

Project Media for Street Lockers Initiative

Elevator Pitch:

Our project aims to tackle the issue of homelessness by providing a safe and secure space for individuals to store their belongings. By installing a bank of 8 street lockers under the council library, we can support the homeless in carrying their essentials to appointments, helping them regain their dignity and improve their self-esteem. Our collaboration with Benalla council ensures that these lockers are installed effectively, enabling those in need to focus on seeking employment and integrating back into the community.

Media Release (500 words):

FOR IMMEDIATE RELEASE

Street Lockers for the Homeless: A Step Towards Dignity and Integration

[Your Organisation Name] is proud to announce an innovative initiative designed to support the homeless community in our area. With the installation of a bank of 8 street lockers under the Benalla council library, we aim to provide individuals experiencing homelessness with a secure place to store their belongings, facilitating their daily activities and enhancing their self-esteem.

The problem of homelessness is a complex issue that often leaves individuals feeling vulnerable and disconnected from society. By offering a safe space for storing their essentials, we can alleviate some of the burdens faced by these individuals, allowing them to focus on important appointments and job opportunities without the added stress of carrying their belongings.

Our project will engage with the Benalla council for the installation of these lockers, ensuring a smooth process from ordering to fitting. This collaboration is crucial in our mission to create an inclusive environment for those in need. The lockers will not only serve as a physical storage solution but will also act as a symbol of hope and support for the homeless community.

We believe that by providing this essential service, we can help individuals regain their dignity and self-worth. The impact of our project can be profound; we envision improved self-esteem among the homeless, leading to increased job opportunities and quicker integration back into the community. With our ongoing support and commitment, we aim to foster a more compassionate and understanding society.

[Your Organisation Name] invites the community to join us in this vital initiative. Together, we can create a lasting impact on the lives of those who need it most. For further information or to get involved, please contact us at [Your Contact Information].

About [Your Organisation Name]:

[Provide a brief description of your organisation, its mission, and its previous work with the homeless community.]

Letter of Support:

[Date]

[Recipient Name]

[Recipient Title]

[Recipient Organisation]

[Recipient Address]

Dear [Recipient Name],

I am writing to express my strong support for [Your Organisation Name]'s initiative to provide street lockers for the homeless community in Benalla. This project represents a significant step towards addressing the needs of individuals experiencing homelessness and will undoubtedly have a positive impact on their lives.

The proposed installation of 8 street lockers under the council library will offer a secure space for individuals to store their belongings, enhancing their self-esteem and helping them to focus on reintegration into society. I wholeheartedly support this initiative and believe it has the potential to change lives for the better.

Thank you for considering this important project.

Sincerely,

[Your Name]

[Your Title]

[Your Organisation]

[Your Contact Information]

Suggested Social Media Posts:

1. ■■■ Exciting news! We're installing street lockers for the homeless under the Benalla council library! This initiative aims to provide a safe space for individuals to store their belongings, helping them regain dignity and self-esteem. #StreetLockers #SupportOurHomeless
2. ■■ Together, we can make a difference! Our project will boost self-esteem and help the homeless find jobs and integrate back into the community. Join us in supporting this worthy cause! #CommunitySupport #HomelessnessAwareness
3. ■■ A step towards dignity! Our street lockers project is set to empower the homeless in Benalla. With your support, we can change lives! Let's work together for a brighter future. #Hope #StreetLockers #ChangeLives