



# NEIGHBORGOOD GUIDE

FOR YOU — AND EVERYONE WHO LIVES AROUND YOU

# Congratulations, Neighbor!

You've begun putting in the work to see our city and the people who live here in a new light. The NeighborGood Guide is your invitation to a whole new perspective—one that gives you a glimpse into what it's like to live unhoused in San Francisco and helps you find your role in solutions to homelessness.

With a renewed perspective of yourself and your community, you're not only creating opportunities for connection with the people who live around you, but you're laying the groundwork for proven solutions that will transform San Francisco into a place where everyone who lives here also has a home.

**The NeighborGood Guide Toolkit contains all the resources you'll need to take the next step by inviting your friends, family, and loved ones to join you on your journey and become active participants in making San Francisco more just, equitable, and compassionate.**

[Visit the NeighborGood Guide](#)

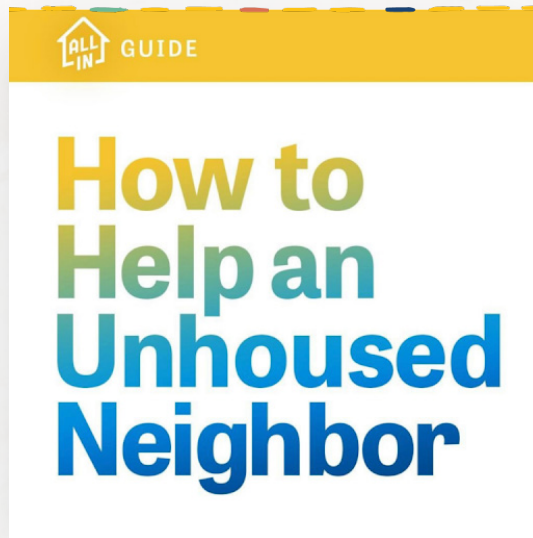


**“We have to start by seeing our unhoused neighbors as people, not things, not a problem, not a nuisance. Because we’re people, we’re human.”**

**Couper Orona**

Tipping Point Community Advisory Board Member

# How to Help an Unhoused Neighbor



While our collective support is needed to address homelessness at a city-wide level, each of our impact begins on a personal level. Here are some concrete examples of how you can be a helpful neighbor to someone experiencing homelessness right now. Go one step further and [share this](#) with your networks on social media.



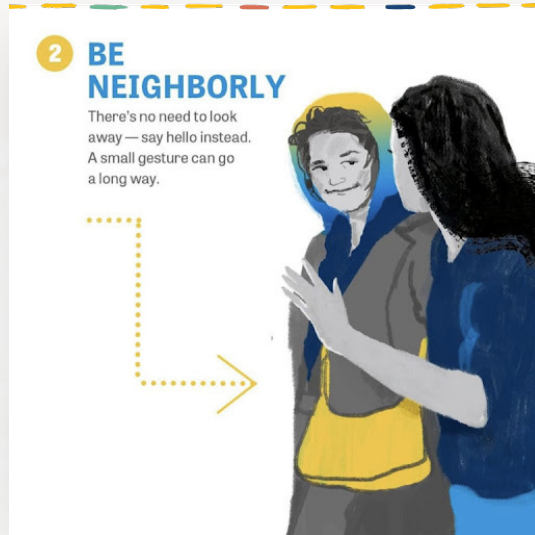
Your own safety is important—if you don't feel safe, it's okay not to engage.

If you see someone behaving erratically on the street, call (415) 355-7401 and ask for the Homeless Outreach Team (HOT). HOT operates the Shelter Reservation Waitlist and their members are trained to support people in crisis and to connect people experiencing homelessness with shelter and services.

If you see someone in need of emergency care (and only if that's the case), call 911.



# How to Help an Unhoused Neighbor



Make eye contact and smile. People experiencing homelessness are just that—people. Small gestures, like a simple “Hi, how are you?” can go a long way.



