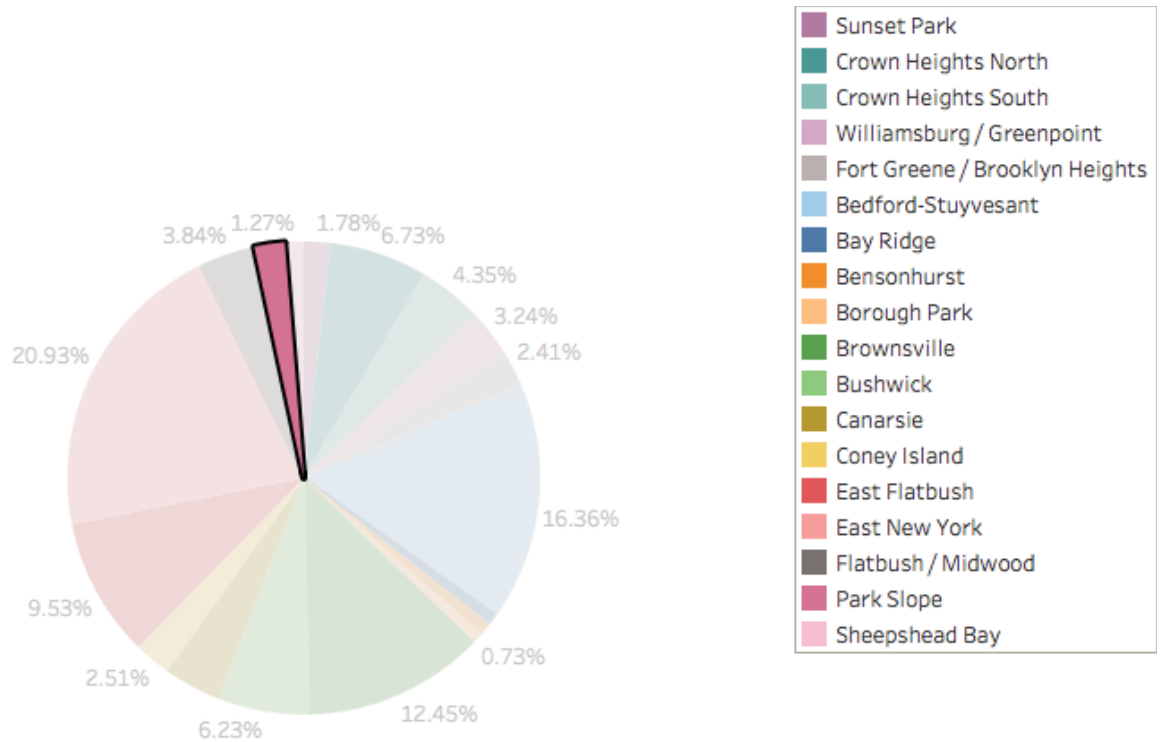
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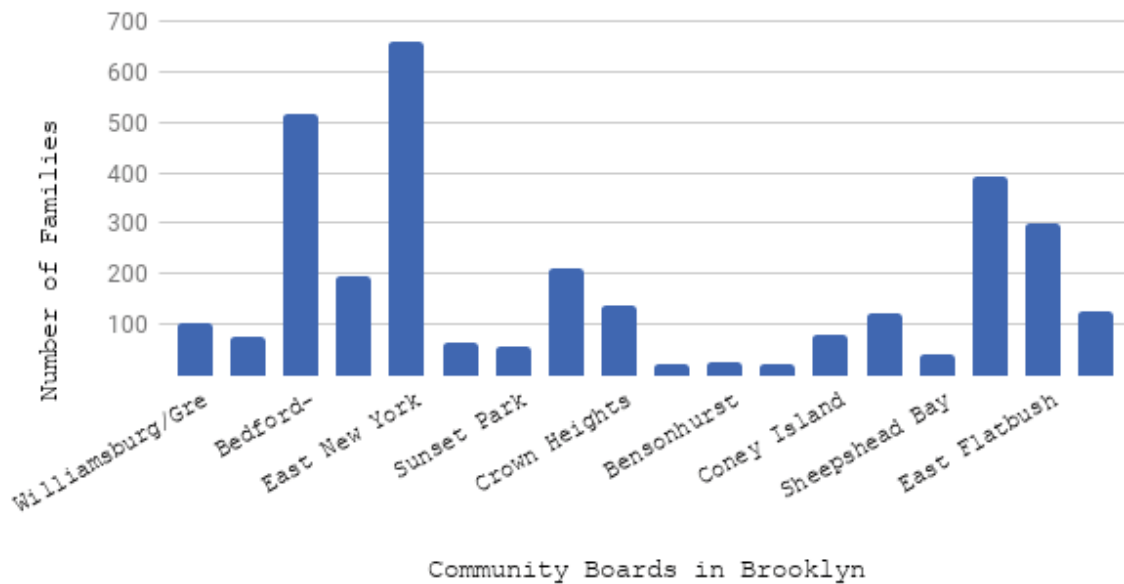
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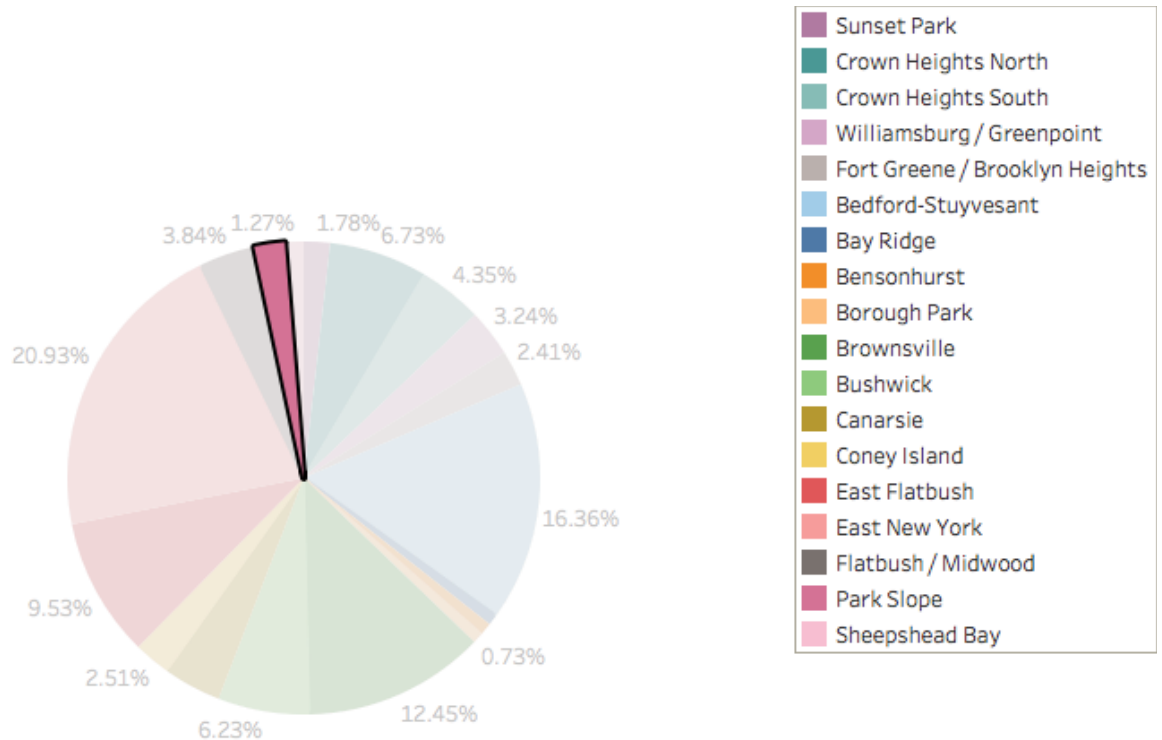
*River Hoffman*



## Families Entering Homeless Shelters in Brooklyn, NY



## Park Slope



Dear Mr. Bibi Crumley,

In 2015, New York City had a population of 8.517 million people living throughout the five boroughs. According to the New York City Department of Homeless Services (DHS), one percent of the city's 2015 population had been living in homeless shelters throughout the Big Apple; which does not include the increasing number of people who cannot make it to the shelters. This percentage may seem minuscule at the moment, however, with the increase in prices of basic needs (like food, and shelter) the percentage of homelessness in this great city will surely increase as well.

My name is River Hoffman, I am a fourth-year Individualized Studies student at the Rochester Institute of Technology, who is taking a Database Publishing course, this Spring Semester. But more importantly, I am New Yorker, born and raised. Living in the Big Apple for 20+ years, I am empathetic to the struggles of the homeless in our city; especially during the cold winters in NYC. During the winter, New York City can be quite cold; especially for the many homeless people living throughout the city. For my final project, I am creating a variable data marketing campaign focused on supporting our homeless population in our city, but especially in the great Park Slope community.

According to the DHS this year, Park Slope has a total 65 families entering homeless shelters, which is an increase of 1.28% since the previous year. If Park Slope continues with this rate, by 2028 a total of 73 families will be entering homeless shelters.

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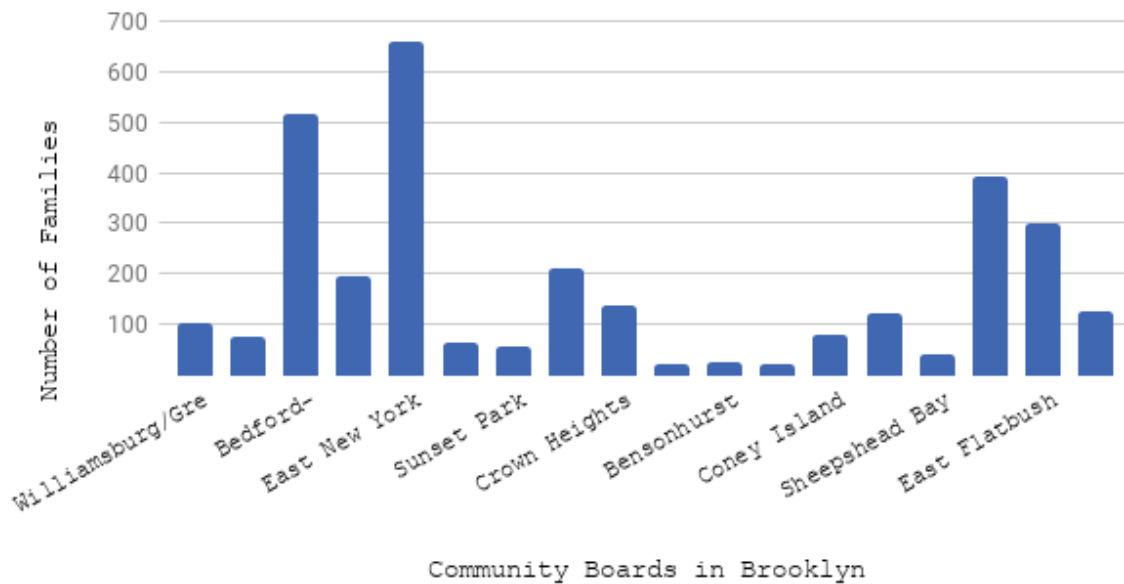
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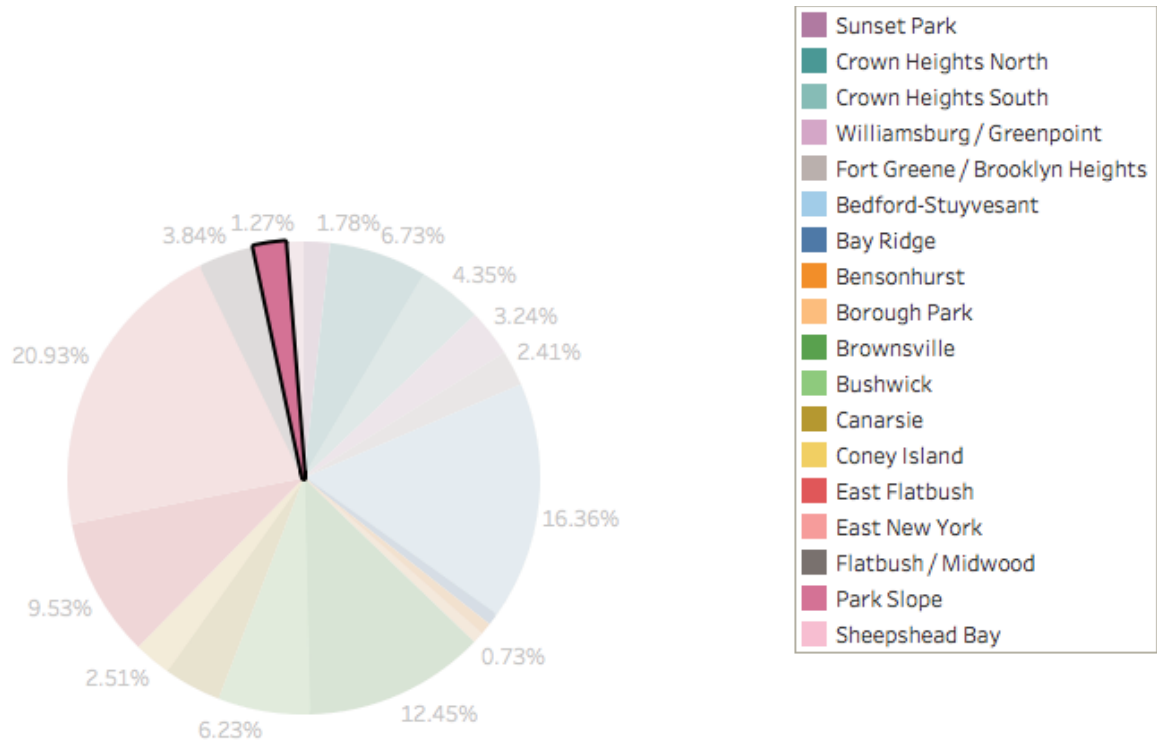
*River Hoffman*



## Families Entering Homeless Shelters in Brooklyn, NY



## Park Slope





Dear Mr. Quinlan Orgee,

In 2015, New York City had a population of 8.517 million people living throughout the five boroughs. According to the New York City Department of Homeless Services (DHS), one percent of the city's 2015 population had been living in homeless shelters throughout the Big Apple; which does not include the increasing number of people who cannot make it to the shelters. This percentage may seem minuscule at the moment, however, with the increase in prices of basic needs (like food, and shelter) the percentage of homelessness in this great city will surely increase as well.

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According to the DHS this year, Crown Heights South has a total 137 families entering homeless shelters, which is an increase of 0.48% since the previous year. If Crown Heights South continues with this rate, by 2028 a total of 144 families will be entering homeless shelters.

I am reaching out to you because you are a resident of the Crown Heights South community, but also because in a previous mailer, you stated you were interested in getting involved in the homeless community in Crown Heights South. Hence the goal of my campaign is to get residents, like yourself involved in the betterment of the homeless.

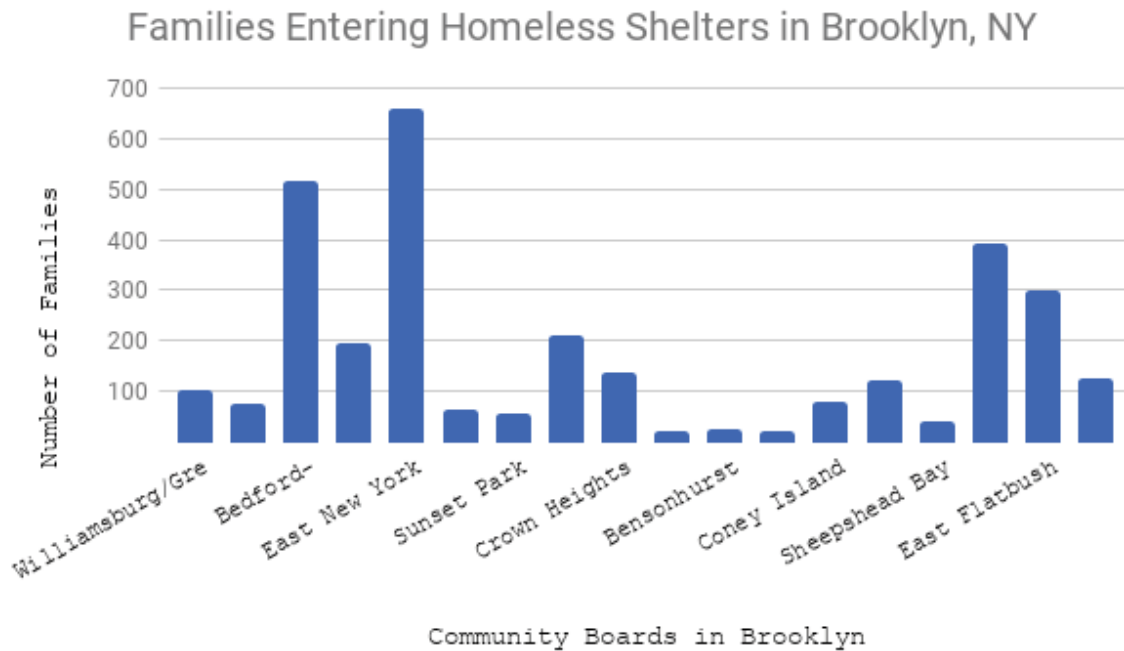
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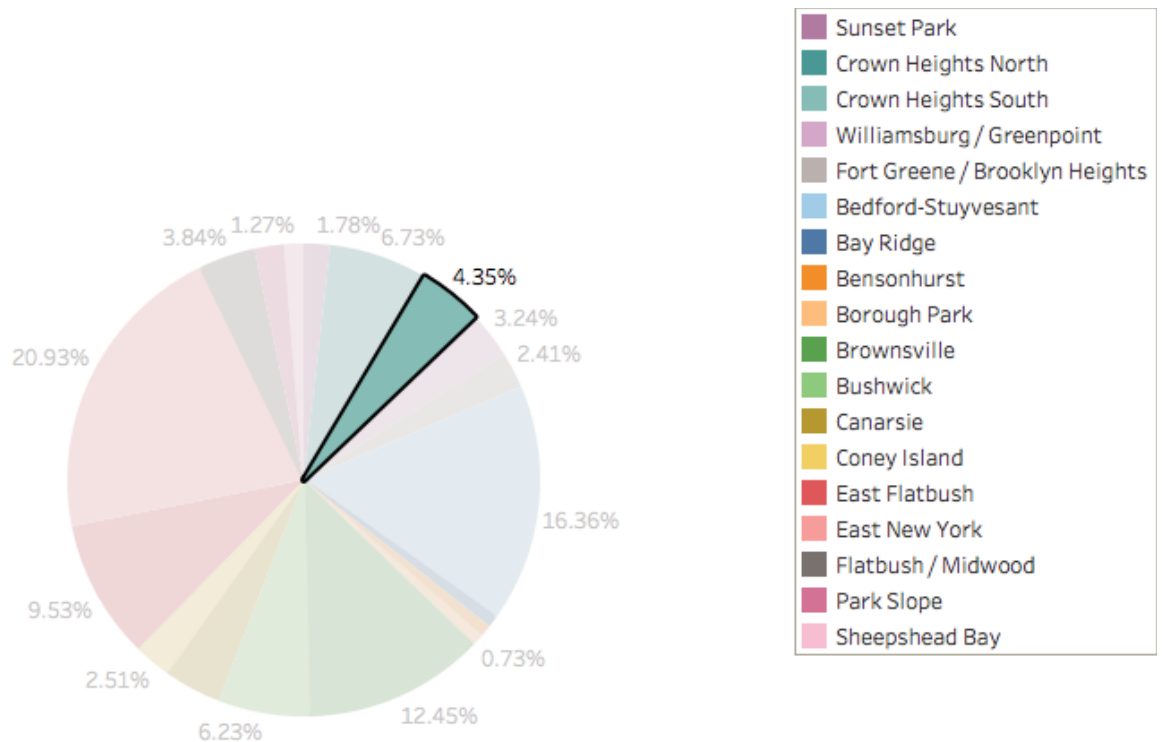
Sincerely,

*River Hoffman*





## Crown Heights South



Dear Mrs. Jarret Tribell,

In 2015, New York City had a population of 8.517 million people living throughout the five boroughs. According to the New York City Department of Homeless Services (DHS), one percent of the city's 2015 population had been living in homeless shelters throughout the Big Apple; which does not include the increasing number of people who cannot make it to the shelters. This percentage may seem minuscule at the moment, however, with the increase in prices of basic needs (like food, and shelter) the percentage of homelessness in this great city will surely increase as well.

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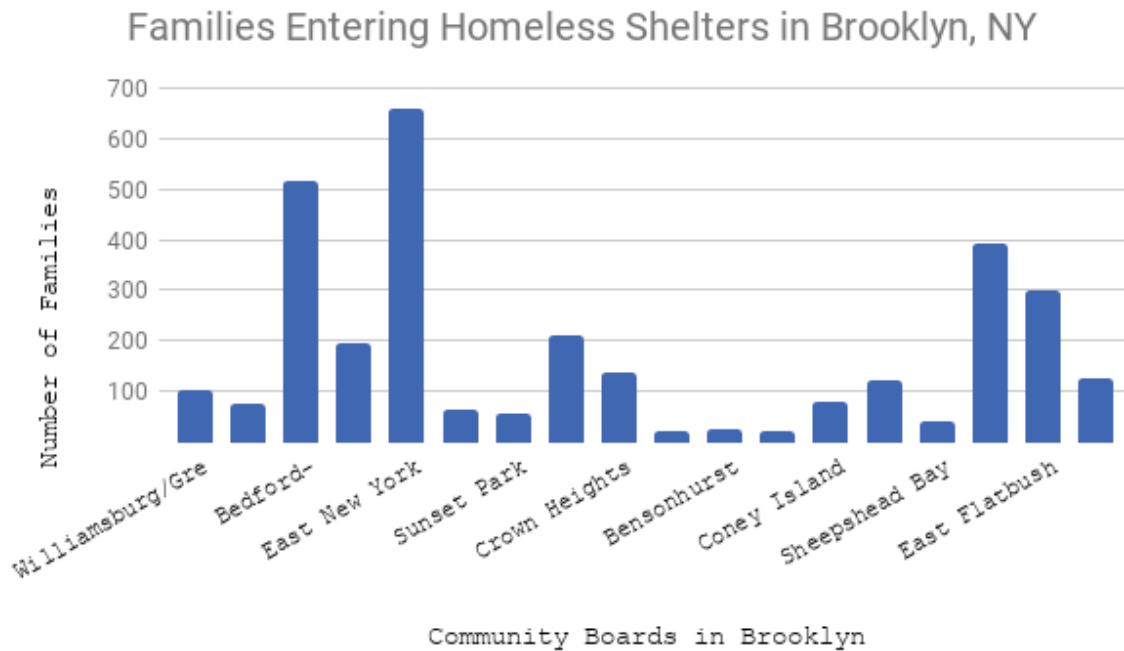
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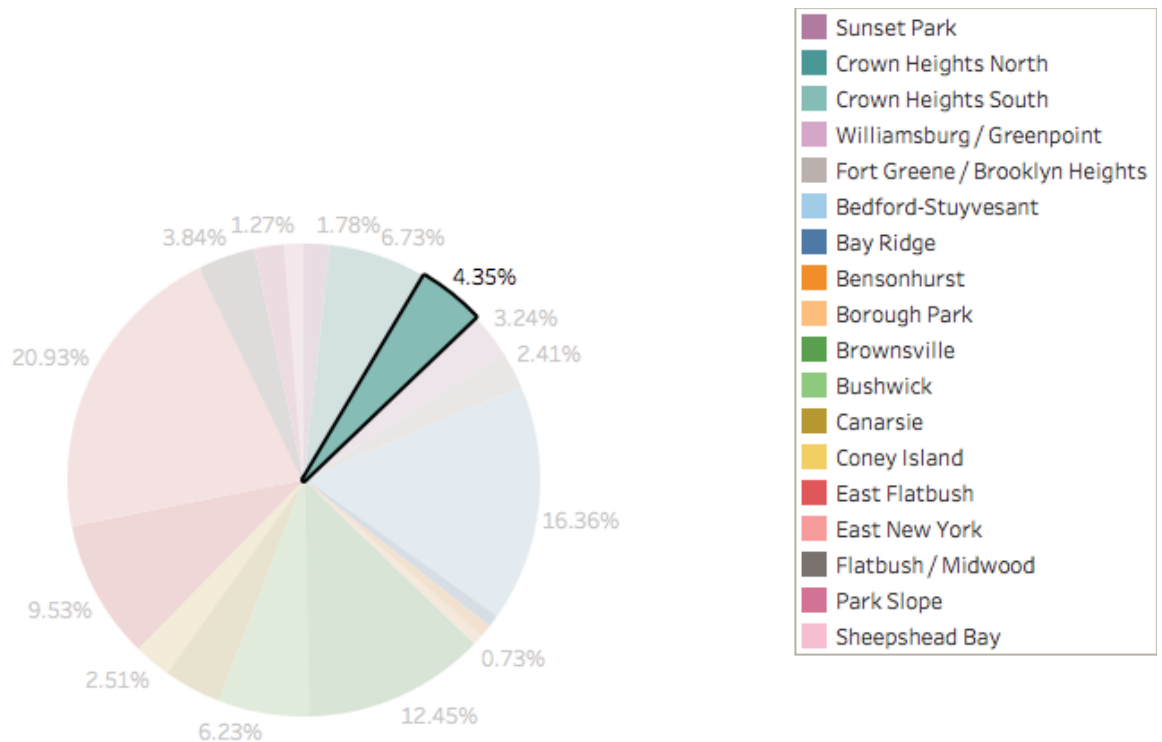
Sincerely,

