

## Because we Care “Behind the Sign Challenge”

Homeless people with cardboard signs, a sad fact of life in modern American society, you see them every day. But how do you react? Do you simply form [an instant stereotype in your mind](#)? “That guy wants to be homeless.” Or, “He’s a drug addict. Not worth my time!”

Rather than react the way some communities respond to the homeless problem. **TAKE THE CHALLENGE** and change the myth!!

### WHAT YOU NEED

- A piece of CARDBOARD and a SHARPIE
- A camera

### HOW DOES IT WORK

Next time you’re walking down a city street and you see our friend holding a cardboard sign, stop and talk?

1. Ask them “What is one fact that no one knows about them just by walking by?”
2. Ask our friend to write it on the piece of cardboard.
3. Take a picture of our friend holding the sign.
4. Make a contribution to The Community Builder at [www.thecomunitybuilder.org](http://www.thecomunitybuilder.org) to support homelessness awareness.
5. Challenge your friends and family to do the same.

**AND** ..... Post it on - SOCIAL MEDIA Facebook, Twitter, Instagram and more!  
Our Facebook page at [www.facebook.com/groups/becausewecarecommunity](http://www.facebook.com/groups/becausewecarecommunity)



*More than likely, you will find the person the face behind the sign you are talking to is not all that different from you.*  
**HOMELESSNESS DOESN'T DISCRIMINATE – PEOPLE DO !!**



For more information  
please visit us at  
[www.thecomunitybuilder.org](http://www.thecomunitybuilder.org)

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