WHAT’S THE PROBLEM?

There are over 500 people living unsheltered on the streets of Center City. All too often, community members walk by and ignore those asking for help. **But why?**

Initial research shows it’s not because we don’t care. Philadelphians worry about what information they can trust, and feel they do not know how to help.

WHAT CAN WE DO ABOUT IT?

Signs of Trust™ provides individuals asking for help on the streets with verified, trustworthy signs. Individuals receiving signs can customize them with images and messages that represent who they are and what they need. Community members walking by can scan the QR code on a sign to learn more about the problem or offer support.

**Signs of Trust (left).** Individuals receive customized, verified, trustworthy signs. Passersby can scan a QR code to offer help or learn more about Signs of Trust and homelessness in Philadelphia.

**Hi, I’m Joe**

**Why am I here? 😞**
- lost my wife, daughter and house
- can’t get a job

**How can you help? 😞**
- a smile or short chat
- scan my code to donate or learn more about homelessness

#beinghomelessreallysucks

**Scan to help**

**Signs of Trust mobile website provides information about the individual holding the sign, and opportunities to help and learn more.**

When a user clicks the ‘HELP’ button, she can make secure donations to Signs of Trust or to the individual in need. Gift options vary, depending on what the individual needs most.

When a user clicks the ‘LEARN’ button, he can get information about Signs Of Trust and the current reality of homelessness in Philadelphia.

**How is this funded?**

Our community partners in Philadelphia provide funding and gift cards to support our mission.

Anthony Cho, Yonsei University
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Unsheltered homeless population is concentrated in Center City neighborhoods of Philadelphia