If you have the time and feel comfortable, strike up a conversation and listen. Ask how you can help rather than assuming you know what they need.

It's your decision whether or not to give someone money. Remember that if you do, it shouldn't come with strings attached and you shouldn't dictate how someone can or cannot use it. If you are deeply concerned, carrying gift cards to a convenience store or restaurant is another option. Food and clean clothing can also be helpful, especially during bad weather.

# How to Help an Unhoused Neighbor



Never tell or try to force someone to accept a service or go to a location. People experiencing homelessness often know about their options—do not assume they lack knowledge.

However, it's helpful to familiarize yourself with services available close to you. You can visit the city's homelessness resource page or you can call the San Francisco Homeless Outreach Team or 311, for non-emergency support.



# Here are some local service providers

## Housing:

- [Brilliant Corners](#)
  - [HomeRise, previously Community Housing Partnership](#)
  - [Episcopal Community Services](#)
  - [Abode](#)
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## Shelter:

- [Compass Family Services](#)
  - [Hospitality House](#)
  - [Catholic Charities SF](#)
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## Behavioral Health Care:

- [Positive Resource Center \(PRC\)](#)
  - [Harm Reduction Therapy Center](#)
  - [HealthRight 360](#)
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## Community-Specific Services:

- [Larkin Street Youth Services](#) - Youth
  - [3rd Street Youth Center & Clinic](#) - Youth
  - [Community Forward](#) - Women
  - [Hamilton Families](#) - Families
  - [Homeless Prenatal Program](#) - Mothers and Families
  - [Chinatown Community Development Center](#) - AAPI
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**“We are worthwhile people  
that are absolutely capable  
of contributing to our society.  
And we just need some help.”**

**Jugal Patel**

Community Advocate



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# Ideas to Activate Your Community

Think of the communities you're already part of.

**Do you have a book club?**

**A yoga group?**

**A family text thread?**

**A community club?**

**Are you on Nextdoor or another neighborhood group?**

**Is there a Little Free Pantry in your area?**

**A business?**

These are all excellent opportunities to invite your community to join you in becoming a better neighbor. Here are some resources to help you do just that.

## Language to Share The NeighborGood Guide

Your neighbors don't all live in homes. But it doesn't have to stay that way. The NeighborGood Guide is your invitation to truly see yourself, your city, and the people who inhabit it with a new understanding. Discover your power to create solutions to homelessness today.

The Guide will educate you about the realities of homelessness and equip you with the resources to find your next steps in making sure everyone who lives in San Francisco has a home.

[Visit the NeighborGood Guide](#)

## Ways to Engage with The NeighborGood Guide

- Invite your community to experience the NeighborGood Guide journey with you! Share the homepage and ask them to sign up for the experience. When you sign up for the NeighborGood Guide, you'll receive reflection prompts and a guided experience. This makes for a great discussion opportunity for professional groups or work clubs.
- Use this issue [one-pager](#) to educate your communities on the realities of homelessness in our city. You could also use this information and other resources from the NeighborGood Guide to develop a classroom, work, or group resource.
- Share the "[How to Help an Unhoused Neighbor](#)" resource from the Guide.
- Use these prompts to guide conversations about how your community can support our unhoused neighbors and uplift solutions to homelessness.





## Messaging Dos and Dont's

The language we use to talk about homelessness says a lot about how we see ourselves and our neighbors. A strong start to becoming a better neighbor begins with making sure our vocabulary is respectful.

These subtle shifts in language build compassion for people—not just support for policies—which is key to transforming the hearts and minds of all San Franciscans.

Here are some key considerations in how to adopt people-centered and solutions-oriented language that motivates support for our neighbors, rather than depresses it:

## 1. Use people-centered language.

Instead of using the terms 'homeless people' or 'homeless person,' use 'unhoused' or 'person living unhoused' to refer to those experiencing homelessness. This prioritizes the person's humanity above their current circumstance of homelessness. We are diverse, complex beings that cannot be defined by this single circumstance. Let's create connection with our neighbors by recognizing that even though they may be homeless, they are so much more than that... they are also San Franciscans like you and me.