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## Crown Heights South



Dear Mr. Bette Blunt,

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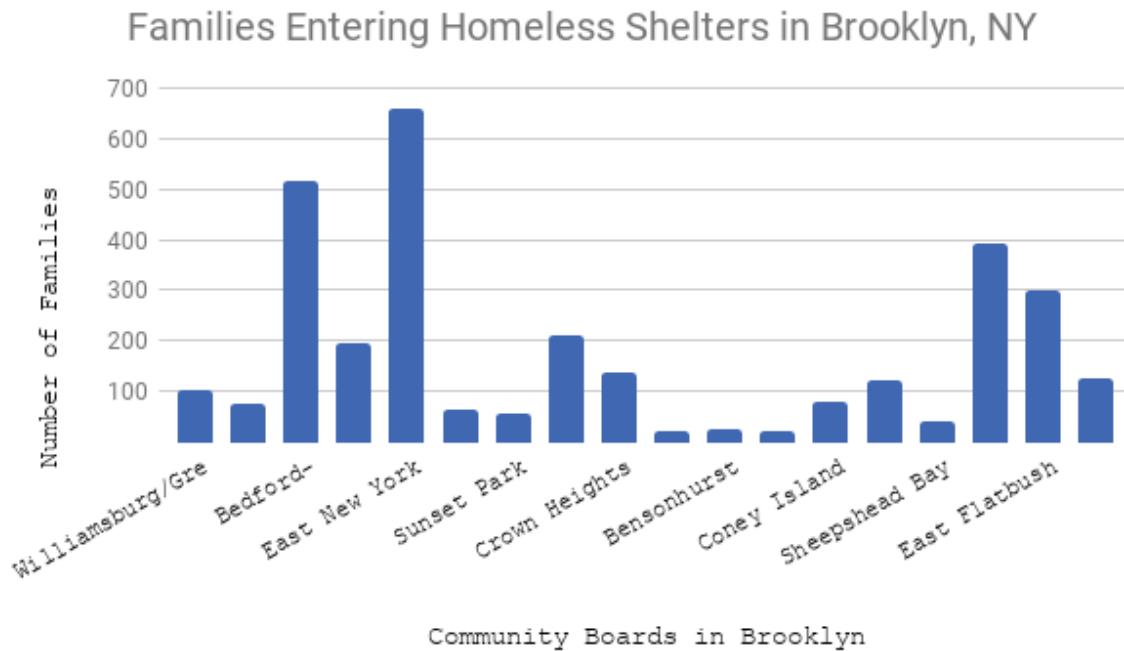
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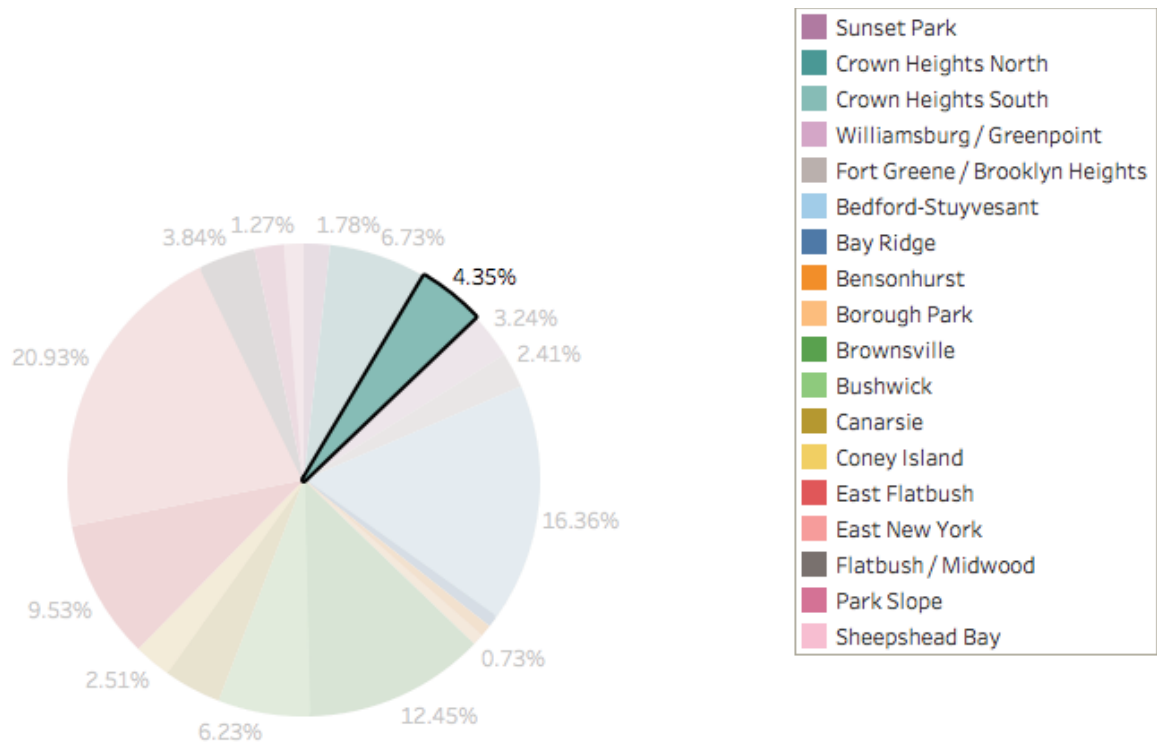
Sincerely,

*River Hoffman*





## Crown Heights South



Dear Dr. Susann Butters,

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According to the DHS this year, Sunset Park has a total 56 families entering homeless shelters, which is an increase of 1.23% since the previous year. If Sunset Park continues with this rate, by 2028 a total of 63 families will be entering homeless shelters.

I am reaching out to you because you are a resident of the Sunset Park community, but also because in a previous mailer, you stated you were interested in getting involved in the homeless community in Sunset Park. Hence the goal of my campaign is to get residents, like yourself involved in the betterment of the homeless.

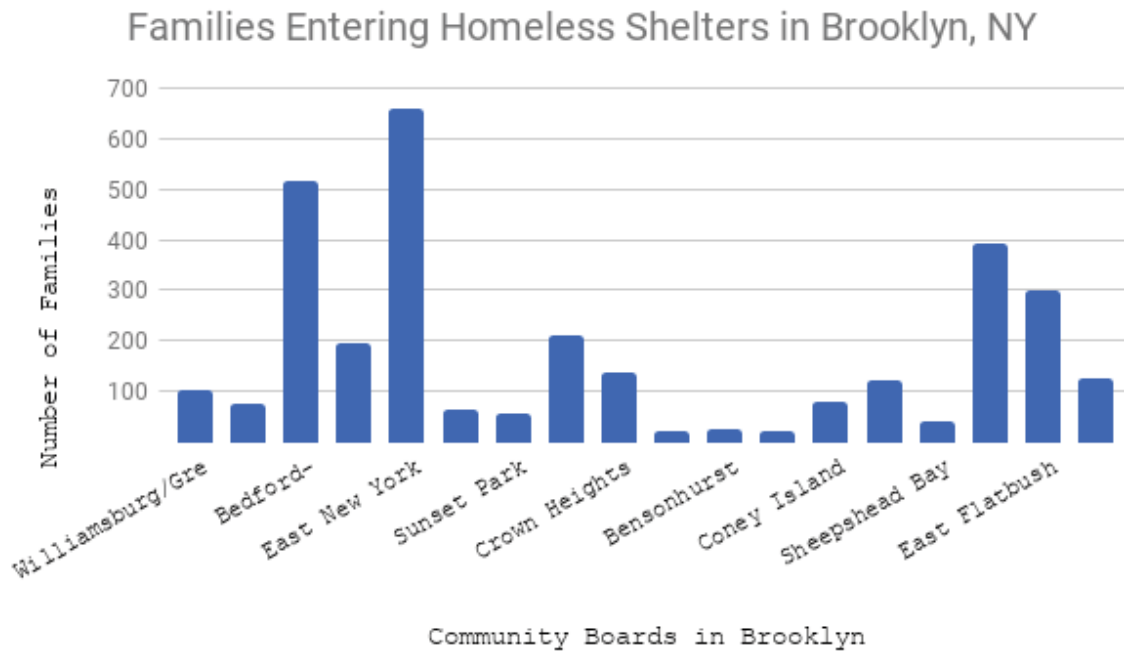
In addition to this letter, I have created a poster that can hang around your community informing other residents of the struggles of the homeless in Sunset Park. A Personalized brochure has also been attached to this letter, informing on volunteering opportunities in the community. After you have read the brochure, if you have any additional questions feel free to contact CAMBA, one of the many DHS' Homebase located around Brooklyn, at 718-408-5766, or visit their voice at 1117 Eastern Parkway, Brooklyn, NY 11213.

If you are interested in making a donation to improve the quality of life for thousands of families currently experiencing homelessness, you can write a payable check to the NYC Department of Homeless Services. The address is 33 Beaver Street, 14th Floor, New York, NY 10004

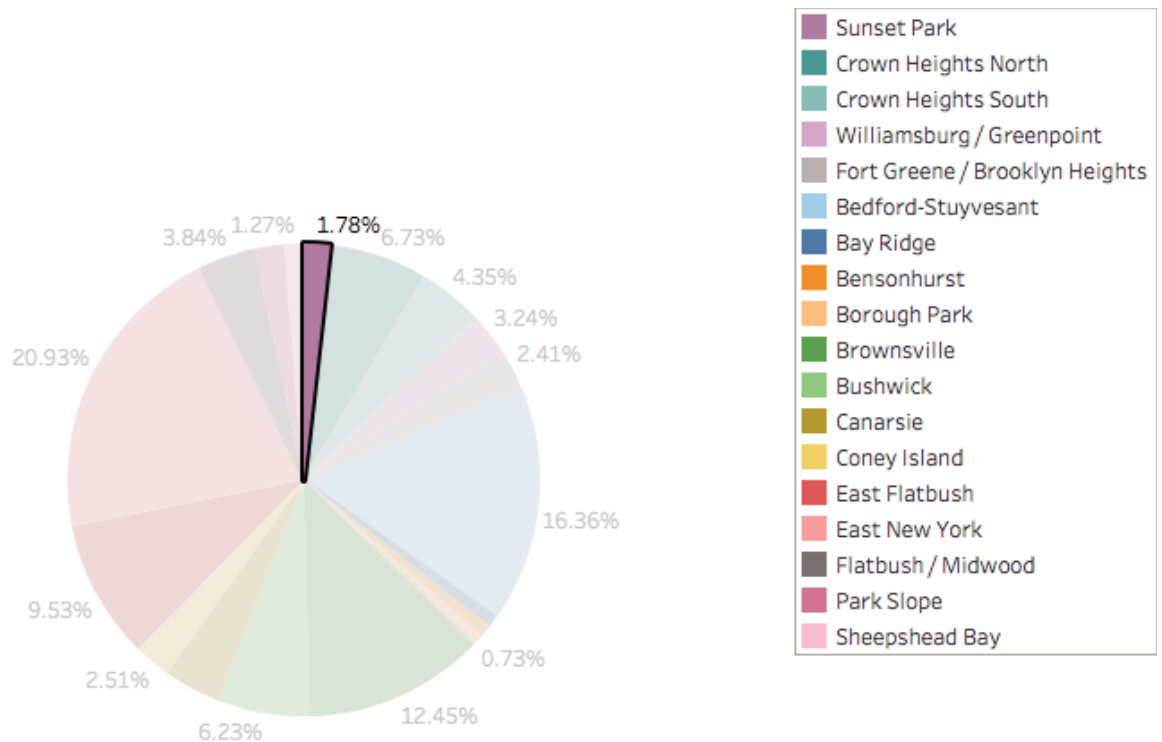
Sincerely,

*River Hoffman*





## Sunset Park





Dear Mr. Moritz Trimmell,

In 2015, New York City had a population of 8.517 million people living throughout the five boroughs. According to the New York City Department of Homeless Services (DHS), one percent of the city's 2015 population had been living in homeless shelters throughout the Big Apple; which does not include the increasing number of people who cannot make it to the shelters. This percentage may seem minuscule at the moment, however, with the increase in prices of basic needs (like food, and shelter) the percentage of homelessness in this great city will surely increase as well.

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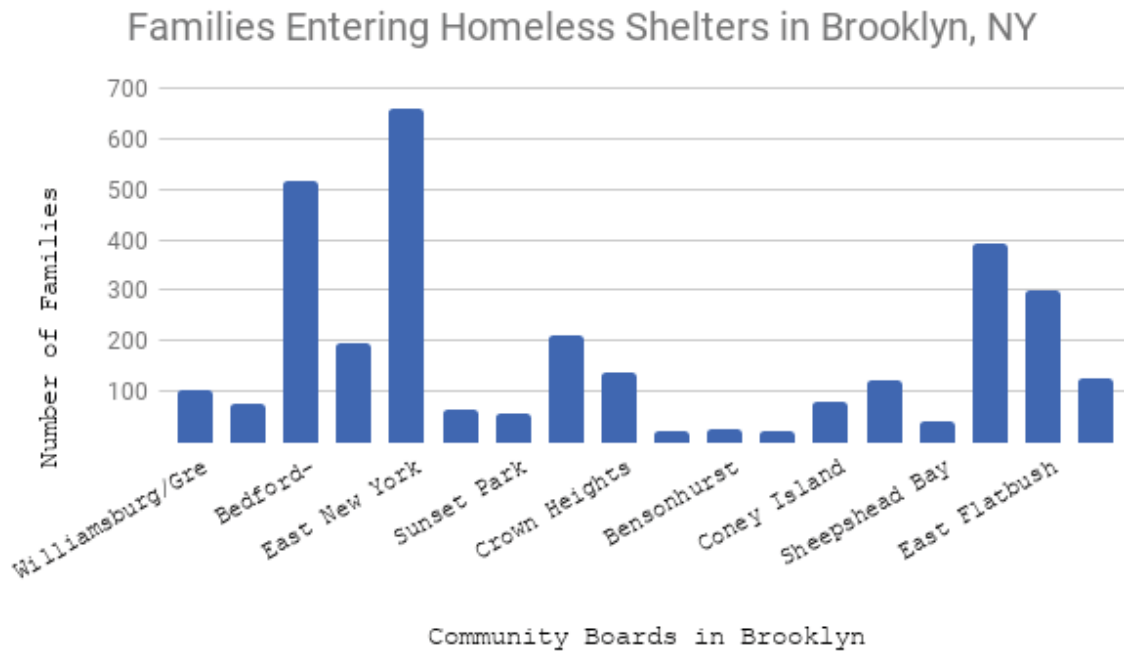
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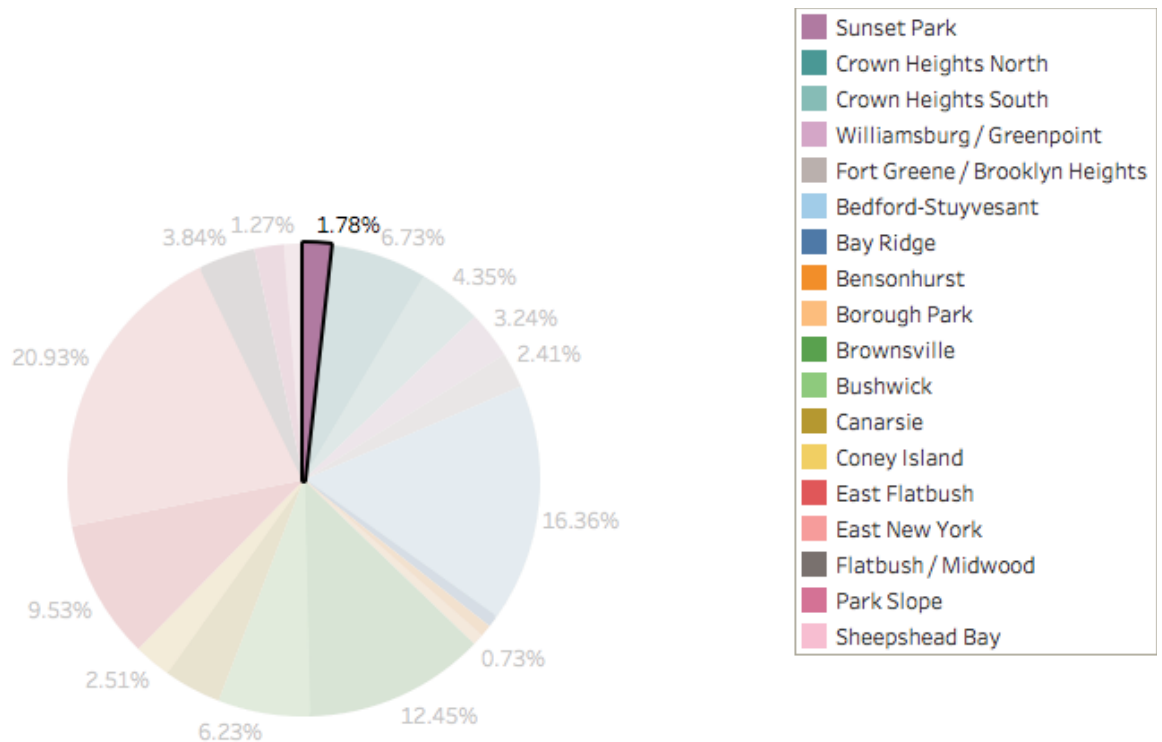
Sincerely,

*River Hoffman*





## Sunset Park



Dear Dr. Ade Gudgeon,

In 2015, New York City had a population of 8.517 million people living throughout the five boroughs. According to the New York City Department of Homeless Services (DHS), one percent of the city's 2015 population had been living in homeless shelters throughout the Big Apple; which does not include the increasing number of people who cannot make it to the shelters. This percentage may seem minuscule at the moment, however, with the increase in prices of basic needs (like food, and shelter) the percentage of homelessness in this great city will surely increase as well.

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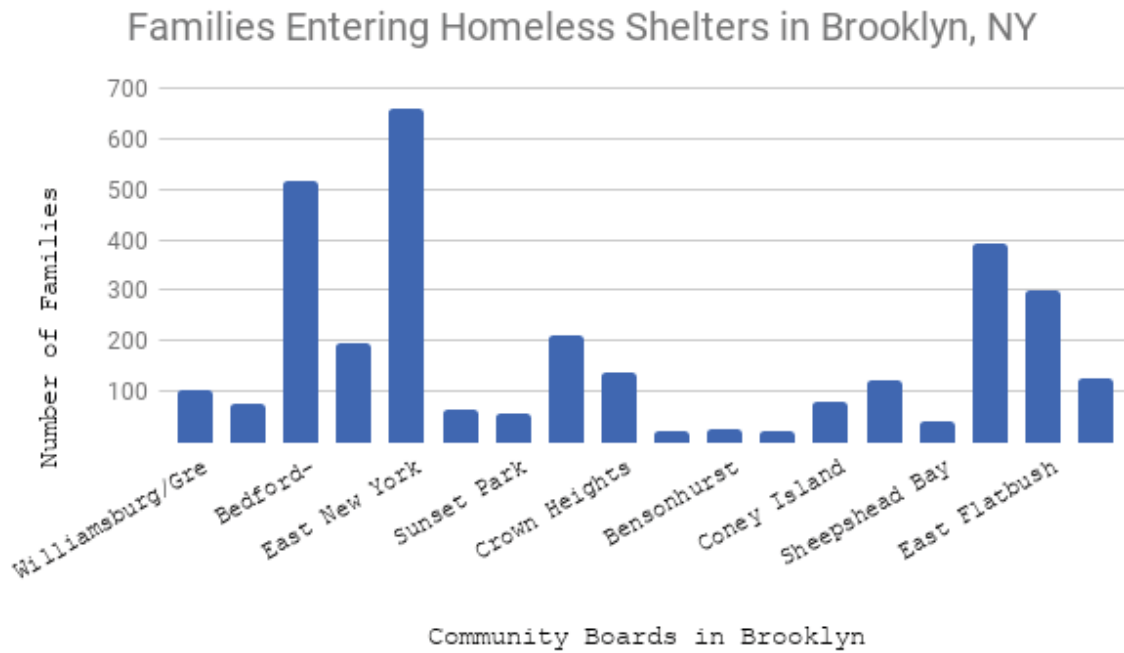
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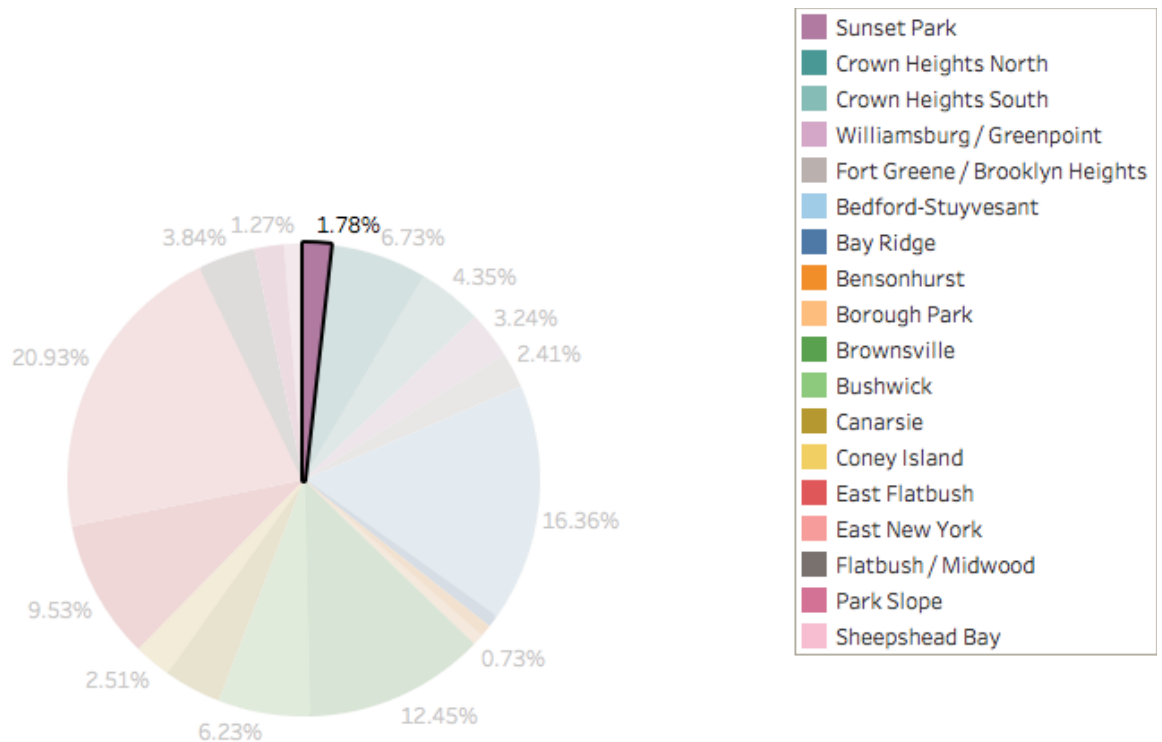
Sincerely,

*River Hoffman*





## Sunset Park



Dear Dr. Elinore Babon,

In 2015, New York City had a population of 8.517 million people living throughout the five boroughs. According to the New York City Department of Homeless Services (DHS), one percent of the city's 2015 population had been living in homeless shelters throughout the Big Apple; which does not include the increasing number of people who cannot make it to the shelters. This percentage may seem minuscule at the moment, however, with the increase in prices of basic needs (like food, and shelter) the percentage of homelessness in this great city will surely increase as well.

