

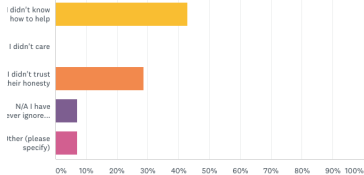


SIGNS OF TRUST

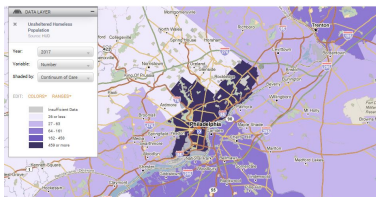
WHAT'S THE PROBLEM?

Anthony Cho, Yonsei University
 Sylvie Abookire, Jefferson University
 Ronak Pansara, Pace University
 Wiebke Mühlhoff, HS Owl
 Samantha Barreto, Jefferson University

- 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**.



Why do we walk by and avert our eyes? Answers from a survey of community members.



Unsheltered homeless population is concentrated in Center City neighborhoods of Philadelphia

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.

Scan to help



Signs of Trust



Hi, I'm JOE

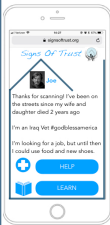
WHY AM I HERE?

- 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



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 current reality of homelessness in Philadelphia.



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

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 the city.



HOW IS THIS FUNDED? Our community partners in Philadelphia provide funding and gift cards to support our mission.