



*The Key Player Initiative is a community-wide effort of Catholic Charities and St. Patrick Center to bring hope and opportunity to persons who are homeless or at risk of becoming homeless. By raising money for permanent, supportive housing, Key Players in the community help build permanent, positive changes in the lives of individuals and families in need.*

## KEY PLAYER INITIATIVE FACT SHEET

- **The Key Player Initiative** is a community-wide effort that raises needed resources for permanent, supportive housing. Launched by St. Patrick Center and Catholic Charities in August 2007 as an aggressive, new housing initiative, the Key Player Initiative makes Key Players catalysts in leading St. Patrick Center clients to independence and self-sufficiency.
- To view a video about the Key Player Initiative, visit the Key Player page on the St. Patrick Center website at [www.stpatrickcenter.org](http://www.stpatrickcenter.org).
- The goal of the Key Player Initiative is to raise **one million Housing Program dollars annually**. Money raised pays for rent, utilities, Livings Skills classes, case work and program costs. At just \$2000 per client, one million dollars raised annually will end homelessness for 500 individuals and families each year.
- "Housing is the first and most important component to stability," says St. Patrick Center CEO Tom Etling. "In order for us to continue to implement this best practice **Housing First** model, we are recruiting key community players to help us provide safe, dignified housing for individuals and families."
- **NEW NUMBERS!** 123 Catholic schools, and 19 individuals, corporations and foundations have raised \$652,000, from August 2007 through June 2011, allowing St. Patrick Center to move 326 clients and their families into housing.
- The Key Player Initiative was met with immediate success when it began! **Kellwood Foundation** took the corporate lead and made a 5-year corporate commitment, with a financial contribution totaling \$195,000. And **Archdiocese of St. Louis Catholic Schools** took the lead when elementary schools and high schools committed to raise \$100,000. Catholic School students announced in an April 2008 news conference that they raised \$221,000! To read more or view a video of the news conference, visit the Key Player page on our website at [www.stpatrickcenter.org](http://www.stpatrickcenter.org).
- The Key Player Initiative engages youth in philanthropy. The St. Louis chapter of the Association of Fundraising Professionals in November 2008 awarded the Key Player Initiative its **Outstanding Youth in Philanthropy Award**. To read Key Player success stories, visit the Key Player page on our website at [www.stpatrickcenter.org](http://www.stpatrickcenter.org).
- The St. Louis Cardinals supported the Key Player Initiative in September 2009 by hosting a Key Player Night at the Ballpark. Students from more than 75 schools walked in a parade on the field and enjoyed the game that evening, all in celebration of their fundraising efforts to move families from homelessness to housing. Daniel Feinberg, a student at St. Joseph School in Manchester, enjoyed the opportunity to throw out the honorary first pitch before the game.
- St. Patrick Center is recruiting Key Players from **corporations, foundations, parishes, churches, schools, and social and trade organizations**. Key Players are encouraged to use their creative resources to organize a variety of fundraisers. For a list of creative fundraising ideas, visit the Key Player page on our website at [www.stpatrickcenter.org](http://www.stpatrickcenter.org).
- We salute our individual, corporate and foundation **Key Players!** Margaret Benz, Mr. & Mrs. John Buelt, Timothy Colvin, Commerce Bank Community Service Committee, Computer Sciences Corporation, Marsha & Ron Davis, Ginger & John Denneen, Financial Enhancements, Inc., Francis Howell Central High School, Anthony Hausladen, Kohl's Cares for Kids, Major Brands, Kurt Mechelke and Ruth Murray. In addition, Interco Charitable Trust made a 5-year commitment with a financial contribution that will total \$125,000! For a list of current Key Players, visit the Key Player page on our website at [www.stpatrickcenter.org](http://www.stpatrickcenter.org).
- If you would like to be a Key Player, a team captain for a Key Player group, or help solicit Key Players, contact St. Patrick Center Senior Event Coordinator, Katie Joseph at 314.802.1976 or [kjoseph@stpatrickcenter.org](mailto:kjoseph@stpatrickcenter.org).

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