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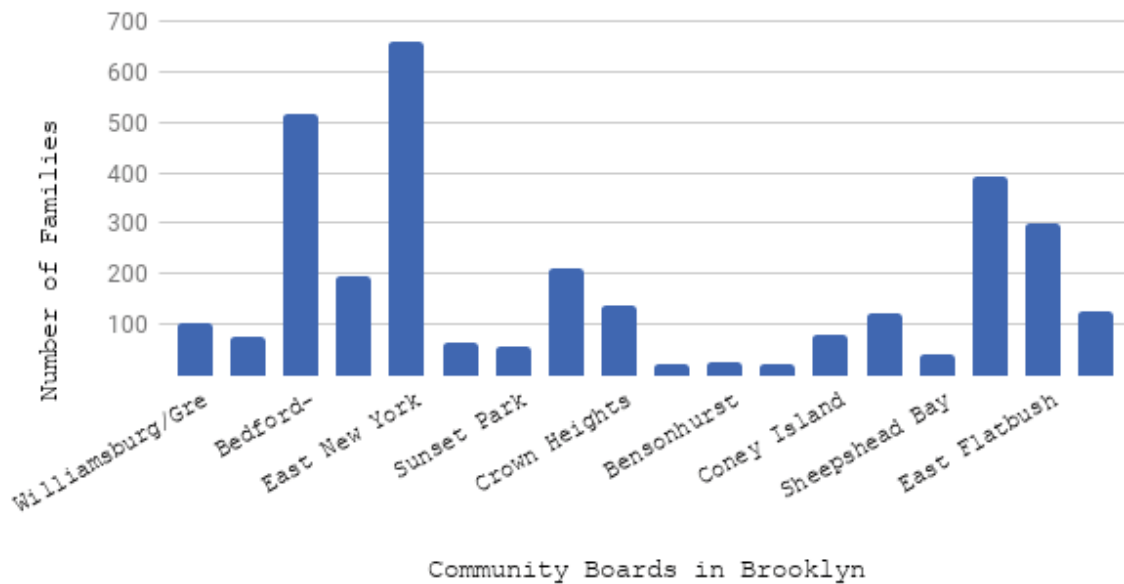
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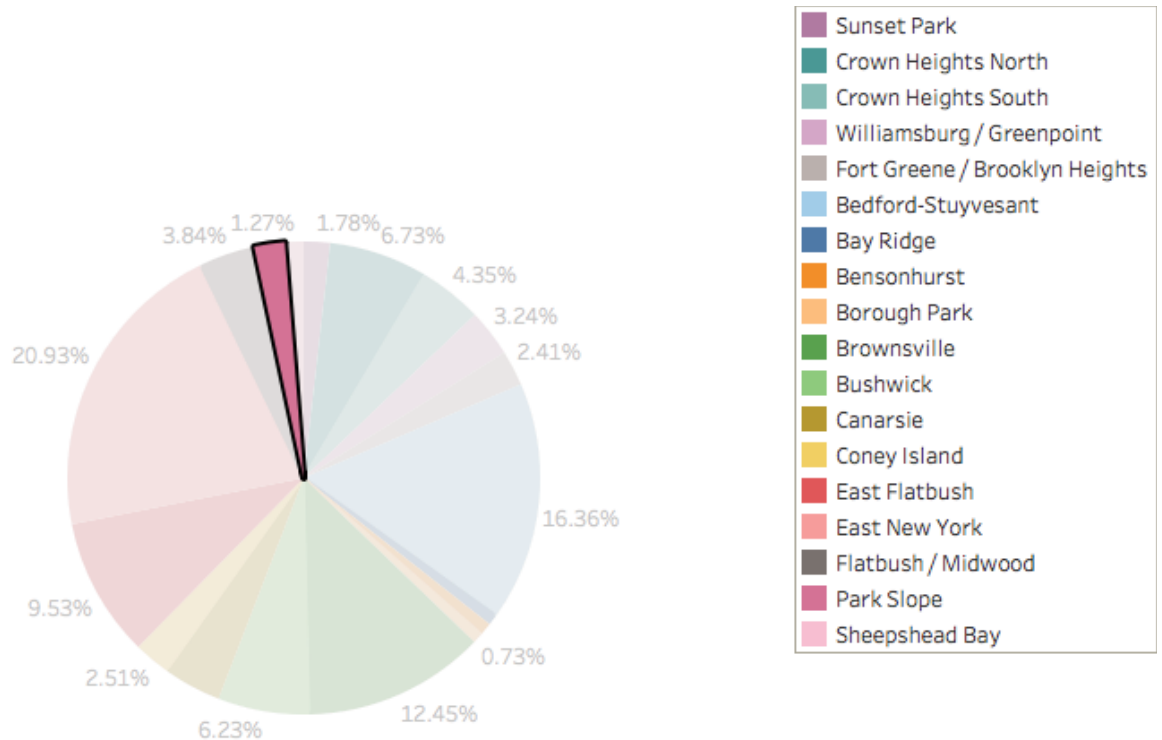
*River Hoffman*



## Families Entering Homeless Shelters in Brooklyn, NY



## Park Slope



Dear Mrs. Anny Brotherheed,

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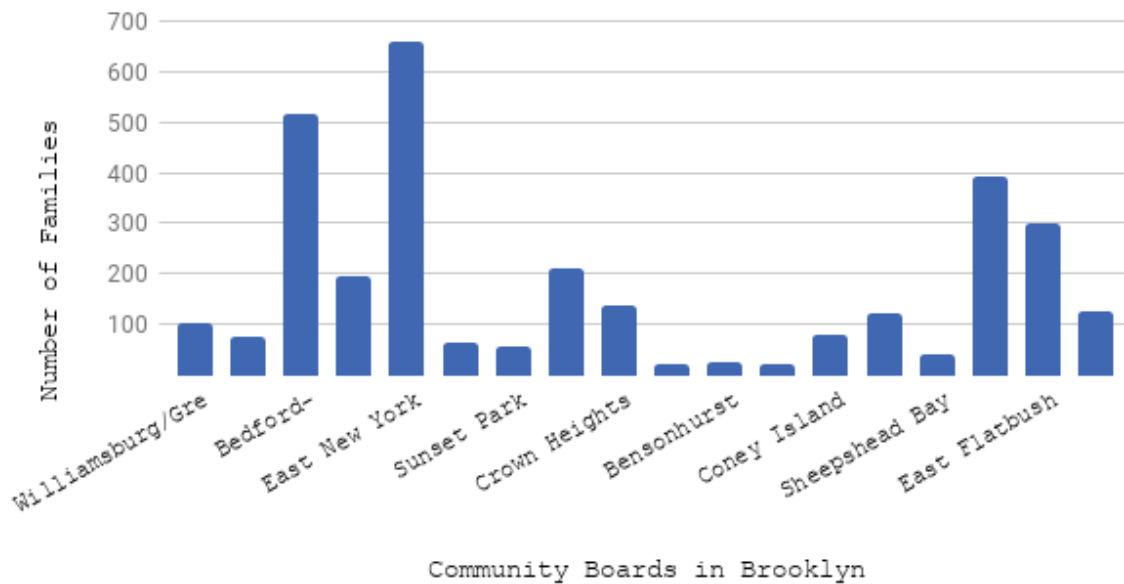
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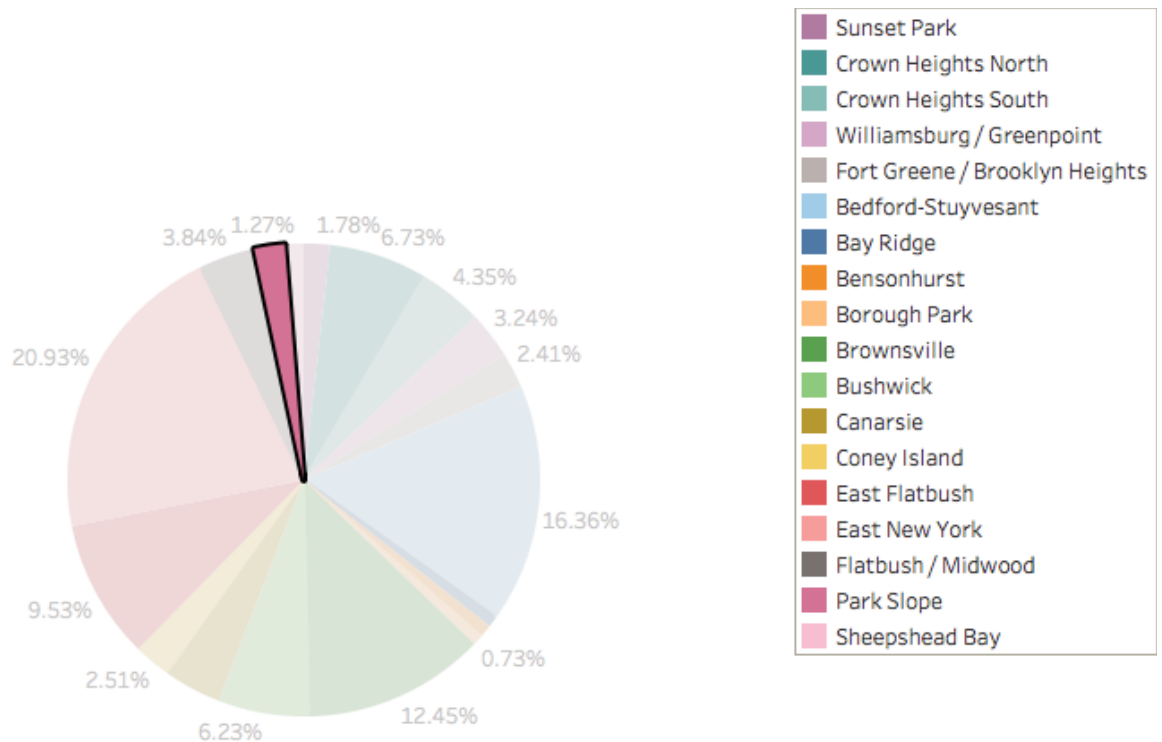
*River Hoffman*



## Families Entering Homeless Shelters in Brooklyn, NY



## Park Slope





Dear Mr. Carie Roisen,

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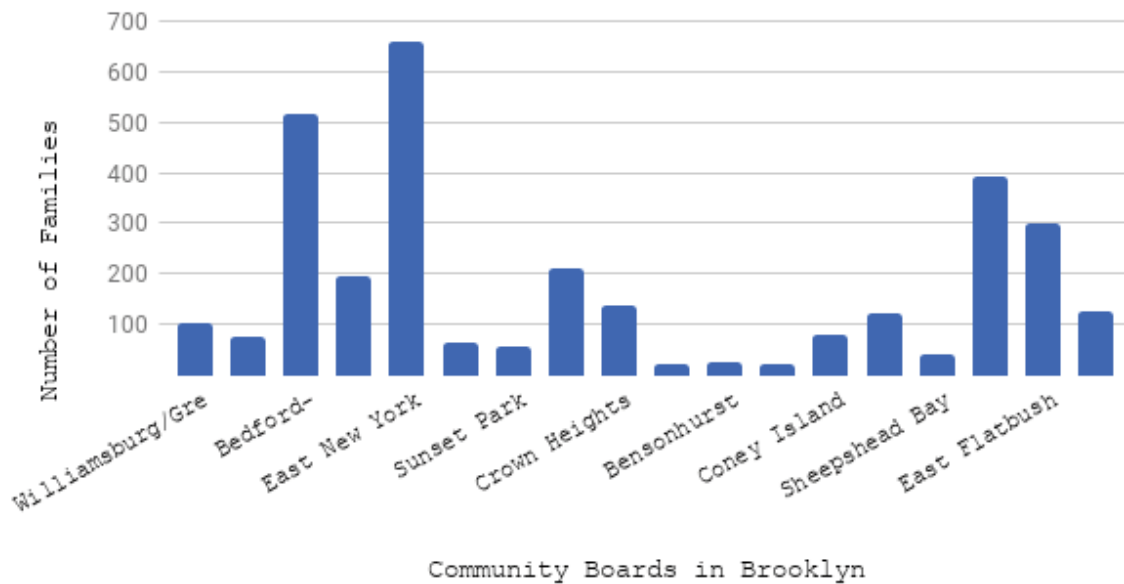
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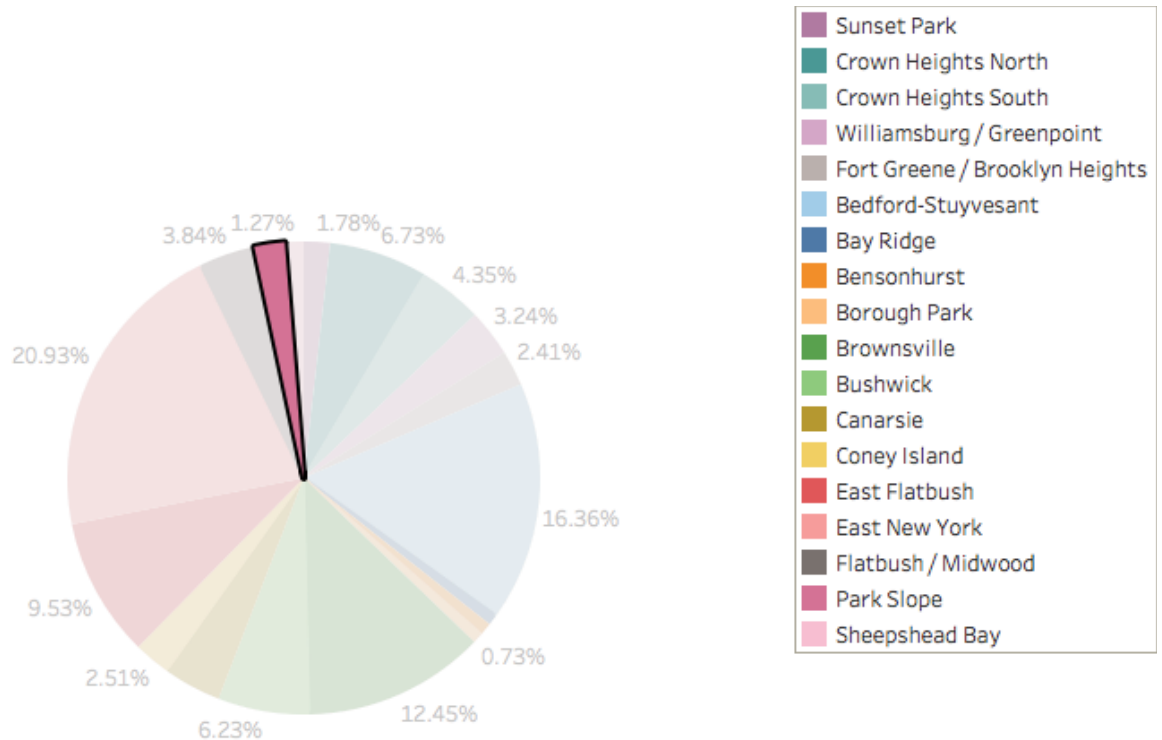
*River Hoffman*



## Families Entering Homeless Shelters in Brooklyn, NY



## Park Slope



Dear Mr. Gaylord MacCallister,

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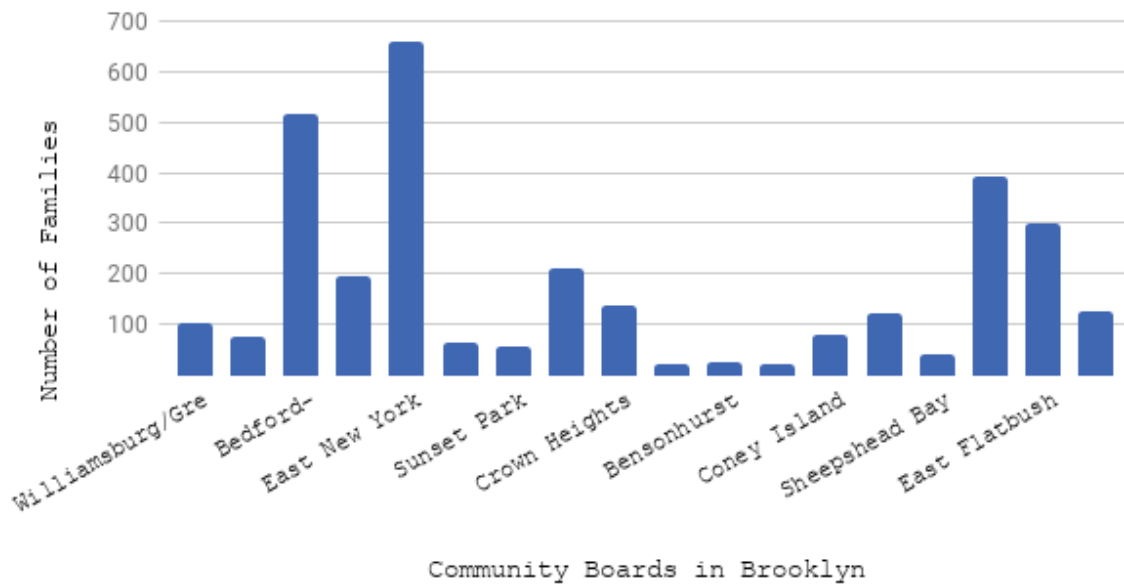
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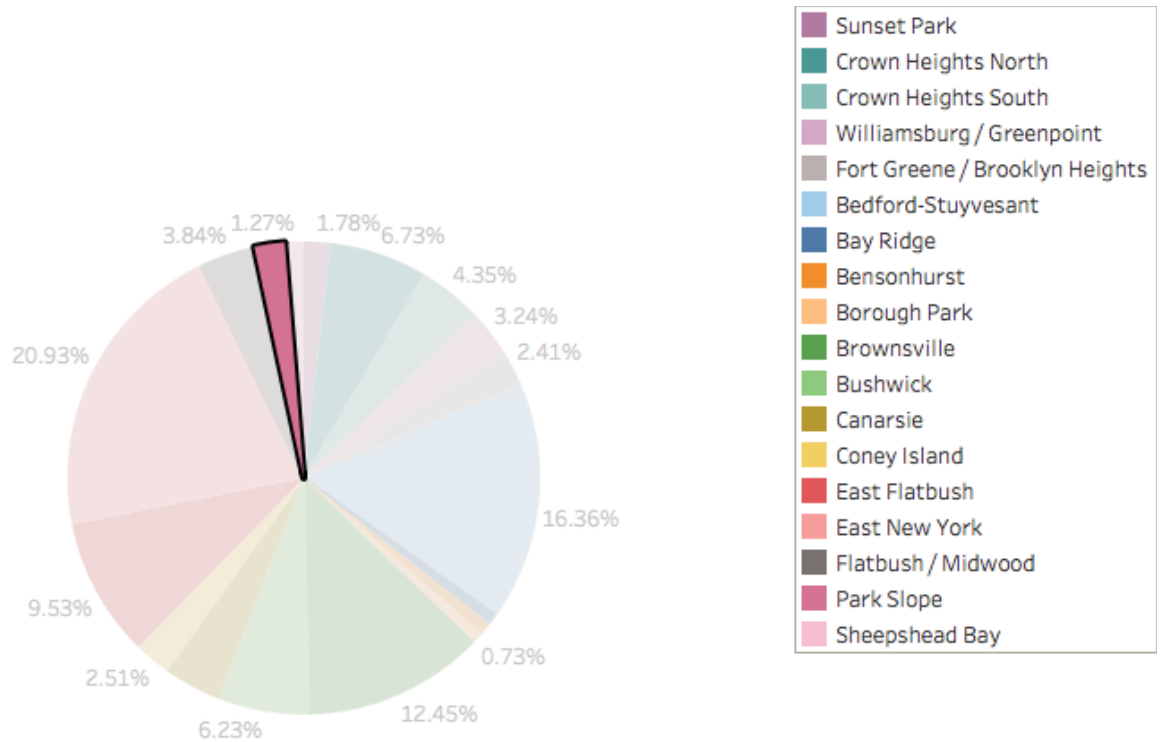
*River Hoffman*



## Families Entering Homeless Shelters in Brooklyn, NY



## Park Slope



Dear Mr. Edgard Greenman,

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According to the DHS this year, Flatbush/Midwood has a total 121 families entering homeless shelters, which is an increase of 5.8% since the previous year. If Flatbush/Midwood continues with this rate, by 2028 a total of 191 families will be entering homeless shelters.

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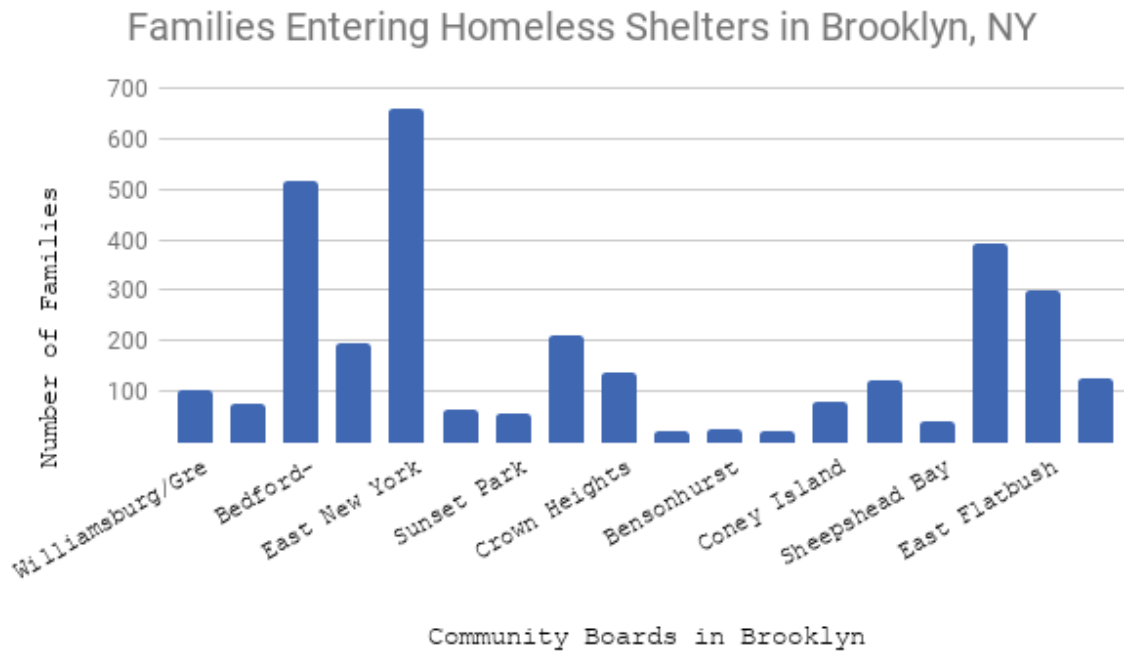
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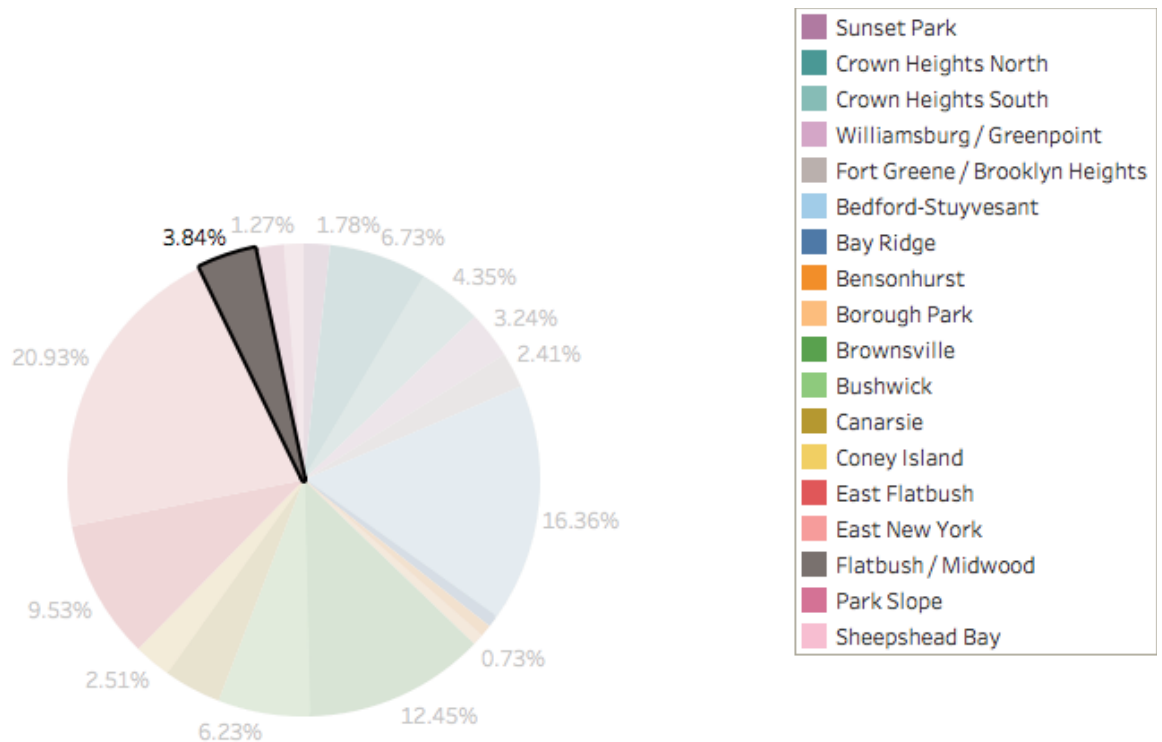
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## Flatbush/Midwood



Dear Ms. Conni Inder,

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Sincerely,

*River Hoffman*



Community Board	Number of Families
Williamsburg/Gre	100
Bedford-	80
East New York	520
Sunset Park	200
Crown Heights	130
Bensonhurst	40
Coney Island	80
Sheepshead Bay	120
East Flatbush	400
(Unlabeled)	120

Census Tract	Percentage
Sunset Park	1.27%
Crown Heights North	1.78%
Crown Heights South	6.73%
Williamsburg / Greenpoint	4.35%
Fort Greene / Brooklyn Heights	3.24%
Bedford-Stuyvesant	2.41%
Bay Ridge	16.36%
Bensonhurst	0.73%
Borough Park	12.45%
Brownsville	6.23%
Bushwick	2.51%
Canarsie	9.53%
Coney Island	20.93%
East Flatbush	3.84%
East New York	3.84%
Flatbush / Midwood	3.84%
Park Slope	3.84%
Sheepshead Bay	3.84%



Dear Mrs. Emelyne Lapere,

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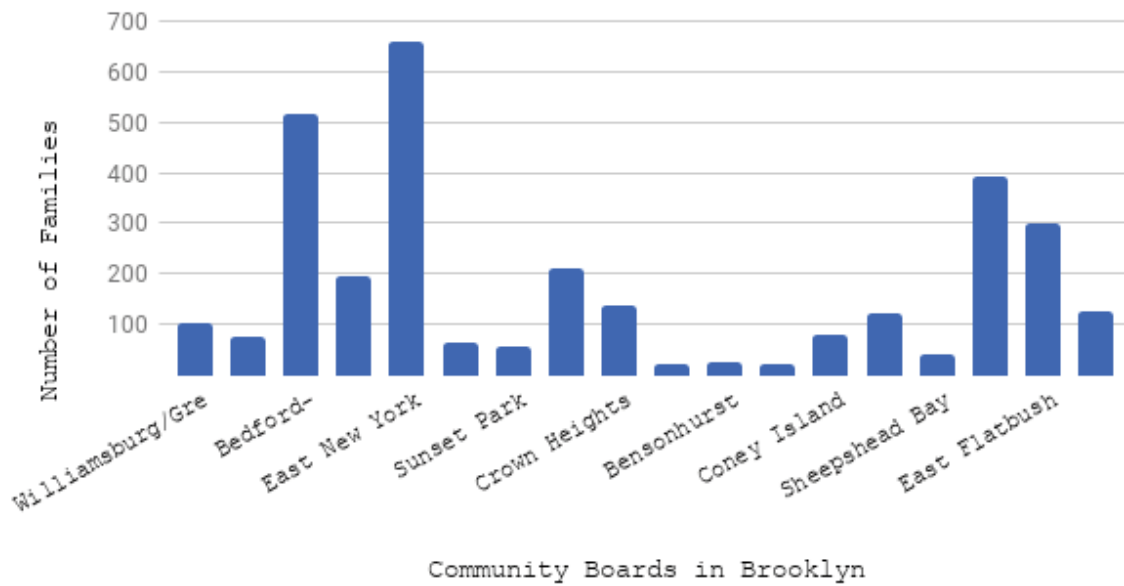
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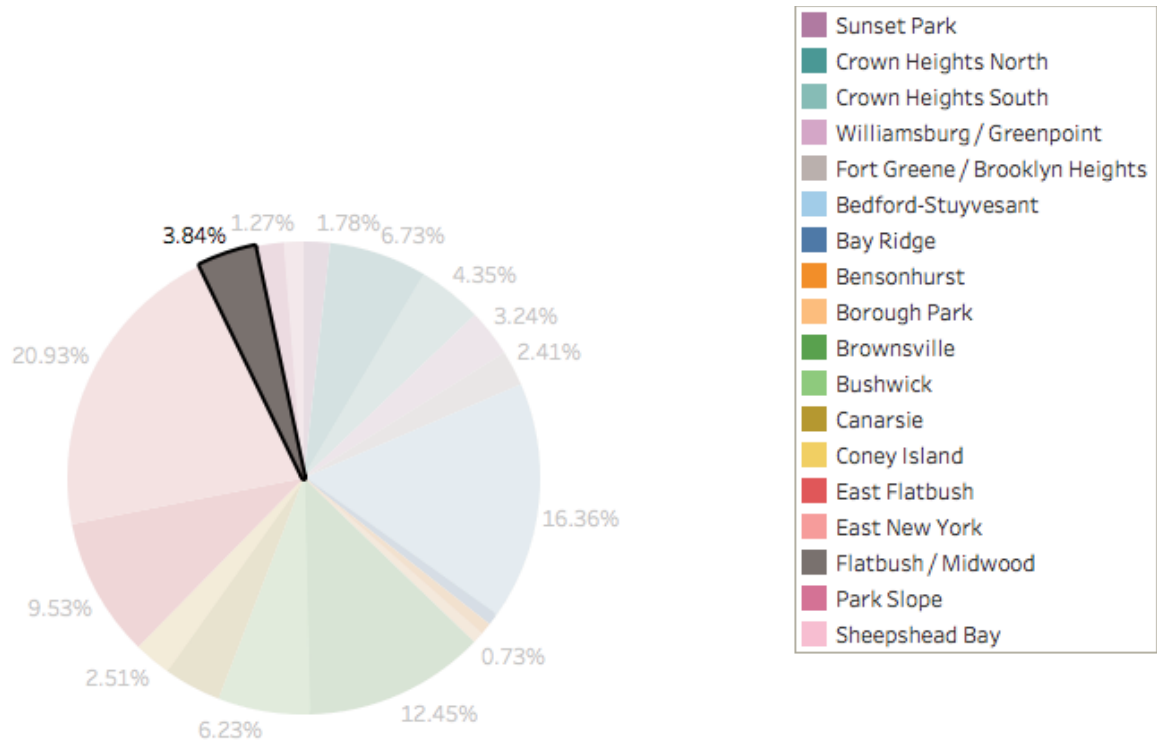
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## Families Entering Homeless Shelters in Brooklyn, NY



