



As much as  
others ignore us,  
you don't have to.



samaritan  
=====

walk *with*, not by.

providing *samaritan* to 10+ agencies  
will help house an additional 500  
individuals over 2019-2021

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*samaritan* connects people without a home  
to the financial capital and relational  
guidance needed to leave the street.



COMPASS  
HOUSING  
ALLIANCE

Mobile  
Medical  
Clinic

MARY'S PLACE

Valley  
Cities



DESC

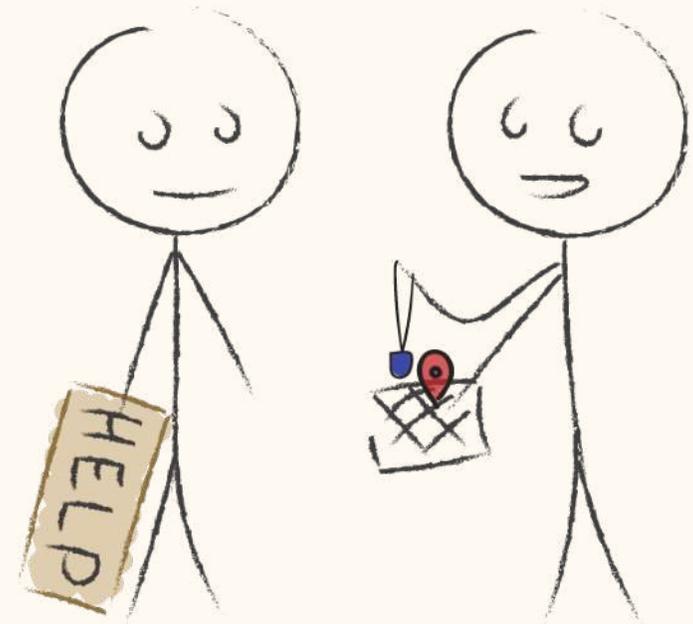
LOW INCOME  
HOUSING  
INSTITUTE

REST



samaritan

smart wallets called **beacons** are given to people who may normally not access services



*7 of 10 people experiencing homelessness accept a beacon*

good samaritans and organizations can learn a person's story and invest into their life

NORDSTROM

**COSTCO**  
WHOLESALE

Deloitte.

