



**JUST SAY
HELLO**
HOMELESS IN SEATTLE
FACEBOOK IT



WHO THEY ARE & HOW IT HAPPENED TO BE

The “**Just Say Hello**” campaign arose out of an article in Oprah Winfrey’s **O Magazine** in February of 2014. The article, by Sanjay Gupta, MD, reports on an epidemic of loneliness quietly sweeping society—and why we should all speak up. Science reveals that social interaction can help us live healthier, happier, and longer lives. Yet too many of us are missing out on chances for connection.

An architect in Seattle took this premise and applied it to his experience with a homeless man in his neighborhood. Rex Holbein is asking us to consider looking a homeless person in the eye and saying that one word, ‘**hello**’.

“**For me, that word represents a connection with each other, right. It’s saying I’m open to you. I want to know about you and at the same time, I want to share about myself.**” Rex is the founder and executive director of a non-profit called **Facing Homelessness**.

“**That’s the beauty of slowing down and actually getting into people’s lives,**” he says.

Cities participating in the **Facing Homelessness** project include: Portland, Seattle, Vancouver, Edinburgh, Boulder, Bradenton, Denver, Lynnwood, Milwaukee and Oakland. Each site is operated by a local site administrator.

WHAT THEY DO

- ♥ **FACILITATE** conversations between community members & the homeless
- ♥ **PHOTOGRAPH** the homeless & share their stories on Facebook and Instagram
- ♥ **ENGAGE** with local homeless on a personal level at their offices
- ♥ **DONATE** thousands of socks, sleeping bags and other essential supplies
- ♥ **BUILD** off-grid tiny homes with the BLOCK project & partners

The **Just Say Hello**, **Window of Kindness**, and **BLOCK** projects arise out of the belief that many social injustices, including homelessness, are perpetuated through emotional and physical separation, which allows us to get stuck on the complexity of the issue. By literally saying, “**Yes, in my backyard**”, we will begin to see the person afflicted by the issue. They believe this will nurture the empathy needed to catalyze a global movement.