## Flatbush/Midwood



Dear Mrs. Darda Heintze,

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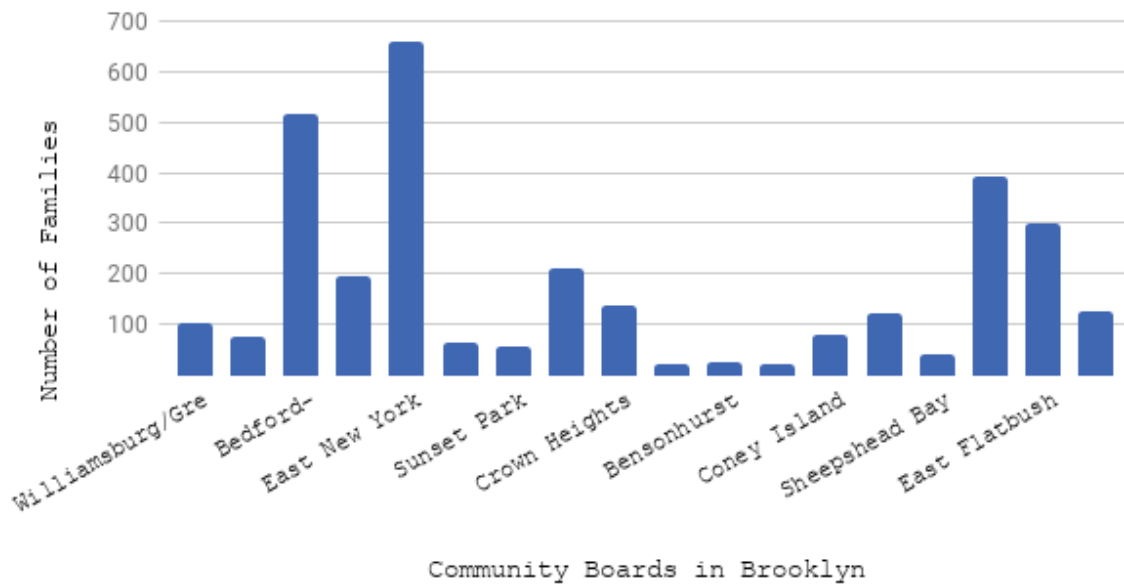
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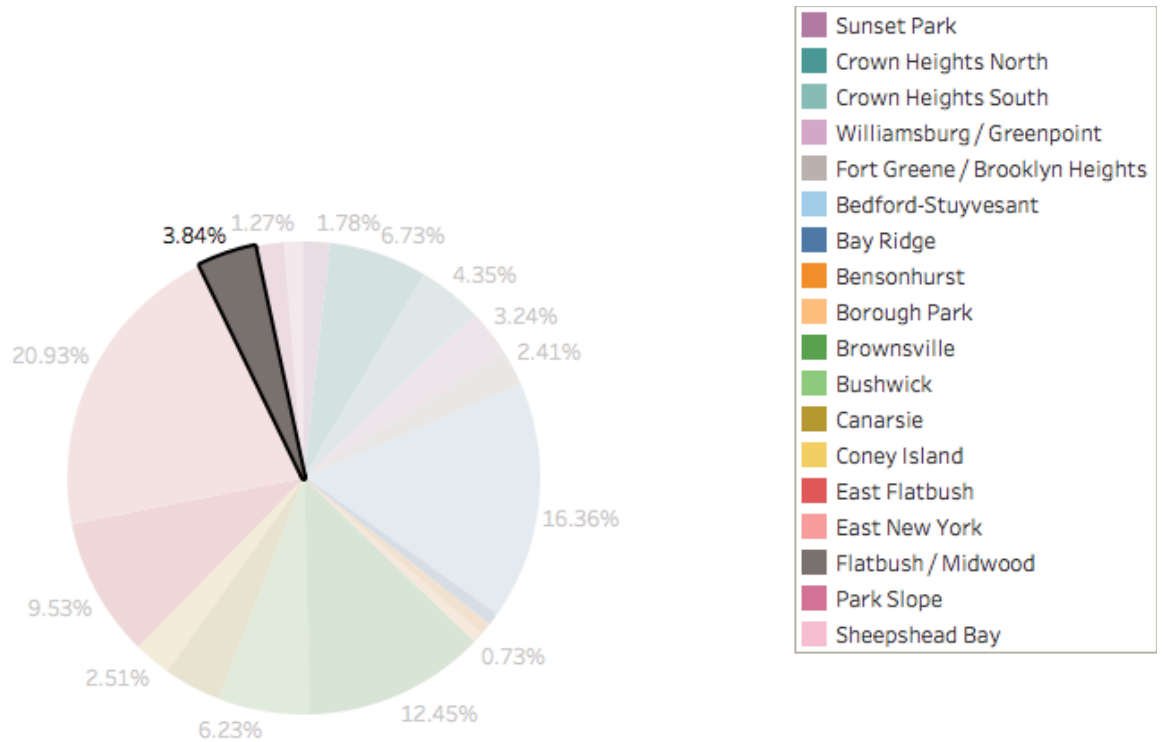
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## Families Entering Homeless Shelters in Brooklyn, NY



## Flatbush/Midwood



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According to the DHS this year, Fort Greene/Brooklyn Heights has a total 76 families entering homeless shelters, which is an increase of 1.3% since the previous year. If Fort Greene/Brooklyn Heights continues with this rate, by 2028 a total of 86 families will be entering homeless shelters.

I am reaching out to you because you are a resident of the Fort Greene/Brooklyn Heights community, but also because in a previous mailer, you stated you were interested in getting involved in the homeless community in Fort Greene/Brooklyn Heights. Hence the goal of my campaign is to get residents, like yourself involved in the betterment of the homeless.

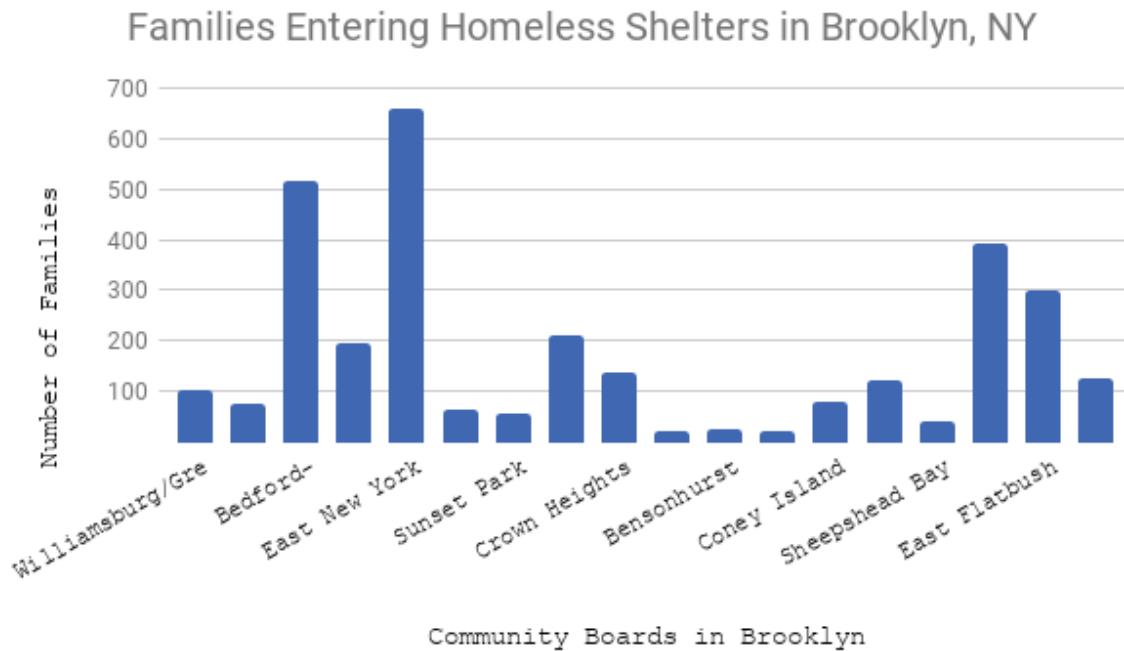
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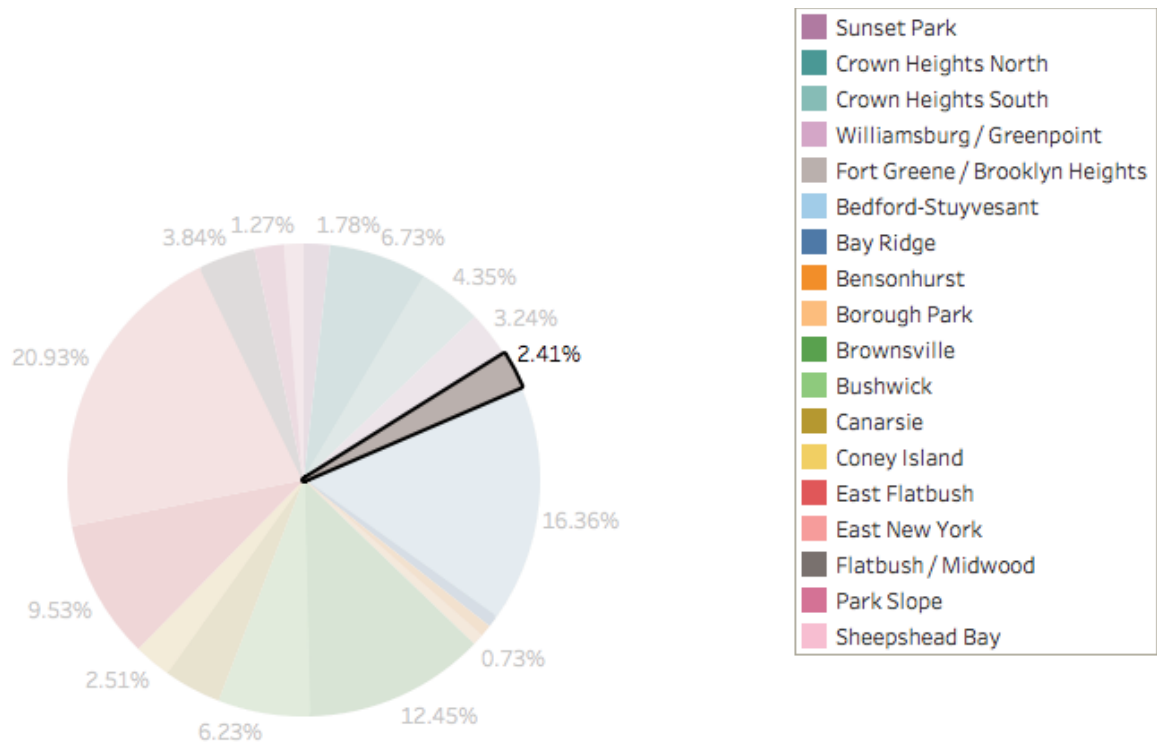
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## Fort Greene/Brooklyn Heights



Dear Mrs. Timmie Monkman,

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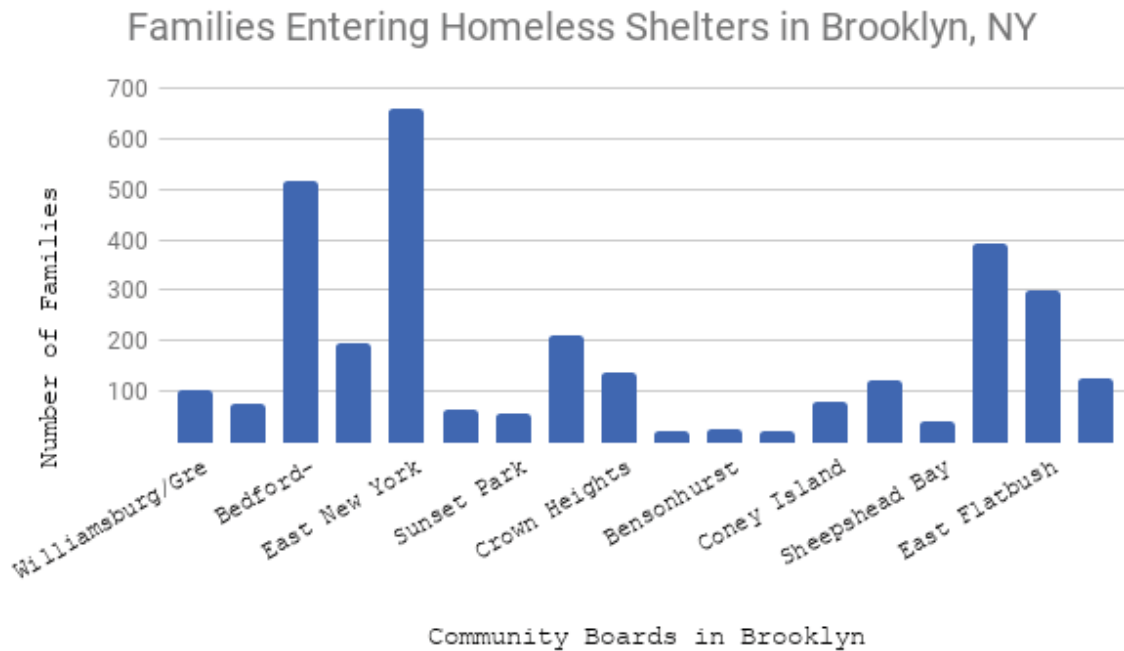
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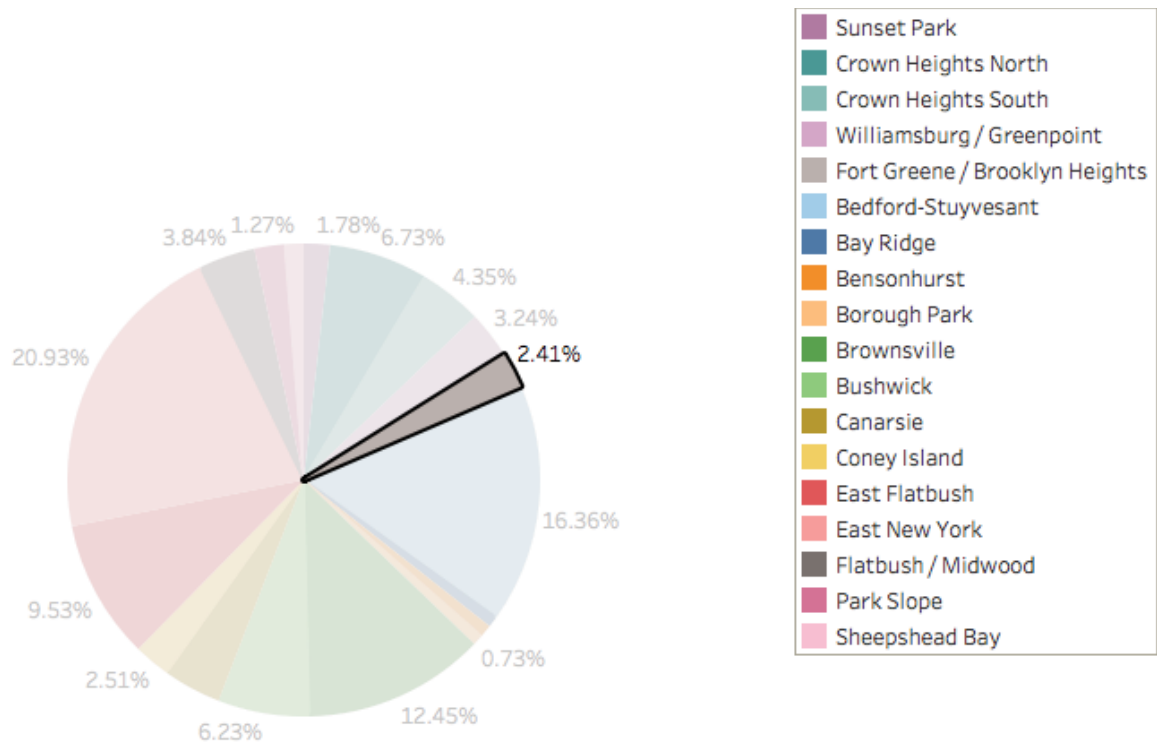
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## Fort Greene/Brooklyn Heights





Dear Ms. Neall Mc Combe,

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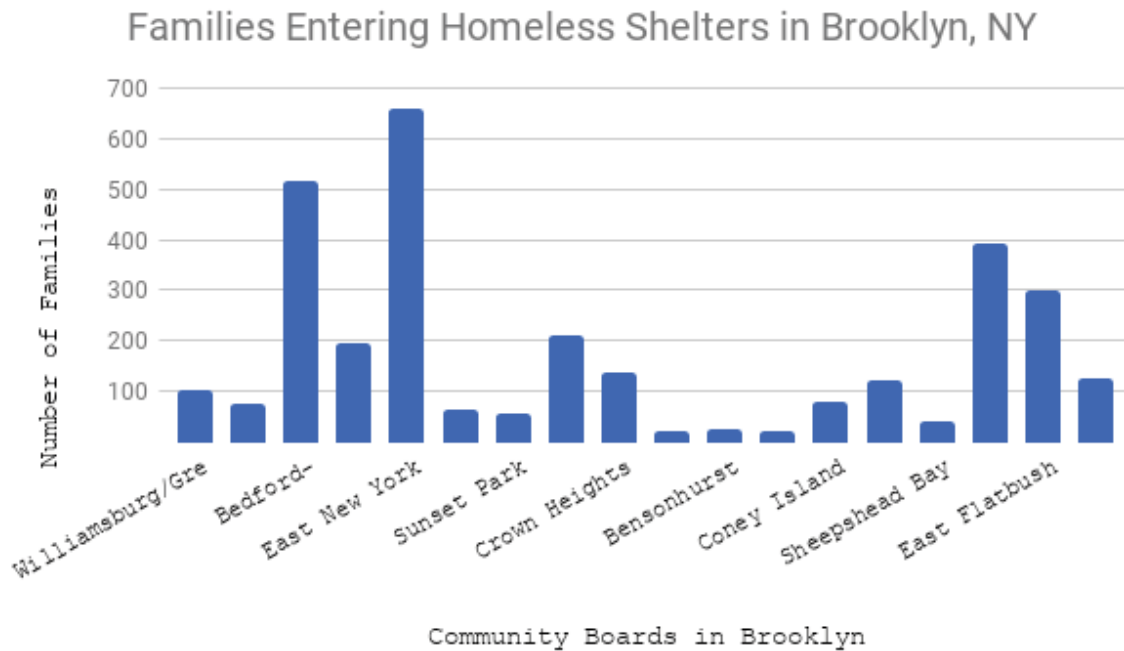
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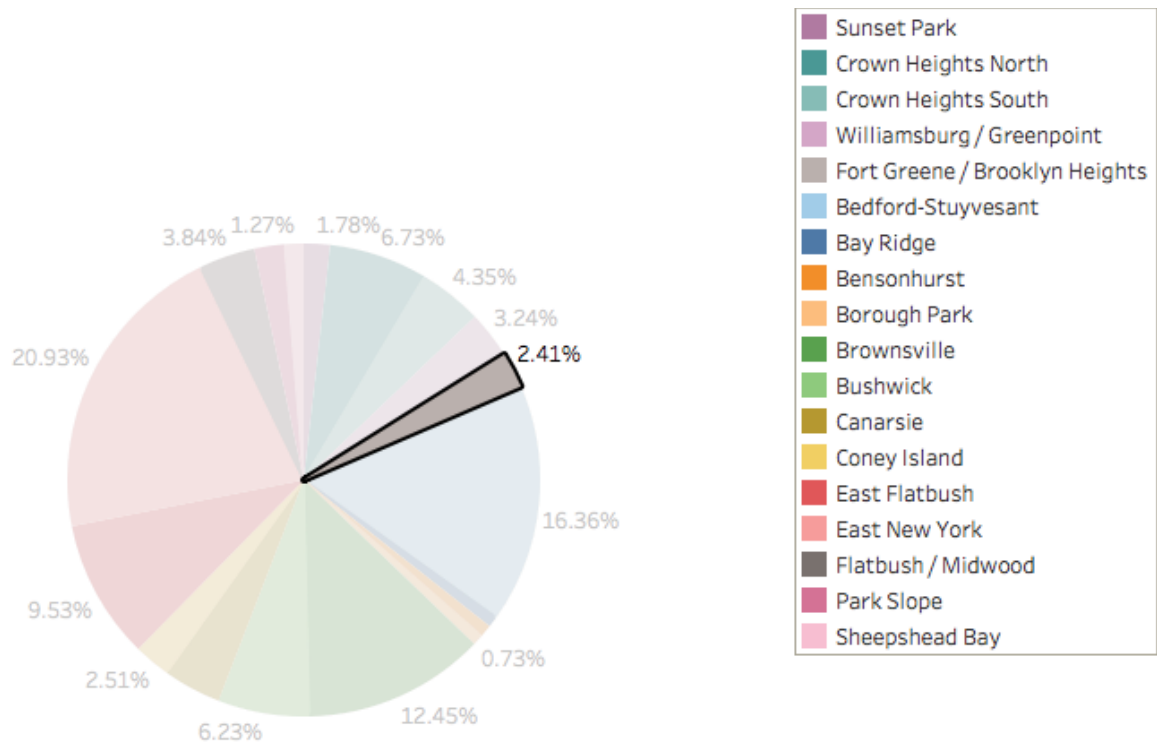
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## Fort Greene/Brooklyn Heights



"The purpose of life is not to be happy. It is to be useful, to be honorable, to be compassionate, to have it make some difference that you have lived and lived well."

Ralph Waldo Emerson

***Any additional  
questions?  
Please contact...***



***Interested in  
engaging with the  
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Last year, 65 families entered shelters all over the 11231 area. However, with Park Slope having over 108432 residents, and the rate of families entering homeless shelters increasing by 1.28% it is important to support the ever-growing homeless population in the community. This brochure is a guide to assist with the betterment of the homeless population in Park Slope.



If you are interested in donating canned goods, please contact:

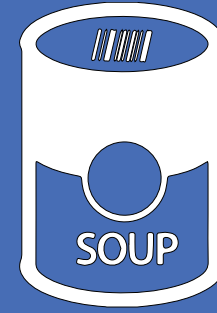
Food First  
165 Conover Street  
Brooklyn, NY 11231

**Call:**

(718) 624-1950

**Open  
Hours:**

Wednesdays - 11am to 1pm



If you are interested in volunteering, please contact:

Neighbors Together  
Corporation  
2094 Fulton Street  
Brooklyn, NY 11231

**Call:**

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**Open  
Hours:**

Mondays - Noon to 6pm

"Love is not patronizing and charity isn't about pity, it is about love. Charity and love are the same - with charity you give love, so don't just give money but reach out your hand instead."

Mother Teresa

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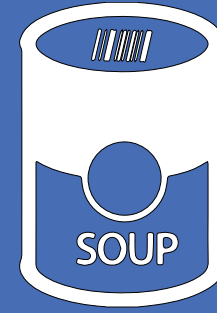
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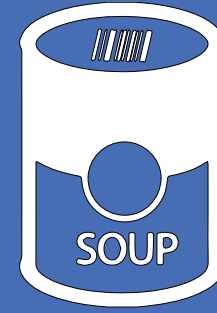
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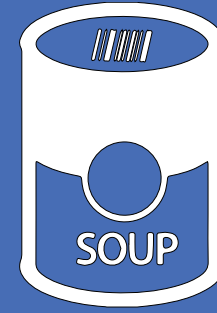
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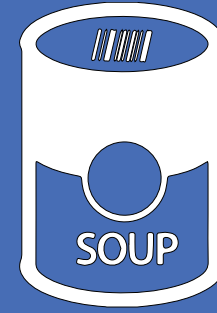
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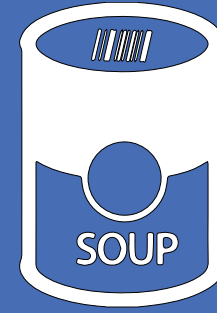
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Mother Teresa

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Please contact...***



***Interested in engaging with the Park Slope community?***

Last year, 65 families entered shelters all over the 11231 area. However, with Park Slope having over 108432 residents, and the rate of families entering homeless shelters increasing by 1.28% it is important to support the ever-growing homeless population in the community. This brochure is a guide to assist with the betterment of the homeless population in Park Slope.