amazon

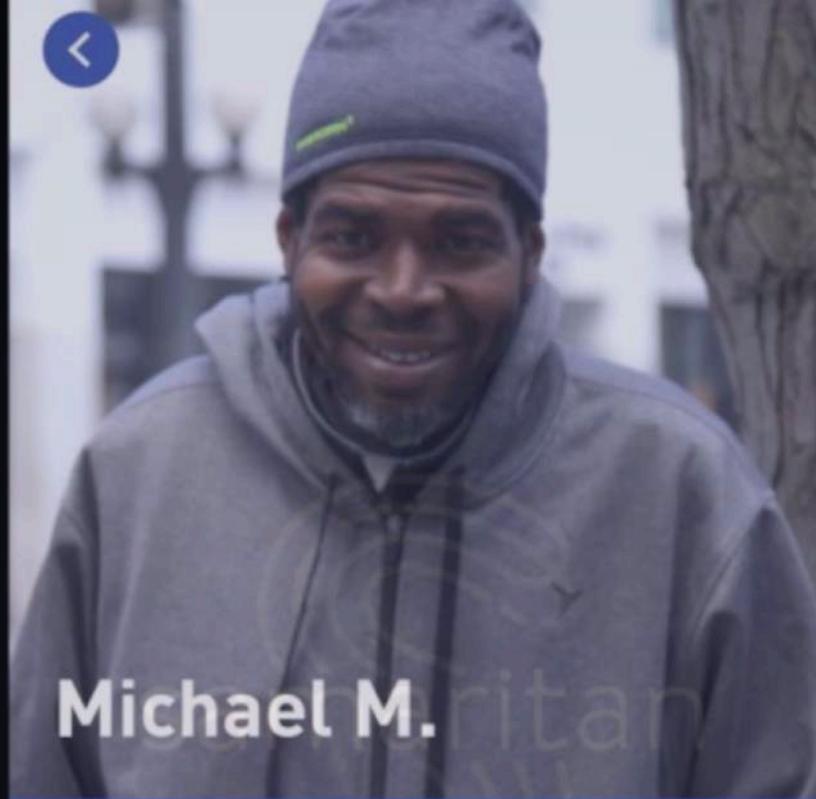
facebook

samaritan



*seattle  
pilot*

9,750+  
samaritans



**Michael M.** Britan

### About

It's almost beneath me to repeat how I got here. I had a friend in Carnation convince me to come out from Baltimore. But when I moved, the community out there didn't respect me. I felt they wanted me gone, so I left (towards Seattle).

I used to be a professional cook, but my

the beacon can be used with **dignity** with a nonprofit counselor or approved merchant

GROCERY  
OUTLET

goodwill

King County  
METRO

Outdoor  
Emporium

FLAME  
CAFÉ

samaritan



*seattle  
pilot*

\$8,785 invested  
in beacon holders  
in Oct. 2018

*every month*, beacon holders meet with a counselor or clinician to keep their beacon active



*seattle  
pilot*

53% of beacon holders meet with counselor  
*(Dec. 2018)*

< Charles V.  
Balance: \$25.00



**Transport**



ORCA - Seattle

**Clothes**



Goodwill

**Groceries**



Safeway

**Phone Bill**



Any Carrier

**Storage**



Public Storage

**Medicine**



Any Pharmacy

**Rent**



Any Housing

**Package**



Online Retail



these new relationships and financial resources have led to  
*housing, employment, and treatment admittance*

 MARY'S PLACE

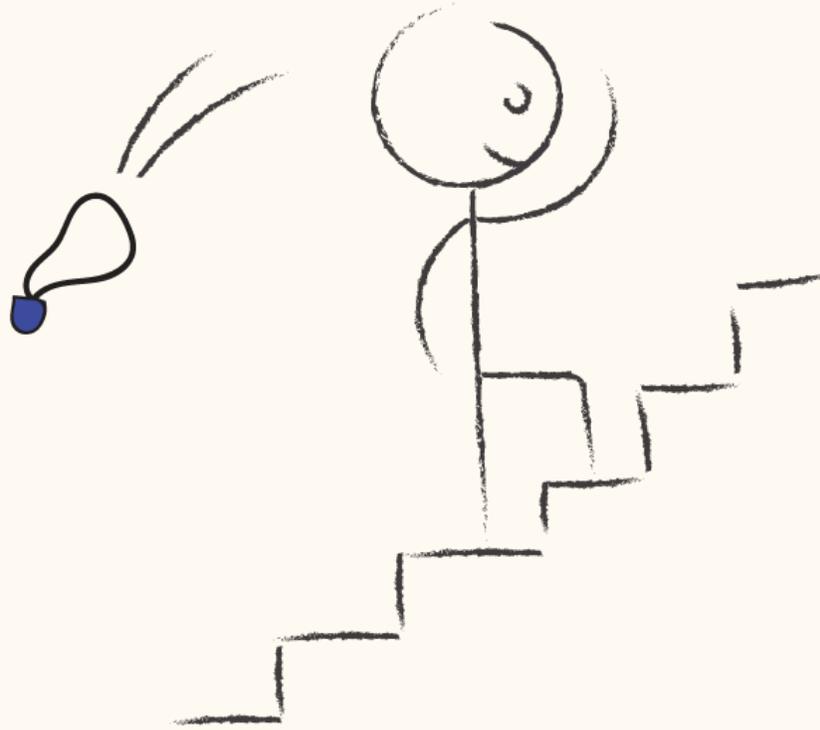
 goodwill

King County  
METRO

 Millionair Club  
CHARITY

facebook

samaritan  

*seattle  
pilot*

43 successful  
street diversions

# case study

(michael – 500+ days  
without a home)

receives  
**beacon**

good samaritans  
invest in his life

meets clothing  
and nutrition needs

*read case studies*  
[samaritan.city/pilot](http://samaritan.city/pilot)

**finds housing**  
through counselor

# seattle

(2018)

500 beacons  
funded by Vulcan

9,750+ samaritans  
equip the app

beacon holders meet  
emergency and  
strategic needs

beacon holders  
connect monthly  
with counselors

**avg. outcome**  
6mos + \$444

**43 early beacon holders**  
attain life-changing  
outcome

five critical outcomes for City of Seattle

walk *wit:h*, not by

A person with a beard and long hair is wearing a blue hoodie. The hoodie has the text "walk *wit:h*, not by" printed on it, with a graphic of a person walking below the text. A dog tag is hanging from the zipper. The background is a blurred city street.