## 2. Highlight the agency of people rather than using language to take away from their personal power.

Rather than referring to our neighbors having 'housing' or 'received services,' instead shift the agency onto our neighbors who have '**secured housing**' or '**exited homelessness.**' This reframes the narrative of our unhoused residents from that of victims and instead places them as the actors in their own story and our city's struggle for change.



### 3. Focus on resilience and possibility.

It's easy to focus on the negative—most of us do—it's how the human brain is wired to work! In many instances, it can be helpful to illustrate the urgency and impact of an issue, but the way you do it matters. **Be intentional about using language that incites feelings of connection, hope, compassion, capacity, and courage**—emotions that are motivating rather than shame, anxiety, or fear. Acknowledge the realities of homelessness, but also highlight the change that has been made, the change that is possible, and the people—many of them unhoused—who are most impacted.

Do Say	Don't Say
Unhoused or experiencing homelessness	Homeless person
Families experiencing homelessness	Homeless families
Person who suffers from substance use	Drug addict
Person with a mental health condition	Crazy or mentally ill
Secured housing or exited homelessness	Received housing



## Social Media Toolkit

Thank you for supporting our unhoused neighbors by sharing the NeighborGood Guide with your community. When we give people the tools to educate, advocate, and build awareness around the issues that impact people experiencing homelessness, we can begin to create compassionate, people-centered solutions.

**Please help us empower the San Francisco Bay Area community by sharing the NeighborGood Guide. Use this social media toolkit to encourage your peers, friends, and families to not only engage with this issue, but to help transform how we respond to homelessness in San Francisco.**

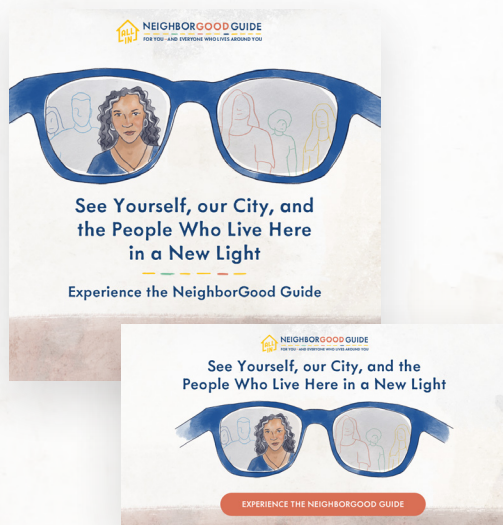


# Sample Social Media Posts

## Instructions

Please select one of the following social posts, copy and paste it to Twitter or your other social channels, and make sure to include the accompanying graphic that you can download [here](#).

**Sample Post 1** Click [HERE](#) to tweet (don't forget the graphic)



There isn't one reason why someone is unhoused—just like there isn't one thing that makes us who we are. We are complex human beings, as is the experience of homelessness.

We have much to learn from our unhoused neighbors, start here: [LINK](#) #BeAGoodNeighbor

## Sample Post 2 Click [HERE](#) to tweet (don't forget the graphic)



Solving #Homelessness requires a collective response.

I'm committed to supporting our unhoused neighbors with the help of the NeighborGood Guide. Join me in using this tool: LINK #BeAGoodNeighbor

## Sample Post 3 Click [HERE](#) to tweet (don't forget the graphic)



Stories are the only way we're able to move beyond our own experiences.

Rebecca Jackson invites you to hear her story of trauma & substance use while living unhoused as a mother to now being a leader in our City—in her own voice. Join her: [sfallin.org](http://sfallin.org) #BeAGoodNeighbor

[Download Social Media Graphics here](#)



**“My community is as tightly knitted together like a comfy sweater, as the many threads create a beautiful project together.”**

**Cierra Murray**

Poet and Artist



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