If you are interested in donating canned goods, please contact:

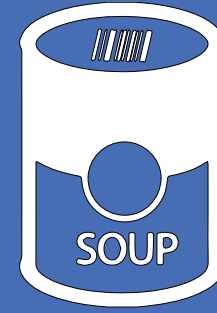
Food First  
165 Conover Street  
Brooklyn, NY 11231

**Call:**

(718) 624-1950

**Open  
Hours:**

Wednesdays - 11am to 1pm



If you are interested in volunteering, please contact:

Neighbors Together  
Corporation  
2094 Fulton Street  
Brooklyn, NY 11231

**Call:**

(718) 498-7256

**Open  
Hours:**

Mondays - Noon to 6pm



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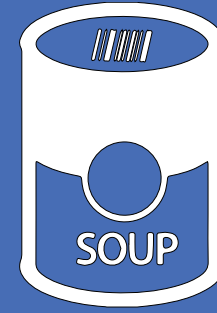
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***Interested in engaging with the Crown Heights South community?***

Last year, 137 families entered shelters all over the 11225 area. However, with Crown Heights South having over 99,287 residents, and the rate of families entering homeless shelters increasing by 0.48% it is important to support the ever-growing homeless population in the community. This brochure is a guide to assist with the betterment of the homeless population in Crown Heights South.



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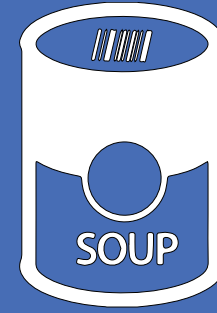
More Grace Redemptive  
Center  
646 Parkside Avenue  
Brooklyn, NY 11225

Call:

(718) 693-7074

Open  
Hours:

Tuesdays - 11am to 1pm



If you are interested in volunteering, please contact:

Jesus of Nazareth  
Christian  
455 Rogers Avenue  
Brooklyn, NY 11225

Call:

(718) 693-1678

Open  
Hours:

Friday through Saturday  
11pm to 3pm

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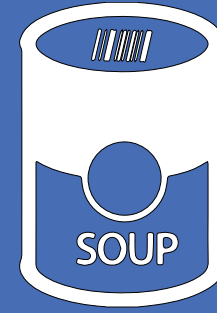
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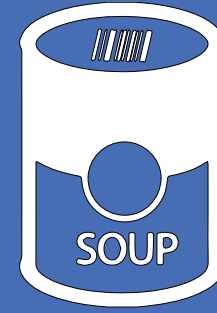
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"The purpose of life is not to be happy. It is to be useful, to be honorable, to be compassionate, to have it make some difference that you have lived and lived well."

Ralph Waldo Emerson

***Any additional  
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***Interested in  
engaging with  
the Sunset Park  
community?***

Last year, 56 families entered shelters all over the 11220 area. However, with Sunset Park having over 130,635 residents, and the rate of families entering homeless shelters increasing by 1.23% it is important to support the ever-growing homeless population in the community. This brochure is a guide to assist with the betterment of the homeless population in Sunset Park.



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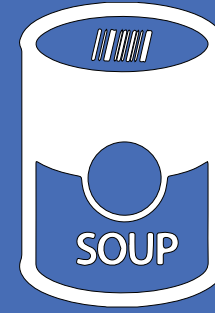
Our Lady of Perpetual  
Help  
545 60th Street  
Brooklyn, NY 11220

**Call:**

(718) 492-9200

**Open  
Hours:**

The first two Saturdays  
of each month - 11am to  
Noon



**If you are interested in volunteering, please contact:**

Salvation Army Sunset  
Park Corp  
520 50th Street  
Brooklyn, NY 11220

**Call:**

(718) 438-1771

**Open  
Hours:**

Monday through Friday -  
Noon to 1pm

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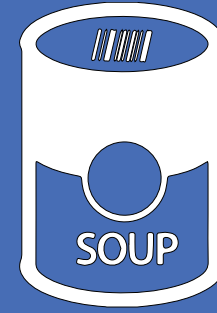
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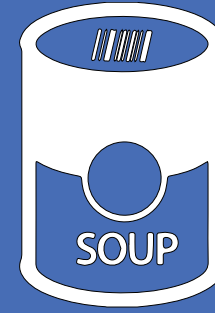
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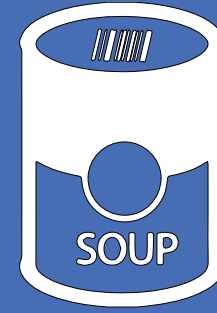
Horeb SDA Church  
520 Kingston Avenue  
Brooklyn, NY 11215

Call:

(718) 209-8108

Open  
Hours:

Tuesdays - Noon to 1:30pm



If you are interested in volunteering, please contact:

Masbia Boro Park  
5402 New Utrecht Avenue  
Brooklyn, New York 11219

Call:

(718) 972-4446

Open  
Hours:

Sunday through Thursday -  
6:30pm to 7:30pm



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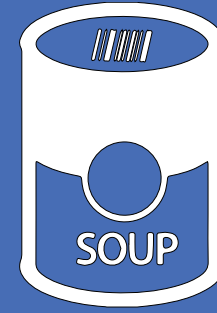
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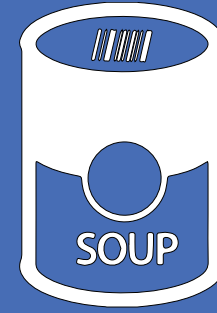
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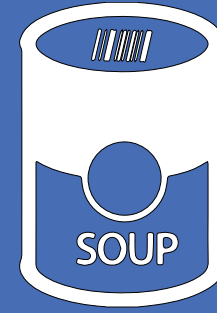
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***Interested in engaging with the Flatbush/Midwood community?***

Last year, 121 families entered shelters all over the 11210 area. However, with Flatbush/Midwood having over 165840 residents, and the rate of families entering homeless shelters increasing by 5.8% it is important to support the ever-growing homeless population in the community. This brochure is a guide to assist with the betterment of the homeless population in Flatbush/Midwood.



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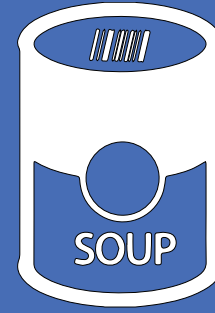
Our Lady Of Refuge Pantry  
2020 Foster Avenue  
Brooklyn, NY 11210

**Call:**

(718) 859-7411

**Open  
Hours:**

Wednesdays - 9am to 1pm



If you are interested in volunteering, please contact:

OPIN Inc  
1768 Saint Johns Place  
Brooklyn, NY 11233

**Call:**

(718) 421-0148

**Open  
Hours:**

Wednesday - 7pm to 9pm



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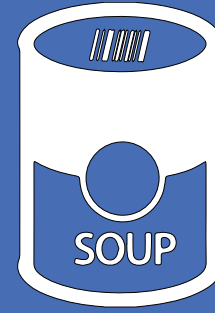
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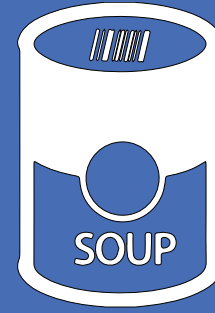
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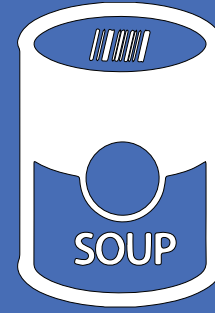
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Mother Teresa

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***Interested in engaging with the Fort Greene/Brooklyn Heights community?***

Last year, 76 families entered shelters all over the 11205 area. However, with Fort Greene/ Brooklyn Heights having over 102814 residents, and the rate of families entering homeless shelters increasing by 1.3% it is important to support the ever-growing homeless population in the community. This brochure is a guide to assist with the betterment of the homeless population in Fort Greene/ Brooklyn Heights.



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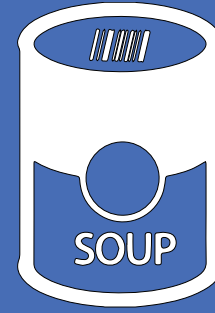
Food Stamp Office  
500 Dekalb Avenue, 5th  
Floor  
Brooklyn, NY 11205

**Call:**

(718) 398-5057

**Open  
Hours:**

Mondays through Fridays -  
8:30am to 5pm



**If you are interested in volunteering, please contact:**

Bridge Street Missionary  
Feeding Program  
277 Stuyvesant Avenue  
Brooklyn, NY 11221

**Call:**

(718) 452-3936

**Open  
Hours:**

Wednesday - 11am to  
1:30pm



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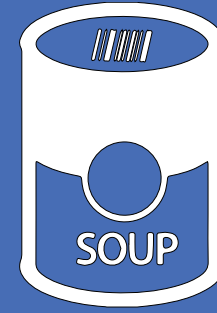
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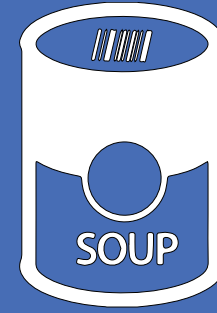
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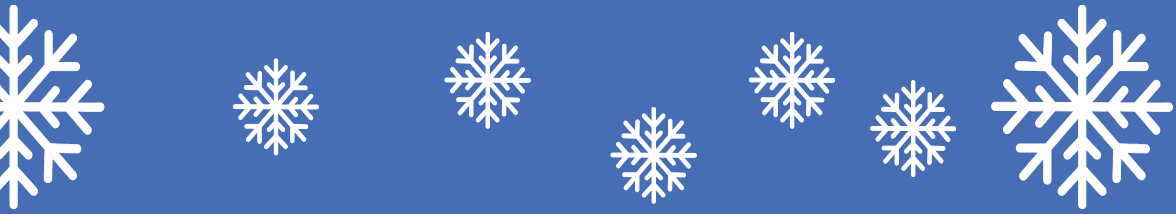
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*In the past year 65 families  
have entered shelters in Park  
Slope!*

What about the individuals who are still residing  
on the streets?

Greetings Kienzle Family,

With the winter approaching, it is important that everybody has a place to stay during the coldest season. If you see an individual without shelter in Park Slope or the 11231 area, please contact CAMBA at . CAMBA is one of New York City Department of Homeless Services' home bases and is responsible for getting nutrition and shelter to those in need.

If you have any lightly used clothes, please bring to CAMBA that covers your zip code; the address is CAMBA, 1117 Eastern Parkway, Brooklyn, NY 11213.

Stay Warm!

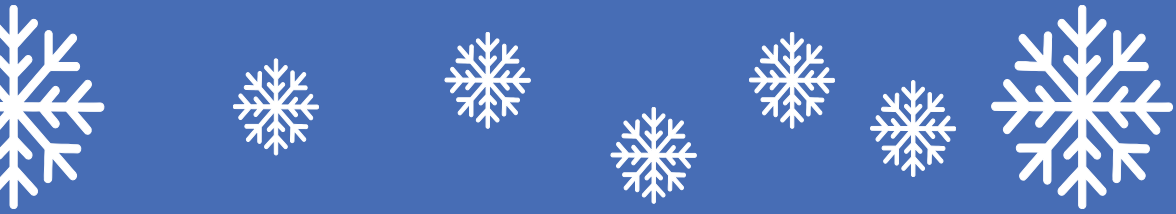


Place  
Postage  
Here

Sonny Kienzle  
5 Sommers Avenue  
Brooklyn, NY 11231



08 045 585760174972259



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on the streets?



Greetings Culcheth Family,

With the winter approaching, it is important that everybody has a place to stay during the coldest season. If you see an individual without shelter in Park Slope or the 11231 area, please contact CAMBA at 718-622-7323. CAMBA is one of New York City Department of Homeless Services' home bases and is responsible for getting nutrition and shelter to those in need.

If you have any lightly used clothes, please bring to CAMBA that covers your zip code; the address is CAMBA, 1117 Eastern Parkway, Brooklyn, NY 11213.

Stay Warm!



Place  
Postage  
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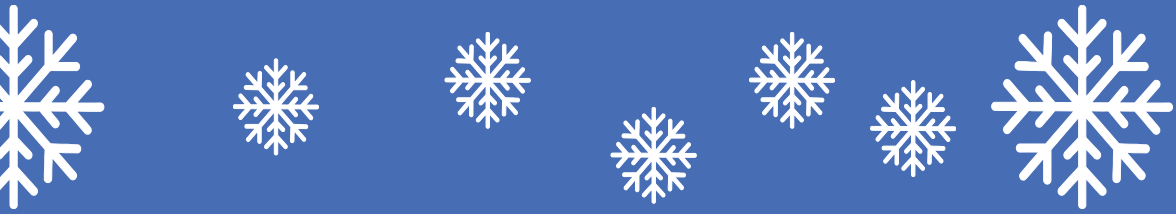


Damien Culcheth  
2874 Bultman Terrace  
Brooklyn, NY 11231



08 045 585760174972259





*In the past year 65 families  
have entered shelters in Park  
Slope!*



What about the individuals who are still residing  
on the streets?



Greetings Snozzwell Family,

With the winter approaching, it is important that everybody has a place to stay during the coldest season. If you see an individual without shelter in Park Slope or the 11231 area, please contact CAMBA at 718-622-7323. CAMBA is one of New York City Department of Homeless Services' home bases and is responsible for getting nutrition and shelter to those in need.

If you have any lightly used clothes or toys, please bring to CAMBA that covers your zip code; the address is CAMBA, 1117 Eastern Parkway, Brooklyn, NY 11213.

Stay Warm!



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Skippie Snozzwell  
93 Green Ridge Road  
Brooklyn, NY 11231



08 045 585760174972259



*In the past year 65 families  
have entered shelters in Park  
Slope!*



What about the individuals who are still residing  
on the streets?



Greetings Norbury Family,

With the winter approaching, it is important that everybody has a place to stay during the coldest season. If you see an individual without shelter in Park Slope or the 11231 area, please contact CAMBA at 718-622-7323. CAMBA is one of New York City Department of Homeless Services' home bases and is responsible for getting nutrition and shelter to those in need.

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Milli Norbury  
24 Michigan Plaza  
Brooklyn, NY 11231



08 045 585760174972259



*In the past year 65 families  
have entered shelters in Park  
Slope!*



What about the individuals who are still residing  
on the streets?



Greetings Duxfield Family,

With the winter approaching, it is important that everybody has a place to stay during the coldest season. If you see an individual without shelter in Park Slope or the 11231 area, please contact CAMBA at 718-622-7323. CAMBA is one of New York City Department of Homeless Services' home bases and is responsible for getting nutrition and shelter to those in need.

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Stay Warm!



Place  
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Chadd Duxfield  
37934 Roth Court  
Brooklyn, NY 11231



08 045 585760174972259



*In the past year 65 families  
have entered shelters in Park  
Slope!*



What about the individuals who are still residing  
on the streets?



Greetings Todarini Family,

With the winter approaching, it is important that everybody has a place to stay during the coldest season. If you see an individual without shelter in Park Slope or the 11231 area, please contact CAMBA at 718-622-7323. CAMBA is one of New York City Department of Homeless Services' home bases and is responsible for getting nutrition and shelter to those in need.

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Stay Warm!



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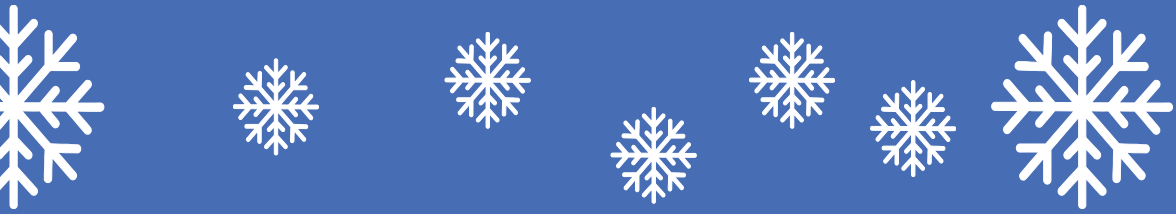


Lynette Todarini  
5 North Circle  
Brooklyn, NY 11231



08 045 585760174972259





*In the past year 65 families  
have entered shelters in Park  
Slope!*



What about the individuals who are still residing  
on the streets?



Greetings Kinnach Family,

With the winter approaching, it is important that everybody has a place to stay during the coldest season. If you see an individual without shelter in Park Slope or the 11231 area, please contact CAMBA at 718-622-7323. CAMBA is one of New York City Department of Homeless Services' home bases and is responsible for getting nutrition and shelter to those in need.

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Stay Warm!



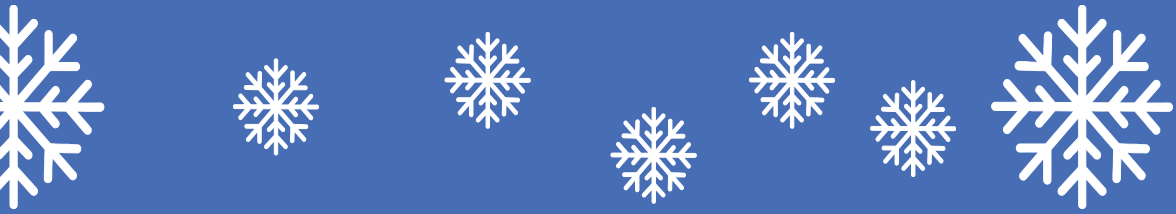
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Mab Kinnach  
54 Vidon Way  
Brooklyn, NY 11231



08 045 585760174972259



*In the past year 65 families  
have entered shelters in Park  
Slope!*



What about the individuals who are still residing  
on the streets?



Greetings Crumley Family,

With the winter approaching, it is important that everybody has a place to stay during the coldest season. If you see an individual without shelter in Park Slope or the 11231 area, please contact CAMBA at 718-622-7323. CAMBA is one of New York City Department of Homeless Services' home bases and is responsible for getting nutrition and shelter to those in need.

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Stay Warm!










Place  
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Here










Bibi Crumley  
82 Oak Way  
Brooklyn, NY 11231








08 045 585760174972259



*In the past year 137 families  
have entered shelters in Crown  
Heights South!*



What about the individuals who are still residing  
on the streets?



Greetings Orgee Family,

With the winter approaching, it is important that everybody has a place to stay during the coldest season. If you see an individual without shelter in Crown Heights South or the 11225 area, please contact CAMBA at 718-622-7323. CAMBA is one of New York City Department of Homeless Services' home bases and is responsible for getting nutrition and shelter to those in need.

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Stay Warm!

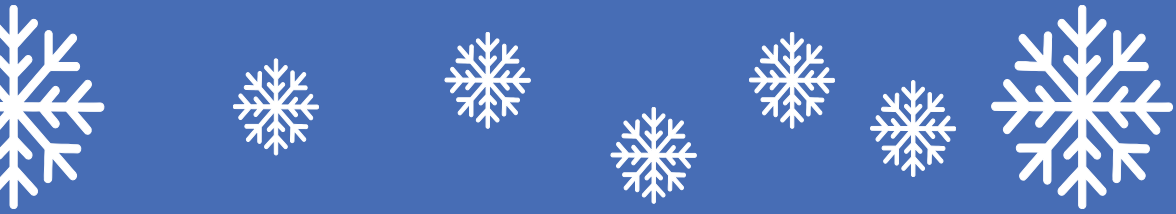


Place  
Postage  
Here

Quinlan Orgee  
98941 Hansons Court  
Brooklyn, NY 11225



77 468 914798271563712



*In the past year 137 families  
have entered shelters in Crown  
Heights South!*



What about the individuals who are still residing  
on the streets?

Greetings Tribell Family,

With the winter approaching, it is important that everybody has a place to stay during the coldest season. If you see an individual without shelter in Crown Heights South or the 11225 area, please contact CAMBA at 718-622-7323. CAMBA is one of New York City Department of Homeless Services' home bases and is responsible for getting nutrition and shelter to those in need.

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Stay Warm!



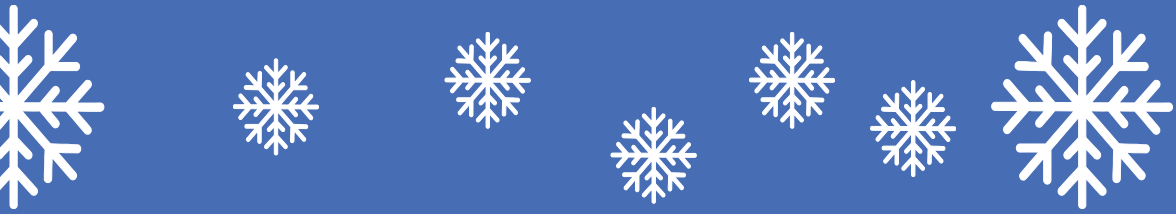
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Jarret Tribell  
14 Kedzie Point  
Brooklyn, NY 11225



77 468 914798271563712





*In the past year 137 families  
have entered shelters in Crown  
Heights South!*



What about the individuals who are still residing  
on the streets?

Greetings Blunt Family,

With the winter approaching, it is important that everybody has a place to stay during the coldest season. If you see an individual without shelter in Crown Heights South or the 11225 area, please contact CAMBA at 718-622-7323. CAMBA is one of New York City Department of Homeless Services' home bases and is responsible for getting nutrition and shelter to those in need.

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Stay Warm!







Place  
Postage  
Here


Bette Blunt  
5174 Butternut  
Crossing  
Brooklyn, NY 11225




77 468 914798271563712



*In the past year 56 families  
have entered shelters in  
Sunset Park!*



What about the individuals who are still residing  
on the streets?



Greetings Butters Family,

With the winter approaching, it is important that everybody has a place to stay during the coldest season. If you see an individual without shelter in Sunset Park or the 11220 area, please contact CAMBA at 718-408-5766. CAMBA is one of New York City Department of Homeless Services' home bases and is responsible for getting nutrition and shelter to those in need.

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Stay Warm!

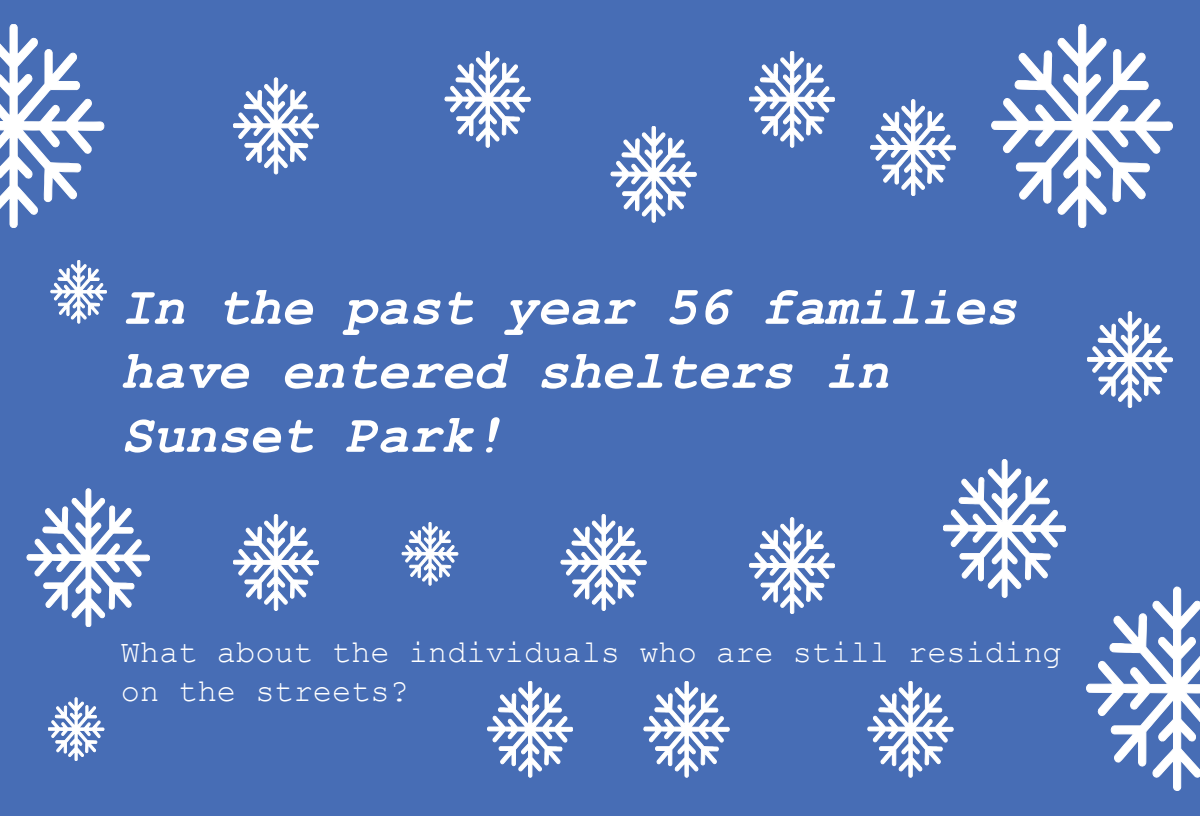


Place  
Postage  
Here

Susann Butters  
03 Swallow Road  
Brooklyn, NY 11220



28 283 400520746947257



*❄ In the past year 56 families  
have entered shelters in  
Sunset Park!*

What about the individuals who are still residing  
on the streets?

Greetings Trimmell Family,

With the winter approaching, it is important that everybody has a place to stay during the coldest season. If you see an individual without shelter in Sunset Park or the 11220 area, please contact CAMBA at 718-408-5766. CAMBA is one of New York City Department of Homeless Services' home bases and is responsible for getting nutrition and shelter to those in need.

If you have any lightly used clothes, please bring to CAMBA that covers your zip code; the address is CAMBA, 1117 Eastern Parkway, Brooklyn, NY 11213.

Stay Warm!






Place  
Postage  
Here



Moritz Trimmell  
18 Goodland Plaza  
Brooklyn, NY 11220




28 283 400520746947257



*In the past year 56 families  
have entered shelters in  
Sunset Park!*



What about the individuals who are still residing  
on the streets?



Greetings Gudgeon Family,

With the winter approaching, it is important that everybody has a place to stay during the coldest season. If you see an individual without shelter in Sunset Park or the 11220 area, please contact CAMBA at 718-408-5766. CAMBA is one of New York City Department of Homeless Services' home bases and is responsible for getting nutrition and shelter to those in need.