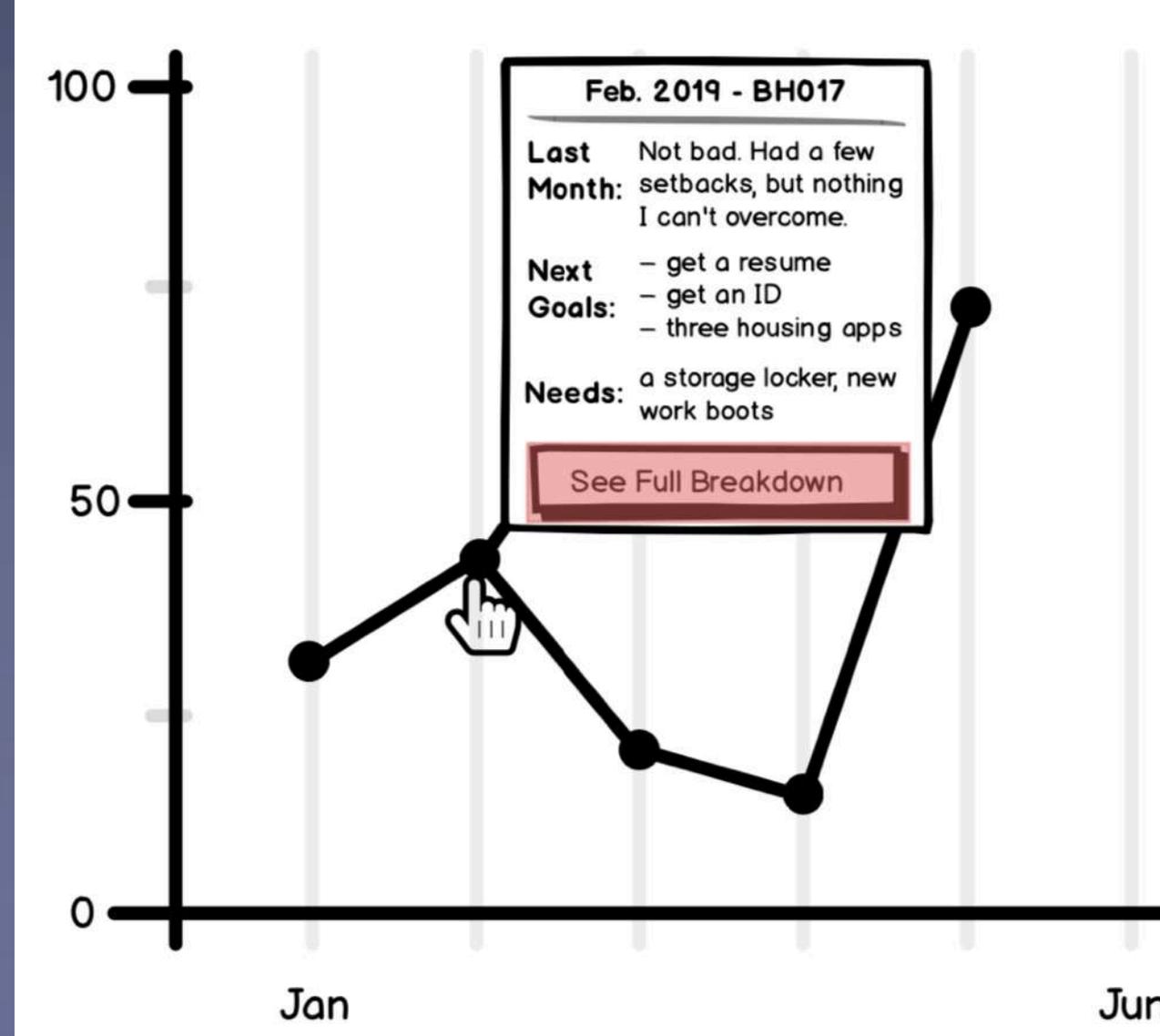
raised service acceptance rate



reduced program recidivism



engagement from thousands of city residents



informed interventions and thought leadership  
through real-time data



**\$40 million**

in cost savings to our city,  
including goods and services  
that can be used for others\*

\*Puget Sound Business Journal 11-16-2017 - The Price of Homelessness

*hope, housing and better health for  
for 2,000 of our city's most vulnerable*

<i>Seattle Expanded Pilot</i>	<b>Y2019</b>	<b>Y2020</b>	<b>Y2021</b>
New Beacons Holders (BH)	750	1,250	2,500
Nonprofits Using Samaritan	8	10	12
FTEs for Lead Agency	1	1	2
Total Rollout Budget	\$164,000	\$202,200	\$298,900
<b><i>Target Outputs</i></b>			
Encouraging messages per BH per month	4	6	10
Avg. \$ per BH per month	\$50	\$65	\$80
Aggregate \$ invested into BHs	\$63,281	\$237,188	\$652,500
% of BHs having lifecare visits	50%	50%	50%
<b><i>Target Outcomes</i></b>			
<i>BHs meeting critical needs with funds</i>	<b>334</b>	<b>573</b>	<b>1146</b>
<i>New housing/employment/treatment outcomes</i>	<b>75</b>	<b>150</b>	<b>275</b>
<i>Reduced EMS utilization</i>	TBD	TBD	TBD

<i>Budget Breakdown</i>	<b>Y2019</b>	<b>Y2020</b>	<b>Y2021</b>
Beacon Hardware	\$5,500	\$9,500	\$19,100
Platform Development / Data Provision	\$75,000	\$100,000	\$125,000
FTE(s) for Lead Agency	\$40,000	\$41,600	\$86,400
\$10 Credit for New Beacon Holders	\$7,500	\$12,500	\$25,000
Advertising for New Samaritans	\$23,000	\$25,100	\$27,700
