

## Unhoused Compassion Project – Pilot

### Creative Brief (draft of 8.13.21)

#### 1. Project Background and Objectives

The Unhoused Compassion Project is collaborative program between the South County Compassion Center; Erika Rosenberg, PhD; DjenCo Consulting; and ShadowPower Productions. Descriptions of the collaborators may be found in the section below.

The Project will bring together members of the housed and the unhoused communities in Gilroy, California. This program joins several others offered by the South County Compassion Center to the unhoused community, all of which are designed to provide “a pathway to stability that maintains self-respect and recognizes the dignity of each human being.” **The Project’s Goal is to cultivate compassion within the community, especially amongst decision makers and change agents.** We aim to change community understanding of, and behavior around, homelessness, using compassion as the prime motivating force to spark actions that result in change.

The program will integrate elements of a larger offering (Compassion Cultivation Training© (CCT™)) developed in 2009 at Stanford University by Thupten Jinpa, Ph.D, (principal English translator to H.H. the Dalai Lama since 1985), and four Stanford University faculty members.<sup>1</sup> We envision between 1-3 sessions, during which participants will learn self-compassion, compassion for others, and meditation techniques.

Project collaborators include:

- *South County Compassion Center* (providing participants) - The South County Compassion Center (GCC) is a community-based organization, located in Gilroy, CA, that focuses on offering compassion and support for homeless individuals and families. The organization provides a variety of innovative programs and services to local unhoused residents. (See <https://gilroycompassioncenter.org> for more information)
- *Erika Rosenberg* (providing Program Development & Implementation Support) - Erika Rosenberg, PhD, is a Founding Faculty and Director of

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<sup>1</sup> *All Compassion Institute training programs are based on the latest psychology, neurology, and contemplative science.*

Research at the Compassion Institute. She is a faculty member at Stanford University, a co-author of the CCT program with Thupten Jinpa, Ph.D., and Faculty at Nyingma Institute of Tibetan Studies, in Berkeley, CA. Dr. Rosenberg is a Scientist and Author who brings decades of experience writing and teaching about emotions, meditation, and compassion in mainstream settings including universities, corporations, health care, and diverse public forums throughout the U.S. and abroad.

- DjenCo Consulting (providing Program Development & Implementation Support) - Djenaba Kelly is a leader in the non-profit organizational management field. She believes that compassion ultimately undergirds the solutions to what ails our society, and she is dedicated to finding ways to incorporate compassion principles into public policy. Her intention is to “spread compassion” far and wide to folks committed to doing social impact work. Djenaba holds an M.A. in Consciousness and Transformative Studies from John F. Kennedy University and is a certified CCT Instructor. She has published articles in Spirituality & Health Magazine, Holistic Parenting Magazine, and Chopra.com.
- ShadowPower (Video Production) - ShadowPower is a video production company, specializing in documenting stories of marginalized communities. The company will produce a documentary film, tracing the program development and implementation, with the intended goals of 1) providing documentation to change behavior and generate additional funding for the unhoused from within the local community and 2) providing a pathway for other communities to follow.  
(See [www.shadowpower.org](http://www.shadowpower.org) for more information).

## 2. Target Audience

The primary audience for this project is members of the community with the power to create change. This includes elected officials, corporations, and non-profits actively developing programs and services that allow the unhoused to gain housing, employment, and/or any necessary health treatment.

## 3. Key Message(s)

When seen through the lens of compassion, members of the unhoused community are valued members of society, with much to contribute to the region. The South County area will benefit in many ways by taking actions to reduce homelessness.

- Short and medium term benefits: less blight (encampments), greater available workforce, reduced crime, lower general municipal costs (e.g. food stamps, medical interventions), and reduced drug use. These benefits lead to a safer community, which have the potential to increase property values and employment opportunities.
- Long term benefits: stronger community, expanded compassion toward the unhoused, greater ability to co-develop long-term solutions to homelessness that reflect our common humanity.

#### 4. Distribution

The video will be distributed through several platforms, including:

- Collaborator websites
  - Individual websites
  - YouTube channels
  - Vimeo channels
  - Other social media, as appropriate (Facebook, Instagram etc)
- Ally sites (non-profits who participate in, or support, the program)
- Educational sites (Note: can we include the Compassion Institute, the Compassion Corps and Compassion Education Alliance?)

#### 5. Tone

We anticipate the creation of several videos.

1. Primary Video: this video will be documentary style, crafted to provoke emotion and allow the viewer to see the unhoused differently. We will tell participant stories, chronicle their lives before being unhoused, during the time they were unhoused, and, if appropriate, how their lives have changed since becoming housed. This video will have both a serious and an inspirational tone. The serious element is critical to convey the importance of the work. The inspirational tone is essential to convey the positive impact generated by the program. We expect a total running time not to exceed 30 minutes.
2. Training Video: this video will chronicle the program planning and implementation. It will have a practical and educational tone. It is designed for communities who wish to replicate the program. We will highlight moral, ethical, practical, financial and administrative issues faced in program development. Since we anticipate it to be used for training purposes, it will have a longer total running time, possible up to 60 minutes.

3. Outcome Video: this video will chronicle how participant lives have been changed by the program. It will be documentary style and have an inspirational tone. It will also discuss the various reforms and resources that were implemented by decision makers (government and other) in response to the compassion training. We expect a total running time not to exceed 20 minutes.

## 6. Timeline



## 7. Budget

Funds are needed to cover the following items for the Pilot Program

Budget Item	Purpose	Estimated Cost
CCT Teachers	Stipend for CCT trained teachers who conduct the sessions	\$2,000
Film Production	Planning, filming and post-production of video to document the process and results	\$5,000
Compassion Center Costs	Outreach, staffing, room rentals, transportation	\$1,500
Miscellaneous	Food, etc	\$ 500

## 8. Approval Process

None needed?