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Stay Warm!



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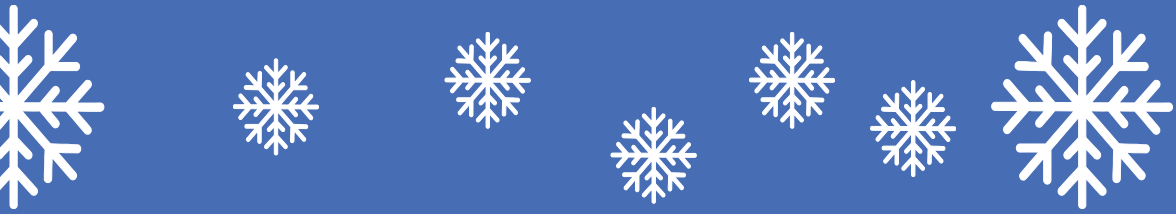


Ade Gudgeon  
71553 Oak Terrace  
Brooklyn, NY 11220



28 283 400520746947257





*In the past year 65 families  
have entered shelters in Park  
Slope!*

What about the individuals who are still residing  
on the streets?

Greetings Babon Family,

With the winter approaching, it is important that everybody has a place to stay during the coldest season. If you see an individual without shelter in Park Slope or the 11215 area, please contact CAMBA at 718-622-7323. CAMBA is one of New York City Department of Homeless Services' home bases and is responsible for getting nutrition and shelter to those in need.

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Stay Warm!



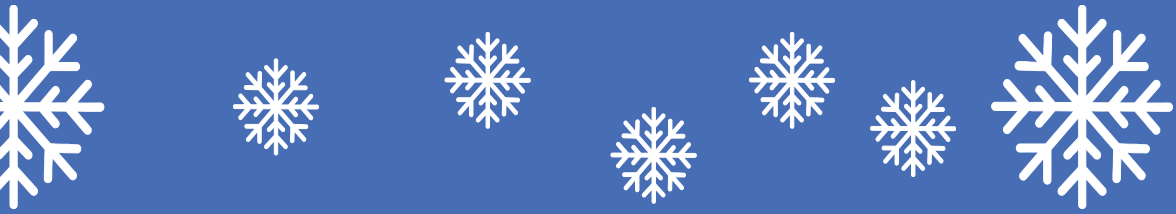
Place  
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Elinore Babon  
1 Melody Lane  
Brooklyn, NY 11215



43 749 201080346305071



*In the past year 65 families  
have entered shelters in Park  
Slope!*

What about the individuals who are still residing  
on the streets?

Greetings Brotherheed Family,

With the winter approaching, it is important that everybody has a place to stay during the coldest season. If you see an individual without shelter in Park Slope or the 11215 area, please contact CAMBA at 718-622-7323. CAMBA is one of New York City Department of Homeless Services' home bases and is responsible for getting nutrition and shelter to those in need.

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Stay Warm!



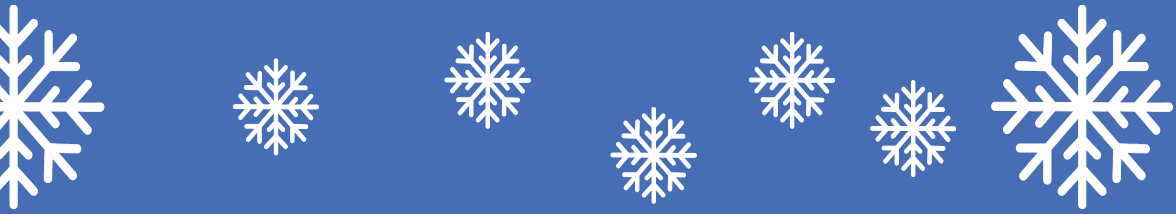
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Anny Brotherheed  
17541 Arrowood Pass  
Brooklyn, NY 11215



43 749 201080346305071



*In the past year 65 families  
have entered shelters in Park  
Slope!*

What about the individuals who are still residing  
on the streets?

Greetings Roisen Family,

With the winter approaching, it is important that everybody has a place to stay during the coldest season. If you see an individual without shelter in Park Slope or the 11215 area, please contact CAMBA at 718-622-7323. CAMBA is one of New York City Department of Homeless Services' home bases and is responsible for getting nutrition and shelter to those in need.

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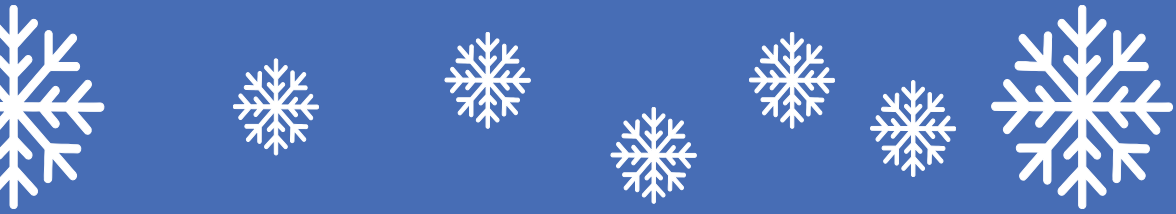
Stay Warm!



Place  
Postage  
Here

Carie Roisen  
27966 Pepper Wood  
Park  
Brooklyn, NY 11215





*In the past year 65 families  
have entered shelters in Park  
Slope!*

What about the individuals who are still residing  
on the streets?

Greetings MacCallister Family,

With the winter approaching, it is important that everybody has a place to stay during the coldest season. If you see an individual without shelter in Park Slope or the 11215 area, please contact CAMBA at 718-622-7323. CAMBA is one of New York City Department of Homeless Services' home bases and is responsible for getting nutrition and shelter to those in need.

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Stay Warm!



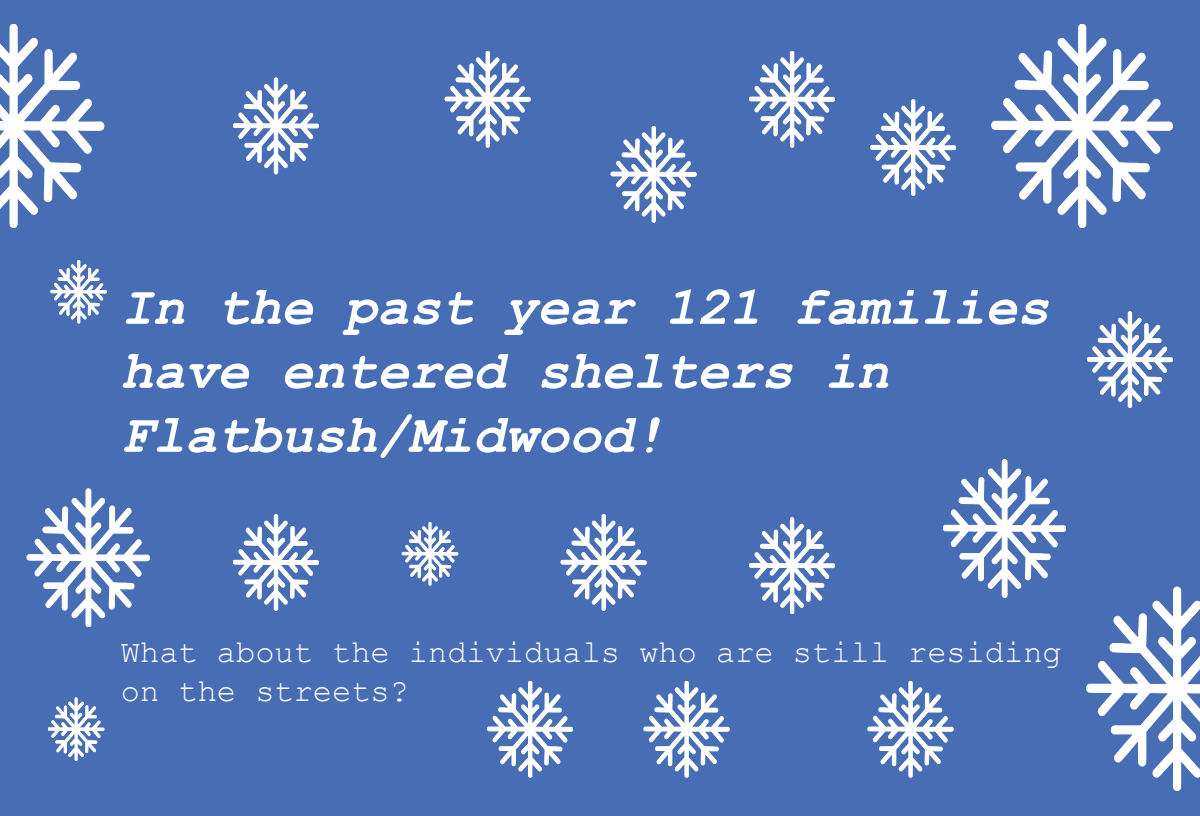
Place  
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Gaylord MacCallister  
09889 North Court  
Brooklyn, NY 11215



43 749 201080346305071





*In the past year 121 families  
have entered shelters in  
Flatbush/Midwood!*

What about the individuals who are still residing  
on the streets?

Greetings Greenman Family,

With the winter approaching, it is important that everybody has a place to stay during the coldest season. If you see an individual without shelter in Flatbush/Midwood or the 11210 area, please contact CAMBA at 718-408-5766. CAMBA is one of New York City Department of Homeless Services' home bases and is responsible for getting nutrition and shelter to those in need.

If you have any lightly used clothes or toys, please bring to CAMBA that covers your zip code; the address is CAMBA, 1117 Eastern Parkway, Brooklyn, NY 11213.

Stay Warm!

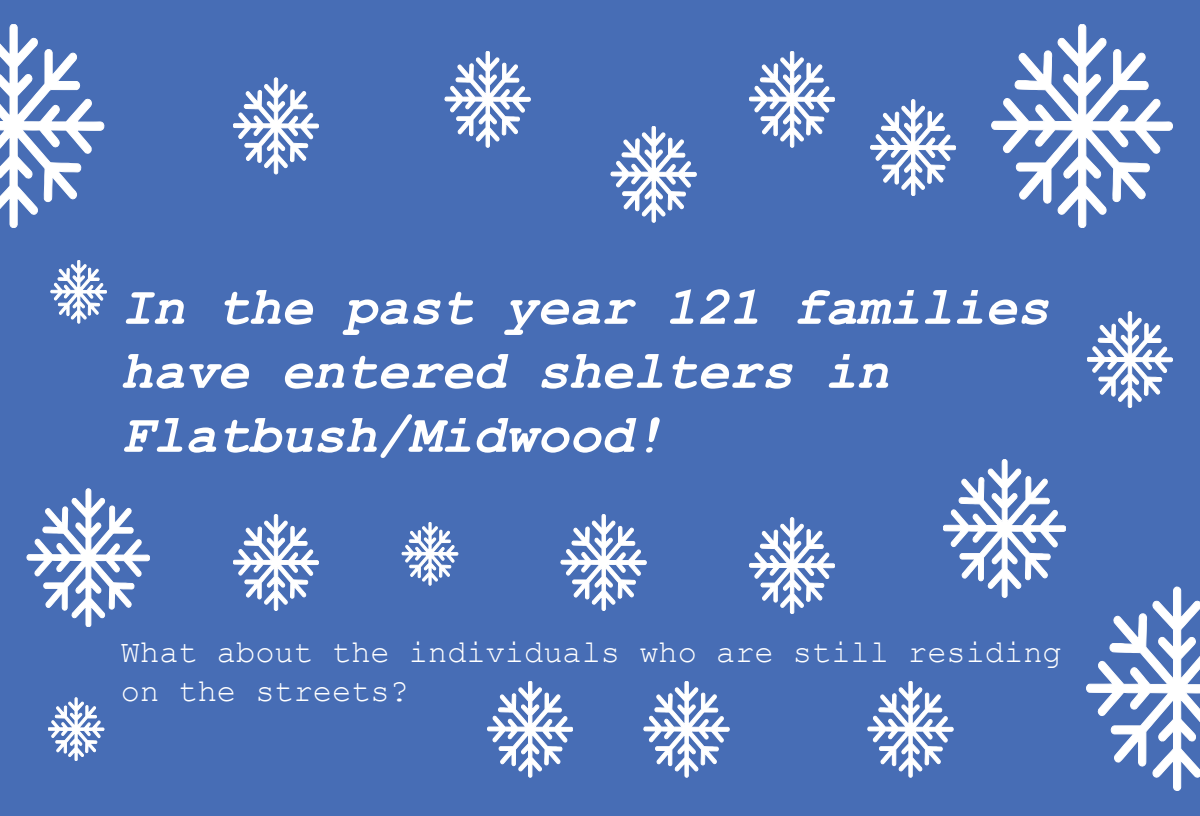


Place  
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Here

Edgard Greenman  
984 Prentice Way  
Brooklyn, NY 11210



21 447 138002812052569



*In the past year 121 families  
have entered shelters in  
Flatbush/Midwood!*

What about the individuals who are still residing  
on the streets?

Greetings Inder Family,

With the winter approaching, it is important that everybody has a place to stay during the coldest season. If you see an individual without shelter in Flatbush/ Midwood or the 11210 area, please contact CAMBA at 718-408-5766. CAMBA is one of New York City Department of Homeless Services' home bases and is responsible for getting nutrition and shelter to those in need.

If you have any lightly used clothes or toys, please bring to CAMBA that covers your zip code; the address is CAMBA, 2244 Church Ave, Brooklyn, NY 11226.

Stay Warm!

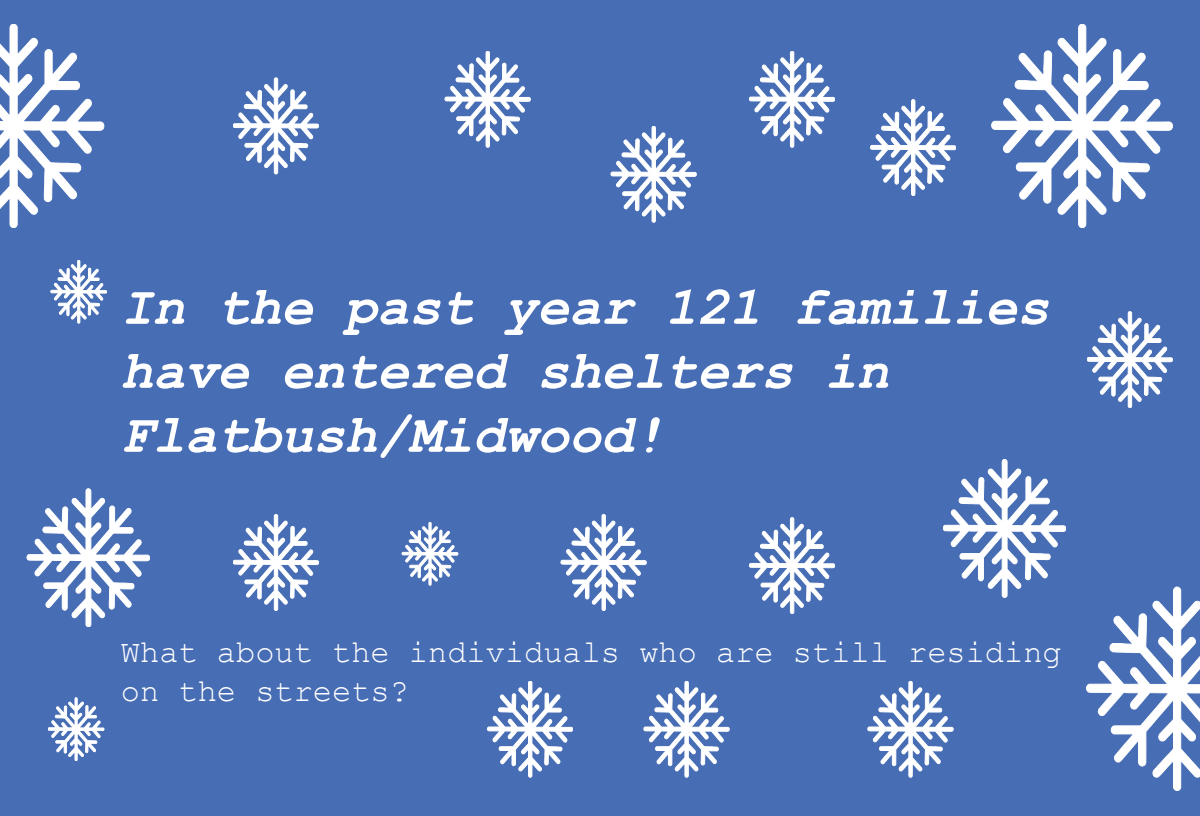


Place  
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Conni Inder  
7 Old Shore Park  
Brooklyn, NY 11210



21 447 138002812052569



*In the past year 121 families  
have entered shelters in  
Flatbush/Midwood!*

What about the individuals who are still residing  
on the streets?

Greetings Lapere Family,

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Stay Warm!

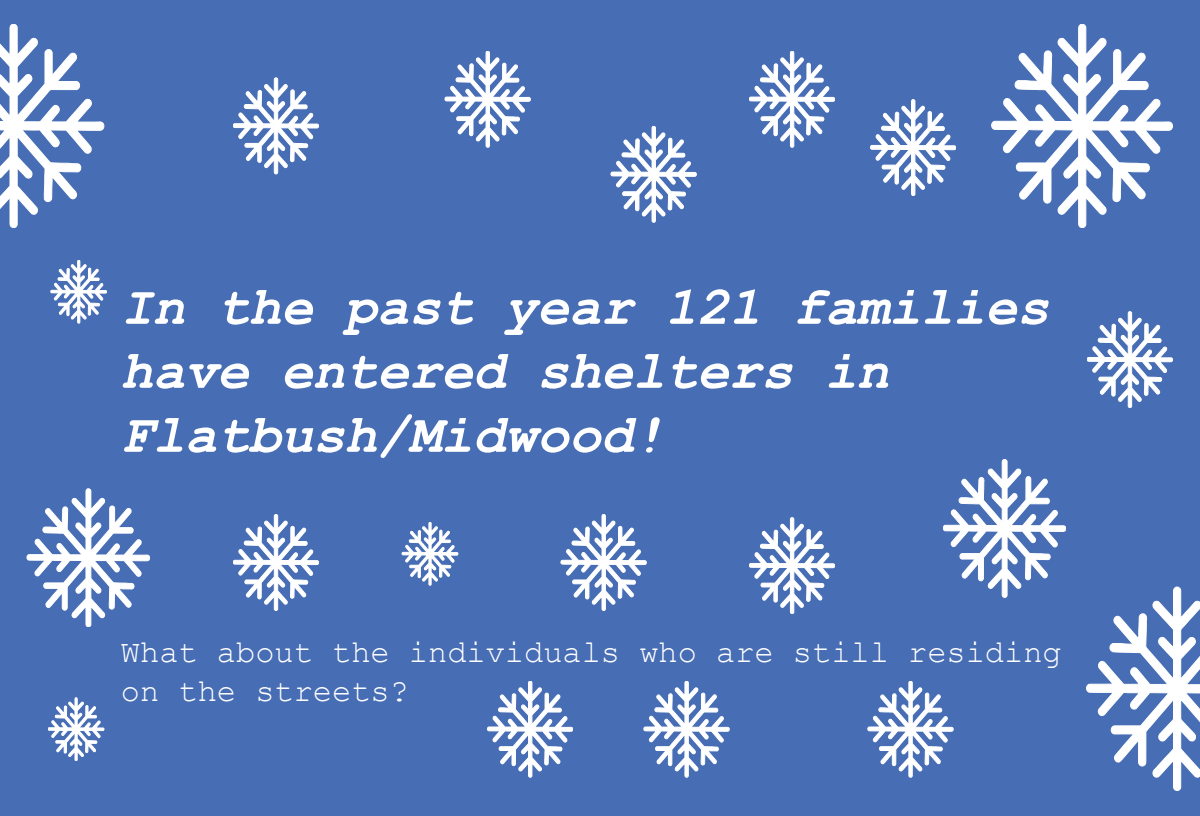


Place  
Postage  
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Emelyne Lapere  
20401 Macpherson  
Junction  
Brooklyn, NY 11210



21 447 138002812052569



*In the past year 121 families  
have entered shelters in  
Flatbush/Midwood!*

What about the individuals who are still residing  
on the streets?

Greetings Heintze Family,

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Stay Warm!



Place  
Postage  
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Darda Heintze  
31518 Blackbird Alley  
Brooklyn, NY 11210



21 447 138002812052569





*In the past year 76 families  
have entered shelters in Fort  
Greene/Brooklyn Heights!*

What about the individuals who are still residing  
on the streets?

Greetings Gippes Family,

With the winter approaching, it is important that everybody has a place to stay during the coldest season. If you see an individual without shelter in Fort Greene/ Brooklyn Heights or the 11205 area, please contact CAMBA at 718-622-7323. CAMBA is one of New York City Department of Homeless Services' home bases and is responsible for getting nutrition and shelter to those in need.

If you have any lightly used clothes or toys, please bring to CAMBA that covers your zip code; the address is CAMBA, 1117 Eastern Parkway, Brooklyn, NY 11213.

Stay Warm!



Place  
Postage  
Here

Koral Gippes  
78629 Marcy Drive  
Brooklyn, NY 11205



04 383 361001014336703



*In the past year 76 families  
have entered shelters in Fort  
Greene/Brooklyn Heights!*

What about the individuals who are still residing  
on the streets?

Greetings Monkman Family,

With the winter approaching, it is important that everybody has a place to stay during the coldest season. If you see an individual without shelter in Fort Greene/ Brooklyn Heights or the 11205 area, please contact CAMBA at 718-622-7323. CAMBA is one of New York City Department of Homeless Services' home bases and is responsible for getting nutrition and shelter to those in need.

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Stay Warm!



Place  
Postage  
Here

Timmie Monkman  
0966 Kingsford Park  
Brooklyn, NY 11205



04 383 361001014336703



*In the past year 76 families  
have entered shelters in Fort  
Greene/Brooklyn Heights!*

What about the individuals who are still residing  
on the streets?

Greetings Mc Combe Family,

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Stay Warm!



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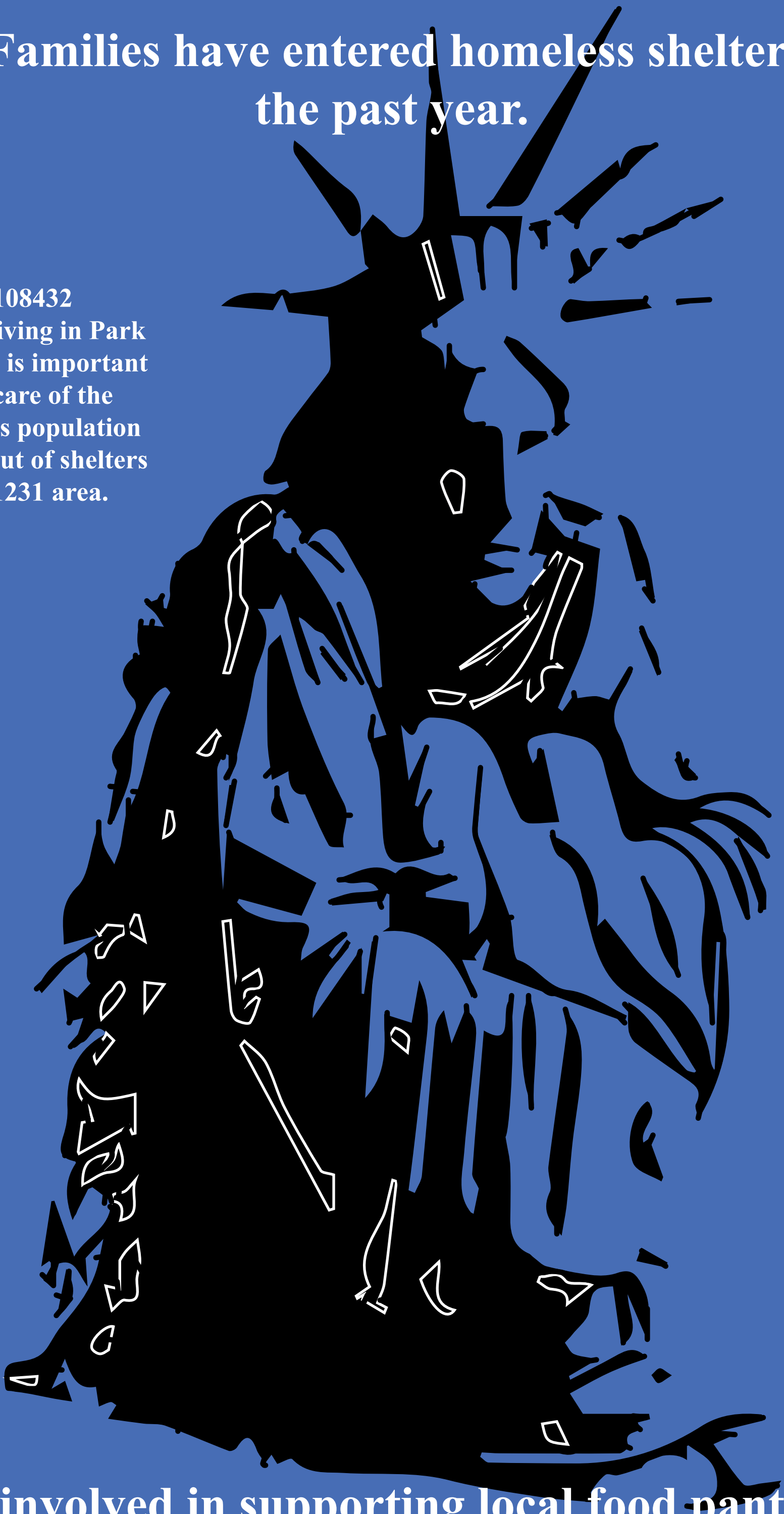
Neall Mc Combe  
80 Montana Circle  
Brooklyn, NY 11205



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**65 Families have entered homeless shelters in  
the past year.**

**With a 108432  
people living in Park  
Slope, it is important  
to take care of the  
homeless population  
in and out of shelters  
in the 11231 area.**