Transport / Printing / Misc.	\$7,000	\$7,500	\$11,700
Accounting / Legal	\$6,000	\$6,000	\$6,000
<b>Total Expenses</b>	<b>\$164,000</b>	<b>\$202,200</b>	<b>\$298,900</b>
<i>City ROI</i>			
(Est.) value capture per housing outcome	\$20,000	\$20,000	\$20,000
BHs meeting critical needs with funds	334	573	1146
% converting into housing outcome	23%	26%	24%
New outcomes	75	150	275
<b>Net Savings</b>	<b>\$1,336,000</b>	<b>\$2,797,800</b>	<b>\$5,201,900</b>
<b>ROI</b>	<b>8.15</b>	<b>13.84</b>	<b>17.40</b>

## pilot evaluation

- what % of beacon holders have elevated their life compared to control group and/or historical data?
- do agency teams love using Samaritan in their work?

- initial contract to provide platform for 2019, with two-year extension possible
- Revisit metrics quarterly, identifying and agreeing to improvements



*uncommon efforts produce uncommon results that eliminate homelessness, one person at a time.*



*thank you to the following for making statements available:*

*Salvation Army* — Mickey Jordan, Scott Moorhouse, Aiden & Brian

*LIHI* — Sharon Lee

*REST / Mary's Place* — Emily Ishiki

*Pike Market Community Center* — Danielle Montrose

*Compass Housing* — Steven Weir

*Union Gospel Mission* — Jeff Lilley

*Harborview* — Steven Mitchell, MD

*St. Vincent De Paul* — Jim McFarland

*Low Acuity Response* — Jon Ehrenfeld

give people access to the  
financial capital and  
relational guidance  
needed to find a home

samaritan  


walk **with**, not by.

[samaritan.city/pilot](https://samaritan.city/pilot)