**Get involved in supporting local food pantries,  
homeless shelters, and soup kitchens**

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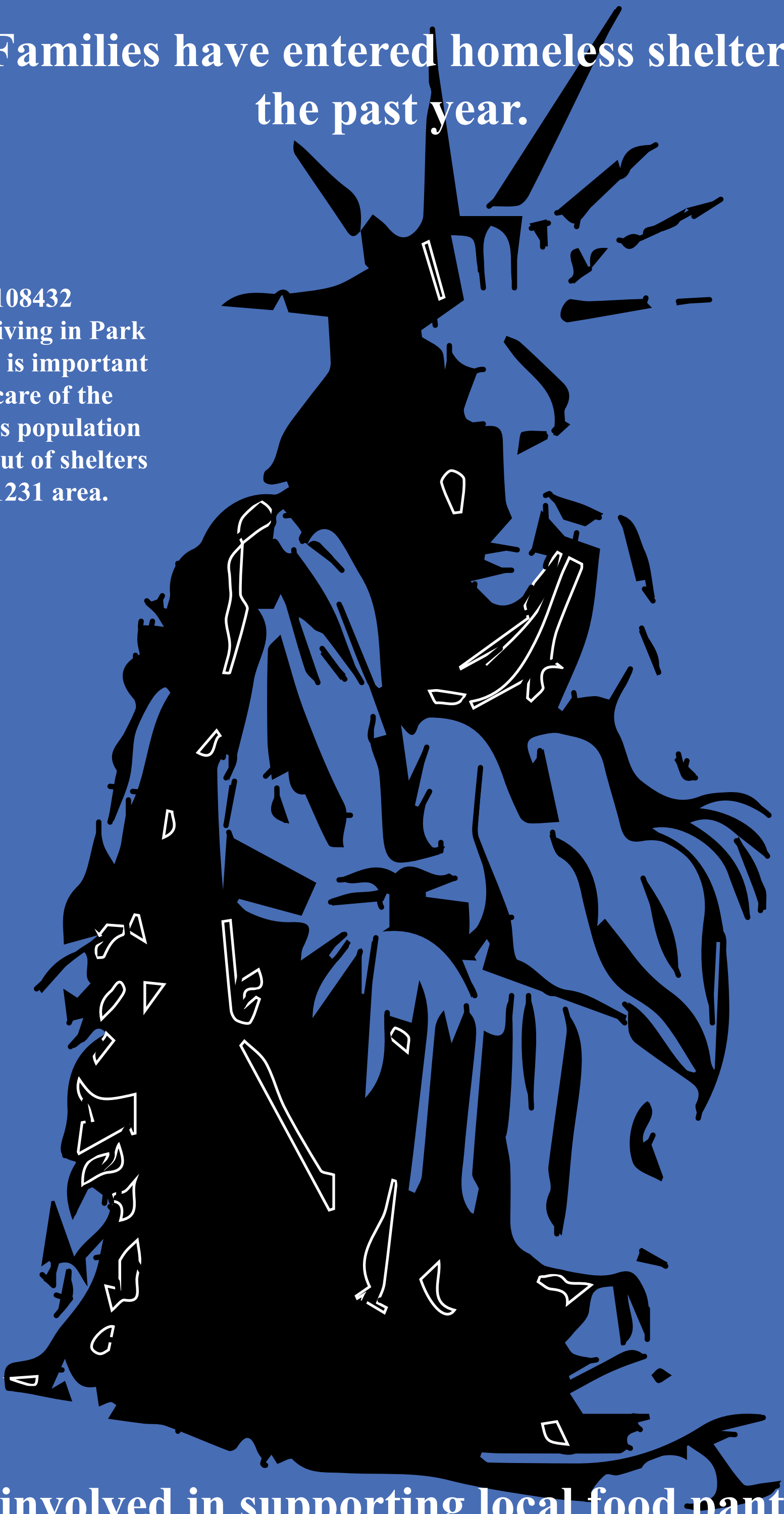


**Get involved in supporting local food pantries,  
homeless shelters, and soup kitchens**



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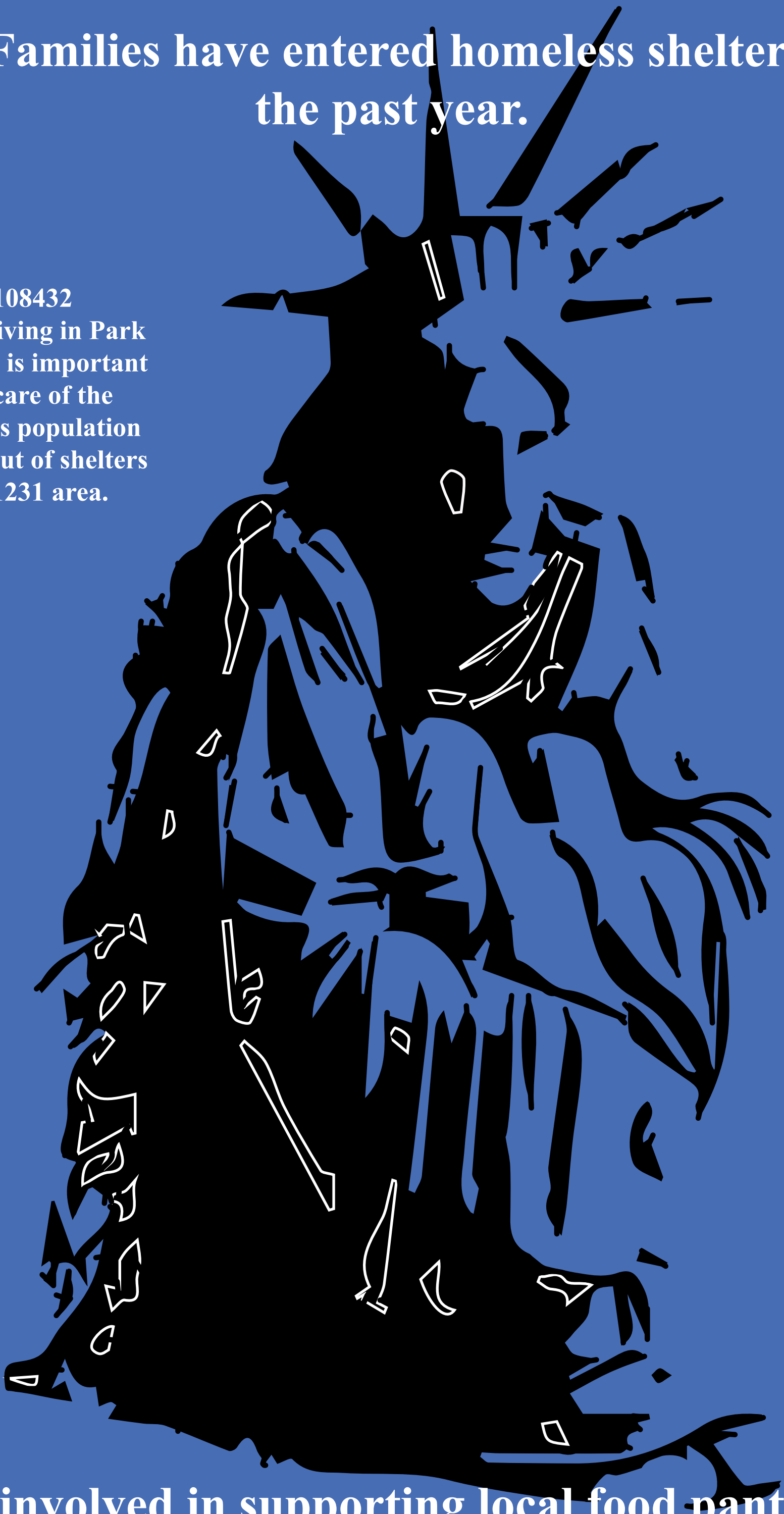
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homeless shelters, and soup kitchens**

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in and out of shelters  
in the 11231 area.**



**Get involved in supporting local food pantries,  
homeless shelters, and soup kitchens**



**137 Families have entered homeless shelters in  
the past year.**

**With a 99287 people  
living in Crown  
Heights South, it is  
important to take  
care of the homeless  
population in and  
out of shelters in the  
11225 area.**



**Get involved in supporting local food pantries,  
homeless shelters, and soup kitchens**

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the past year.**

**With a 99287 people  
living in Crown  
Heights South, it is  
important to take  
care of the homeless  
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homeless shelters, and soup kitchens**



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care of the homeless  
population in and  
out of shelters in the  
11225 area.**



**Get involved in supporting local food pantries,  
homeless shelters, and soup kitchens**

**56 Families have entered homeless shelters in  
the past year.**

**With a 130635  
people living in  
Sunset Park, it is  
important to take  
care of the homeless  
population in and  
out of shelters in the  
11220 area.**



**Get involved in supporting local food pantries,  
homeless shelters, and soup kitchens**

**56 Families have entered homeless shelters in  
the past year.**

**With a 130635  
people living in  
Sunset Park, it is  
important to take  
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population in and  
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11220 area.**



**Get involved in supporting local food pantries,  
homeless shelters, and soup kitchens**

**56 Families have entered homeless shelters in  
the past year.**

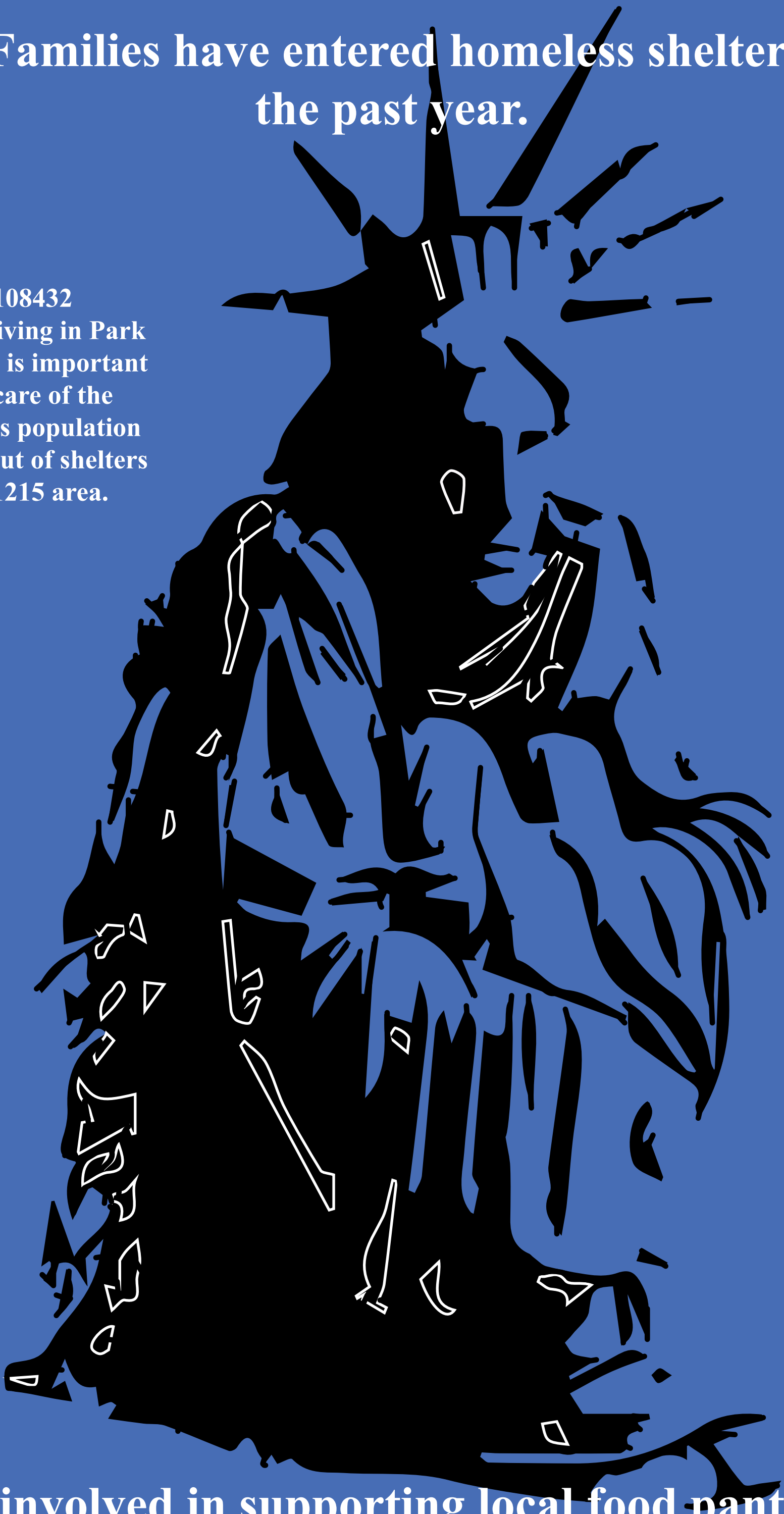
**With a 130635  
people living in  
Sunset Park, it is  
important to take  
care of the homeless  
population in and  
out of shelters in the  
11220 area.**



**Get involved in supporting local food pantries,  
homeless shelters, and soup kitchens**

**65 Families have entered homeless shelters in  
the past year.**

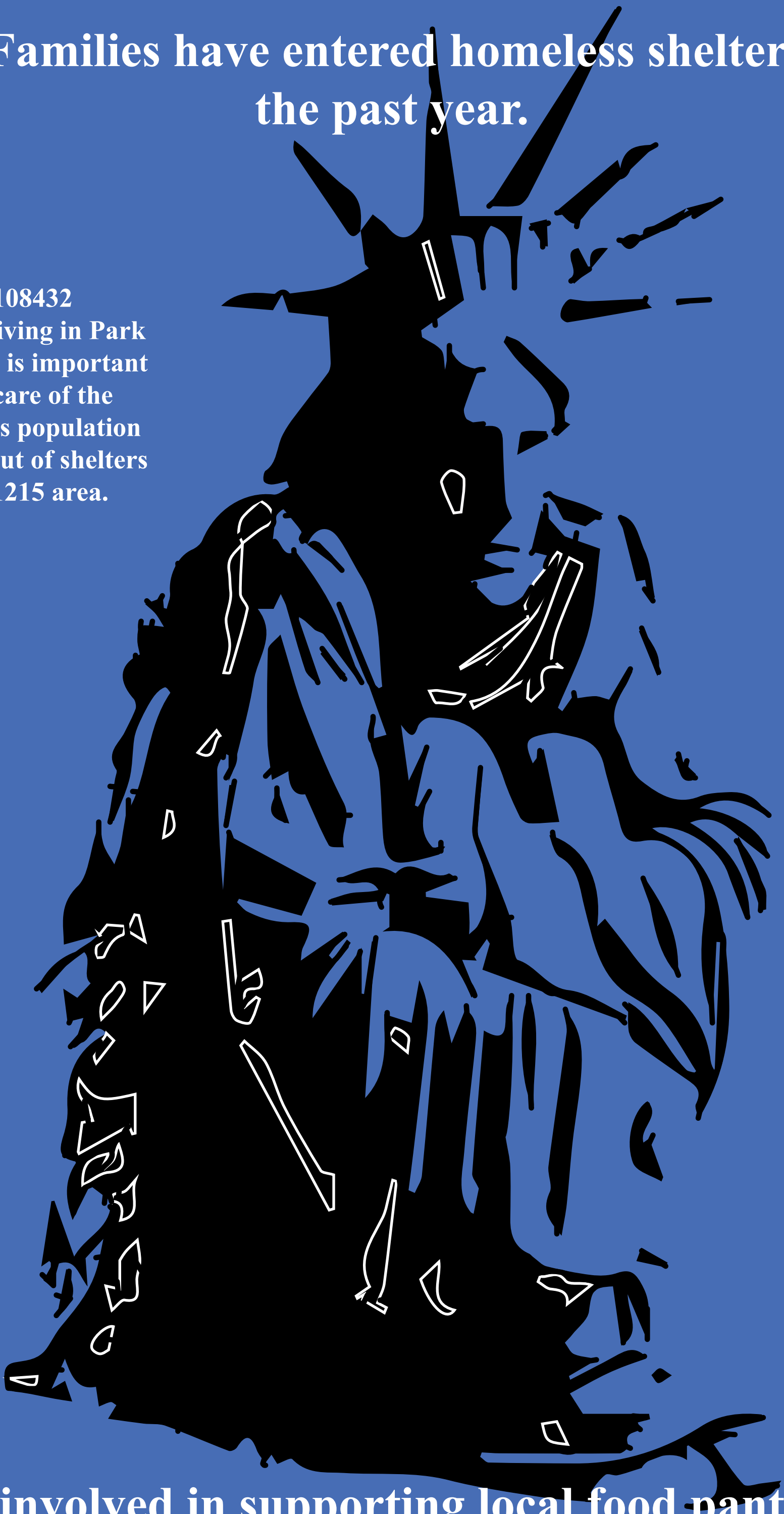
**With a 108432  
people living in Park  
Slope, it is important  
to take care of the  
homeless population  
in and out of shelters  
in the 11215 area.**



**Get involved in supporting local food pantries,  
homeless shelters, and soup kitchens**

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the past year.**

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people living in Park  
Slope, it is important  
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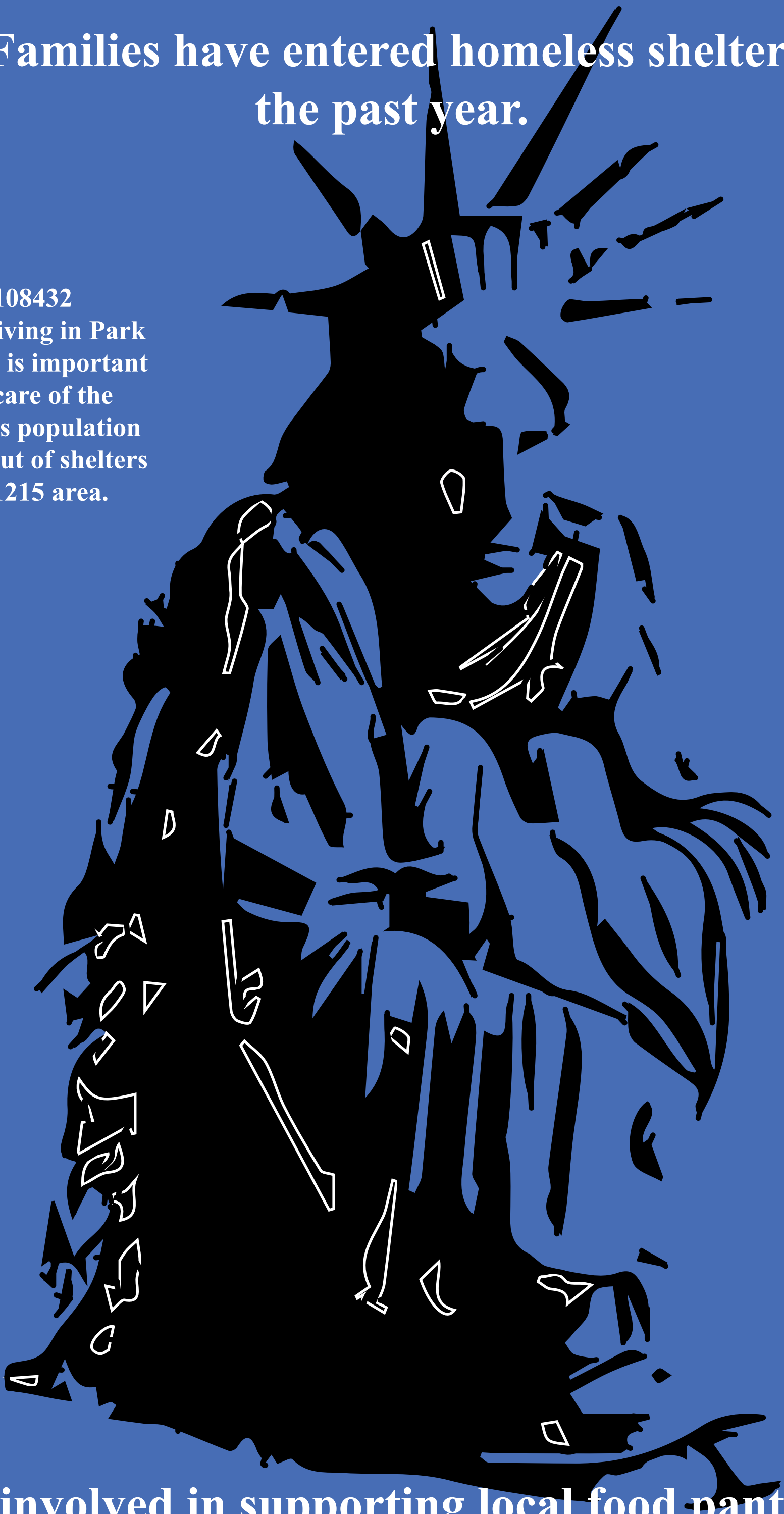


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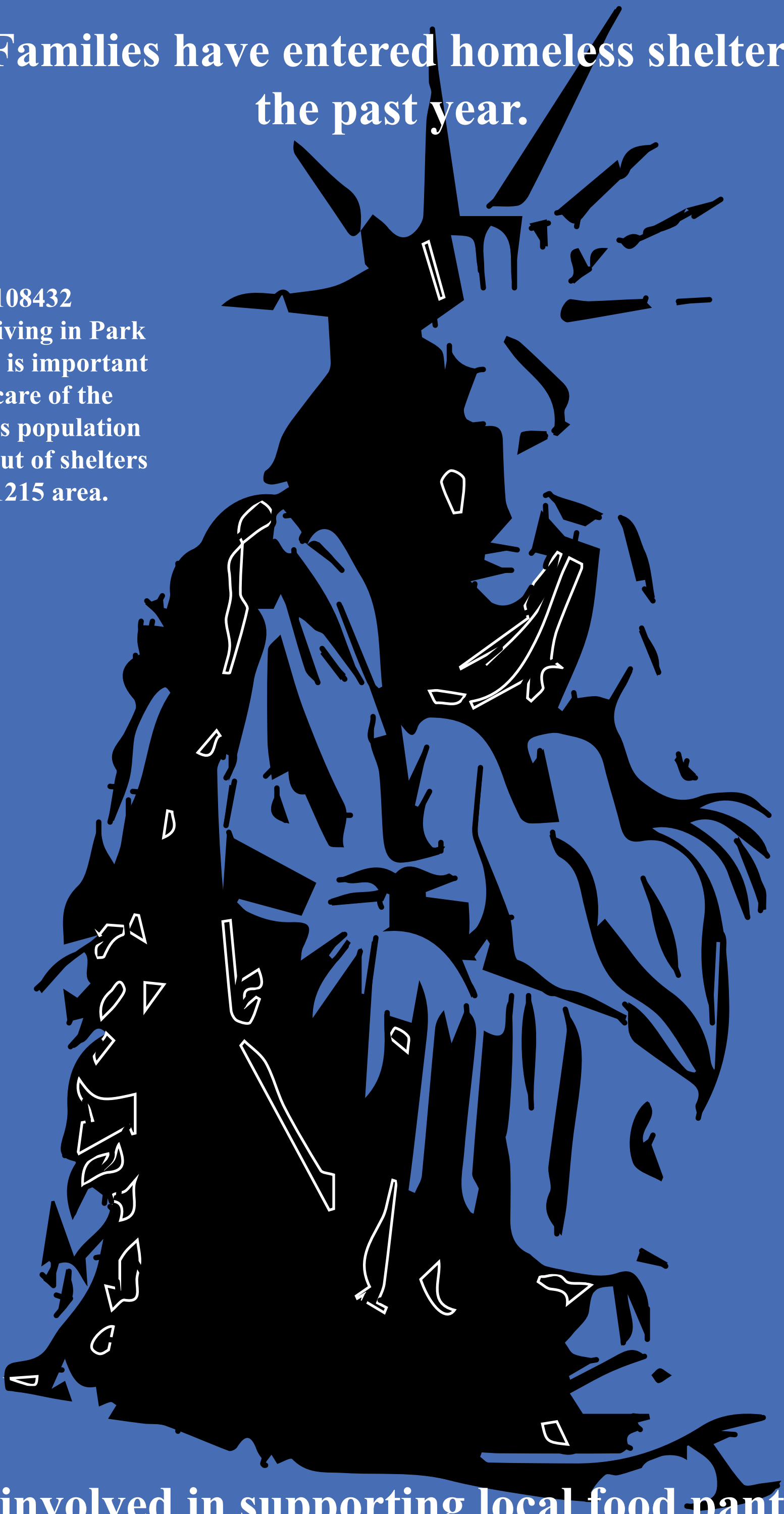
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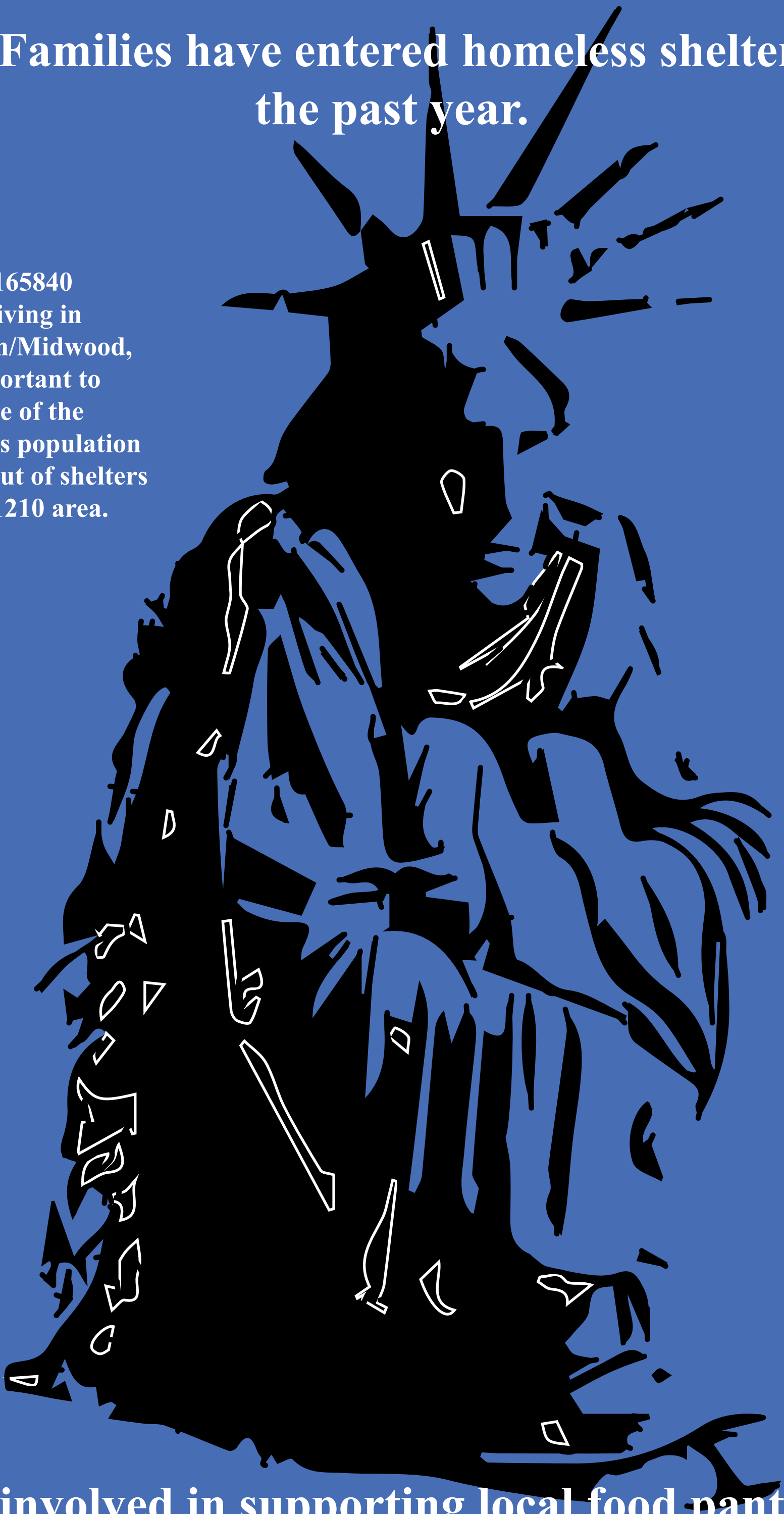


**Get involved in supporting local food pantries,  
homeless shelters, and soup kitchens**



**121 Families have entered homeless shelters in  
the past year.**

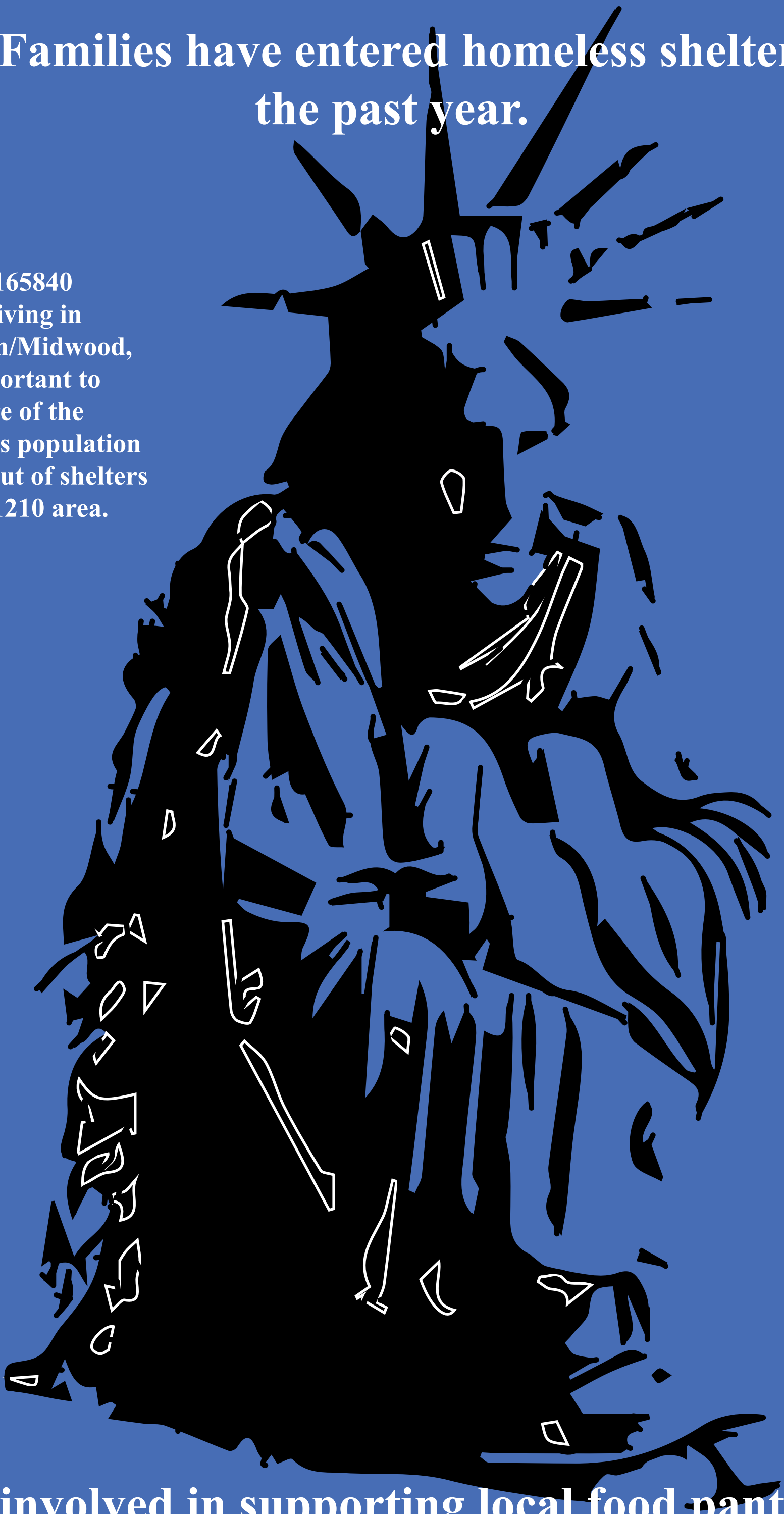
**With a 165840  
people living in  
Flatbush/Midwood,  
it is important to  
take care of the  
homeless population  
in and out of shelters  
in the 11210 area.**



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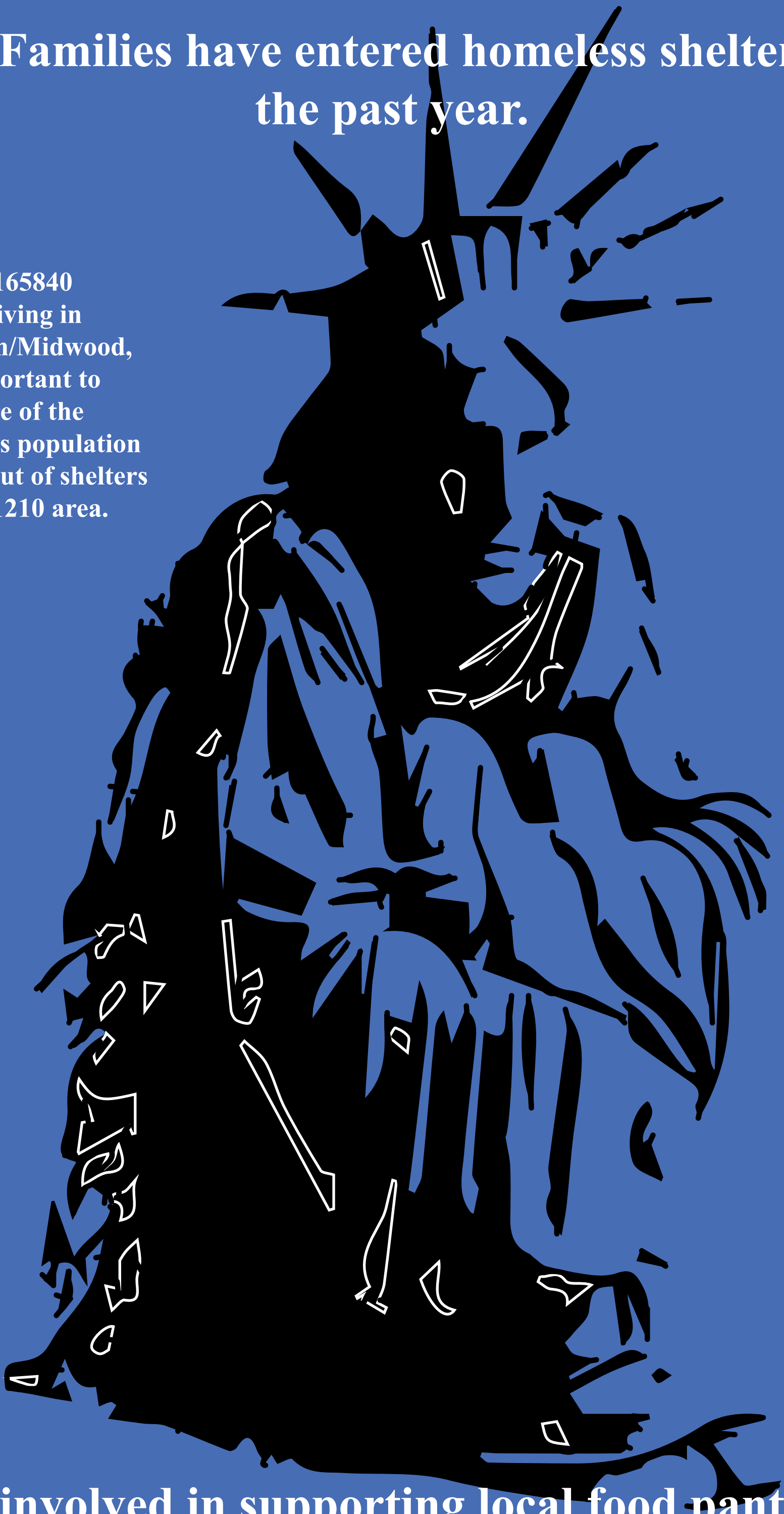
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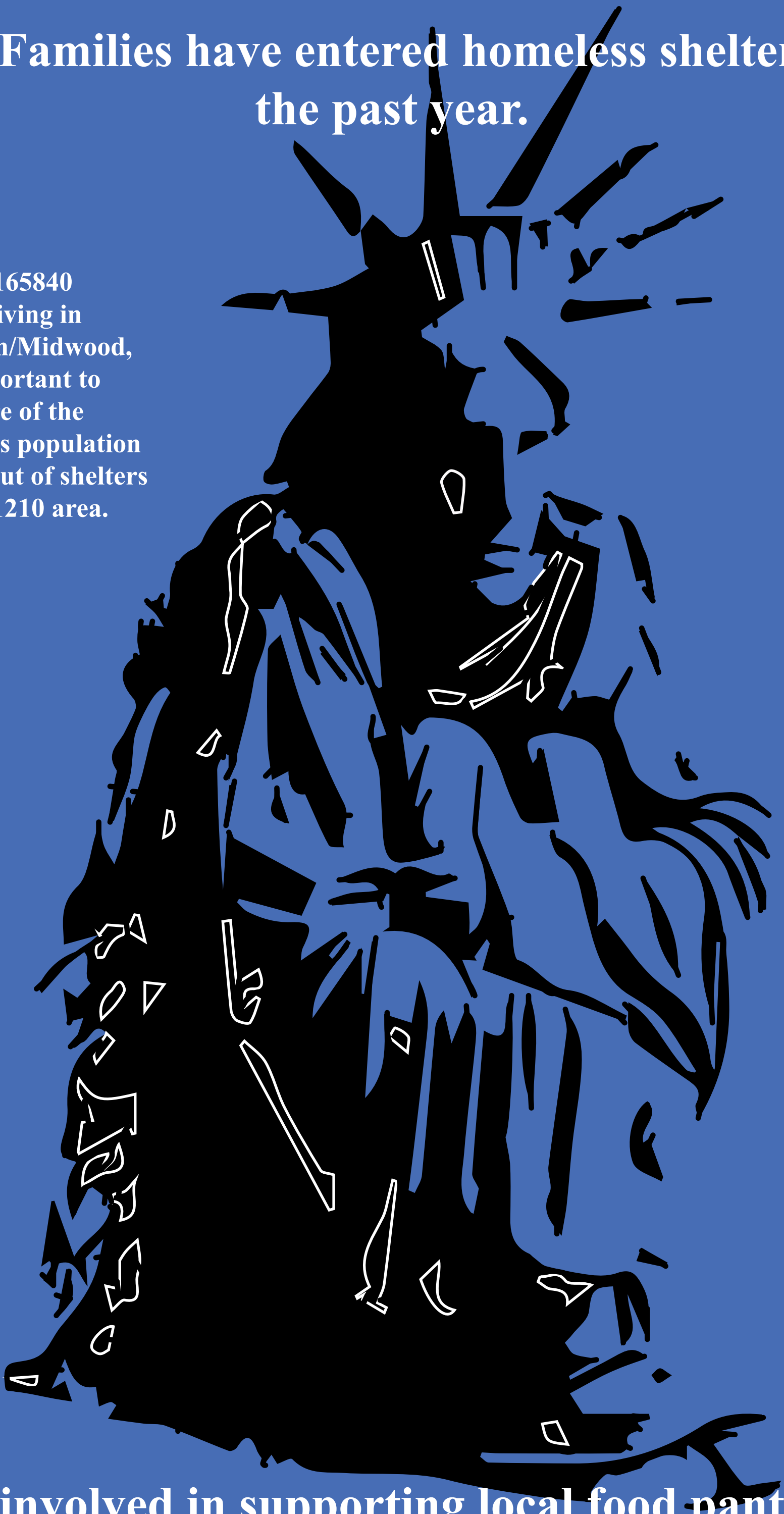
**With a 165840 people living in Flatbush/Midwood, it is important to take care of the homeless population in and out of shelters in the 11210 area.**



**Get involved in supporting local food pantries, homeless shelters, and soup kitchens**

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the past year.**

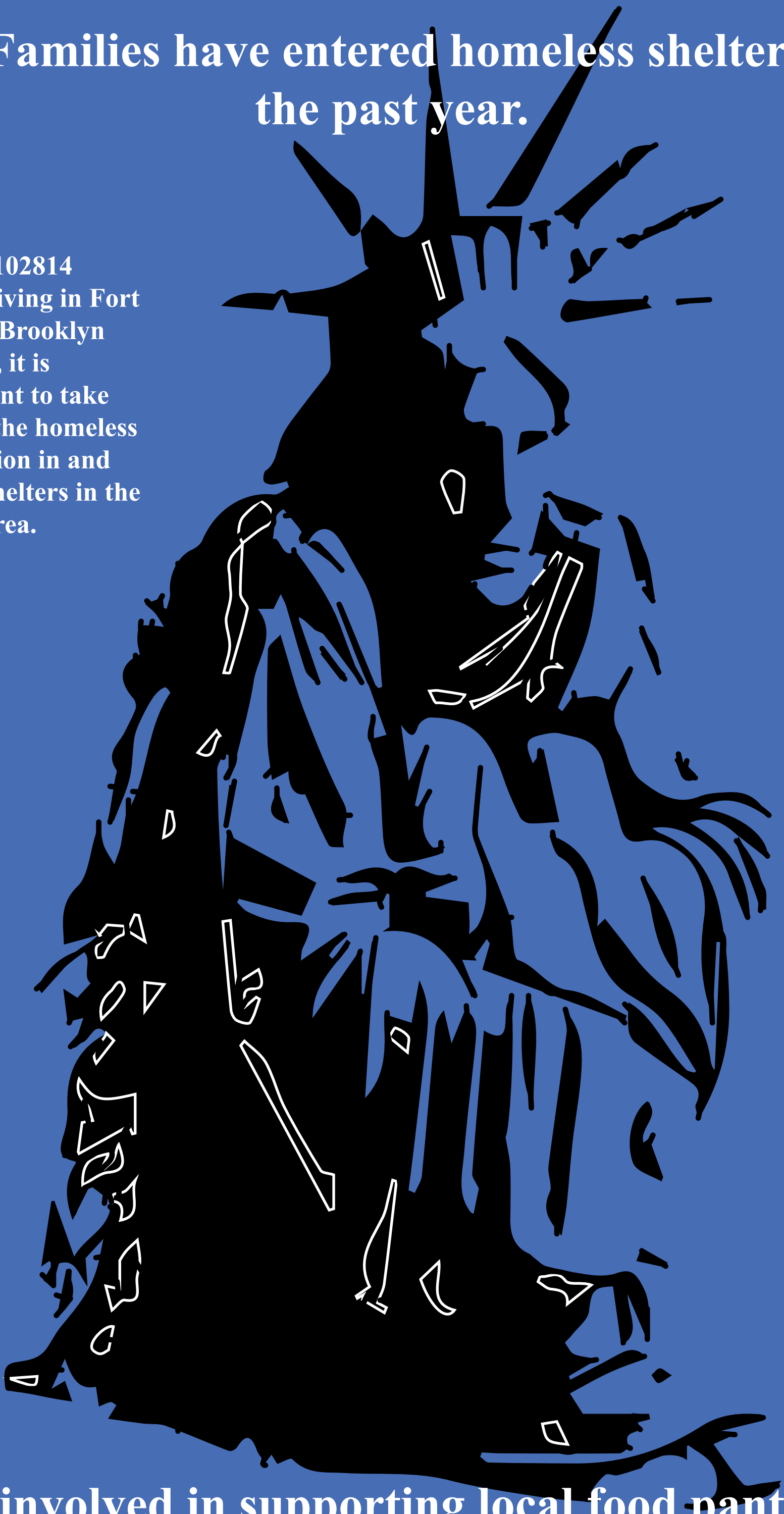
**With a 165840  
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take care of the  
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in the 11210 area.**



**Get involved in supporting local food pantries,  
homeless shelters, and soup kitchens**

**76 Families have entered homeless shelters in  
the past year.**

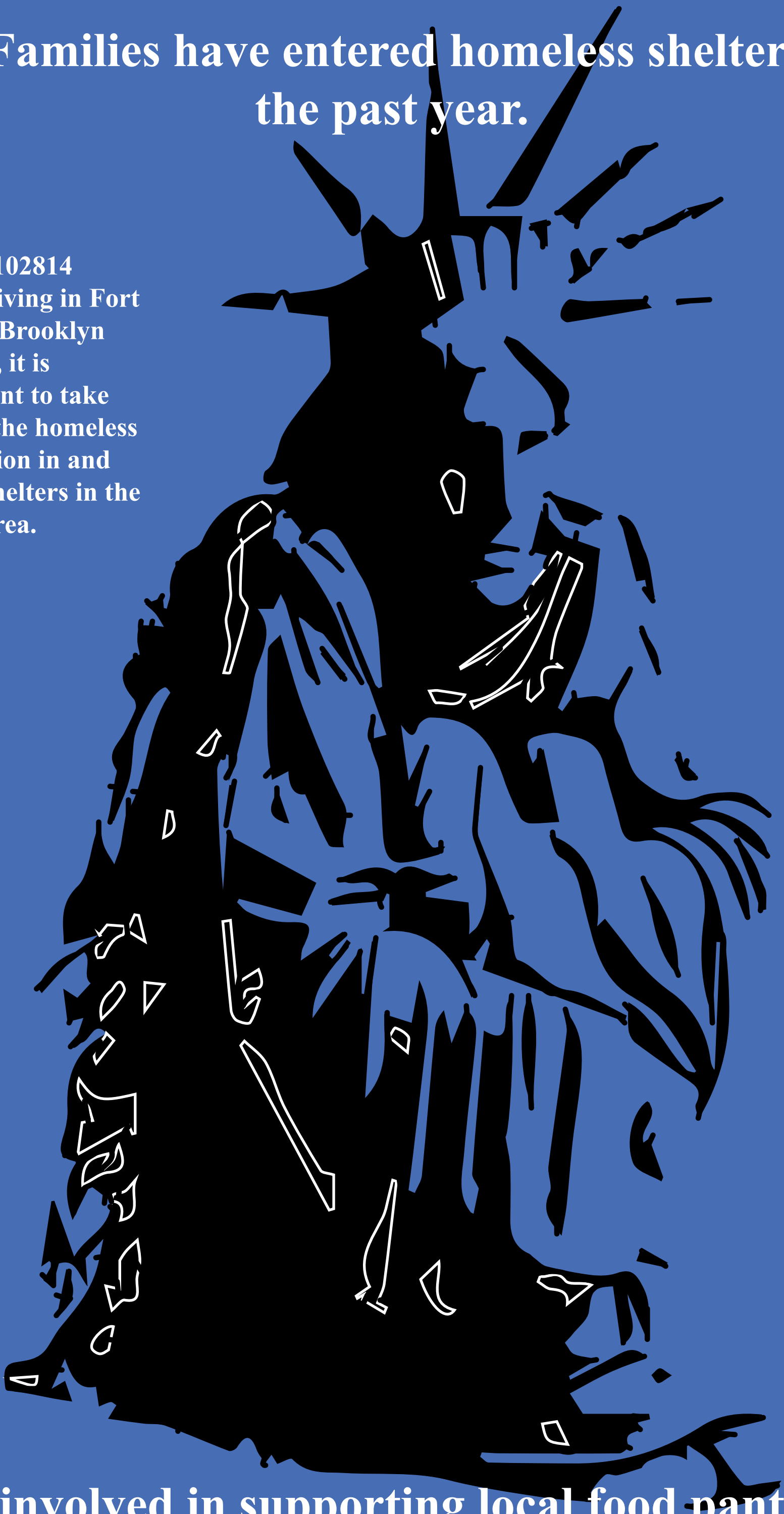
**With a 102814  
people living in Fort  
Greene/Brooklyn  
Heights, it is  
important to take  
care of the homeless  
population in and  
out of shelters in the  
11205 area.**



**Get involved in supporting local food pantries,  
homeless shelters, and soup kitchens**

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the past year.**

**With a 102814  
people living in Fort  
Greene/Brooklyn  
Heights, it is  
important to take  
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11205 area.**

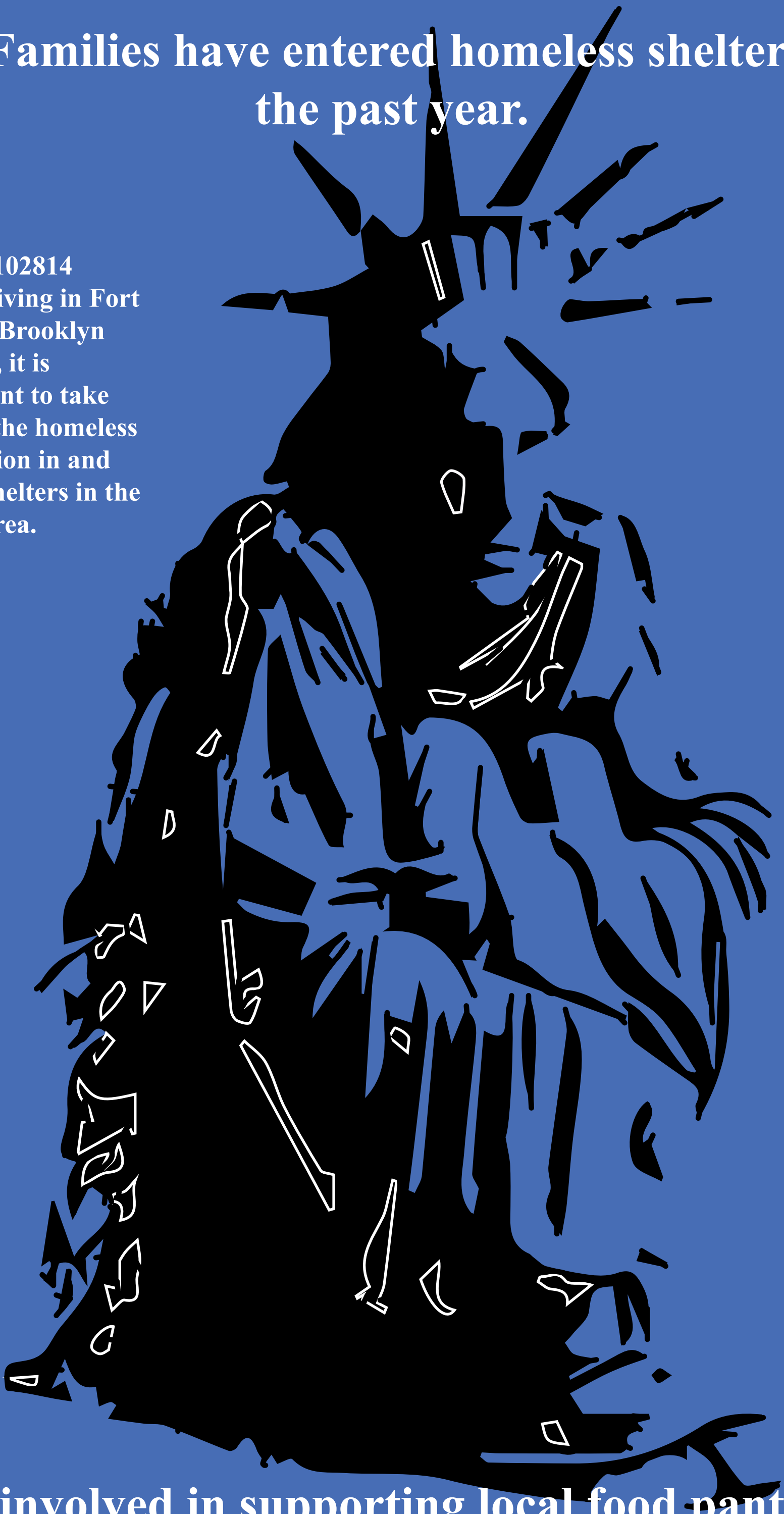


**Get involved in supporting local food pantries,  
homeless shelters, and soup kitchens**



**76 Families have entered homeless shelters in the past year.**

**With a 102814 people living in Fort Greene/Brooklyn Heights, it is important to take care of the homeless population in and out of shelters in the 11205 area.**



**Get involved in supporting local food pantries, homeless shelters, and soup kitchens**