Albuquerque Homeless Person’s Memorial Vigil Toolkit

Cover image- Franklin BlueLake: Nizhóní Ni'Chii (Good Spirits) 2019

Friday, December 20, 2019
**AGENDA**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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| 12 p.m. to 12:30 p.m. | Meet at the AHCH Memorial Wall  
1217 First Street NW |
| 12:45 p.m.    | Blessing and Opening Remarks                                         |
| 1 p.m. to 2 p.m. | Silent March to The Rock at NoonDay  
Begin: 1217 First Street NW  
End: 2400 2nd St NW  
Approximate time: 30 to 45 minutes  
Map: Page 13 |
| 2 p.m. to 3 p.m. | Memorial Vigil at The Rock at NoonDay  
Welcome Address  
Music  
Open Mic for community members  
Song by All  
Moment of Silence and Candle Lighting Ceremony  
Farewell Address |
| 3 p.m. to 3:30 p.m. | Light Lunch and Refreshments                                      |
December 20th

Honoring the longest night of the year

People in our community will die without a home. While we must continue to work towards a world where no life is lived or lost in homelessness. It is also important to pause and remember our neighbors who have died from experiencing homelessness or in some cases crusaders against homelessness. Even one person who dies due to the complications that come with homelessness is one too many.

Join us in remembrance.

Albuquerque Homeless Person’s Memorial Vigil

Local organizations, advocates, and people experiencing homelessness will take pause from their work and everyday life to honor those who have died without homes.

Brought to you by
First Day of Winter Silent March and Vigil to Honor Homeless Who Died

On Friday, December 20, 2019, members of the homeless community, local advocates, and other community members will hold a Silent March in Albuquerque and hold a Vigil at The Rock at Noon Day to mourn those who passed away this year who had experienced homelessness. The march and vigil will also raise awareness about the tragedy of homelessness in the Albuquerque community. The march will start at 12:30pm at the Albuquerque Health Care for the Homeless Memorial Wall (1217 First Street NW) and will end at The Rock at Noon Day (2400 Second St NW) where the Memorial Vigil will be held. The Vigil will take place from 2:00pm – 3:30 pm and will include readings and musical performances. The Vigil will be immediately followed with a light meal from 3:00pm – 3:30pm.

This year, at least 90 people have passed away who had experienced homelessness. The New Mexico Coalition to End Homelessness estimates that at least 1,524 people are sleeping outside or in emergency shelters on any given night in Albuquerque. While the Homeless Persons’ Memorial Vigil honors those who have passed away during the year, it is also a tribute to those who are surviving homelessness. The Albuquerque Homeless Persons’ Memorial Vigil is sponsored by the New Mexico Coalition to End Homelessness. A planning committee comprised of representatives from the Albuquerque Health Care for the Homeless, the Albuquerque Housing Authority, Community of Hope, El Portal Employment Service, First Nations Community Healthsource, the New Mexico Coalition to End Homelessness, St. Martin's HopeWorks (formerly: St. Martin's Hospitality Center), The Rock at NoonDay, and the Transgender Resource Center of New Mexico organized this year’s event.
About

This toolkit will help you raise awareness and change the way your community thinks about people experiencing homelessness on or during Albuquerque’s Homeless Person’s Memorial Vigil.

Overview

Since 1990, the National Coalition for the Homeless (NCH) has sponsored National Homeless Persons’ memorial Day every year on December 21st, the first day of winter and longest night of the year, to bring attention to the tragedy of homelessness and to remember those who have died while living without a permanent home. Beginning in 2005, the National Health Care for the Homeless Council and the National (NHCHC) Consumer advisory Board joined NCH as co-sponsors of this meaningful event.

In an effort to maximize the impact of the day, local and statewide organizations hold memorials for those who have died while experiencing homeless in their communities. In past years hundreds of people have gathered in cities throughout the country to honor people who have died while living without a permanent home. In 2018, we are aware of over 100 cities, representing 45 states and the District of Columbia that held memorial days.

In Albuquerque, along with peer organizations across New Mexico recognizes December 21st as National Homeless Persons’ Day. The loss of life due to current or past homelessness is often attributed to illness, violence, exposure to the elements, and unaddressed health care needs.

Some of the information in this toolkit may not apply to your event. This is a guide to get you started.

If your organization or group is planning a large-scale event (aiming to engage over 500 people for people experiencing homelessness) and after reading this toolkit you would like additional support or advice, please email Jeremy, Communications Associate at Albuquerque Health Care for the Homeless at jeremyyazzie@abqhch.org
**Homelessness in New Mexico**

People who experience homelessness in New Mexico include families with children, people working at low-wage jobs, LGBTQ+ people, people suffering from mental illness, those with substance use disorders, migrant workers, runaway or throwaway teens, survivors of domestic violence, and veterans. In other words, people who experience homelessness are a diverse group of people with a variety of factors contributing to their experience of homelessness.

Homelessness is caused by poverty and a lack of affordable housing. Homelessness has grown dramatically since the 1970’s due primarily to the steady decrease in public benefits for people living in poverty including welfare payments and public housing. In part because of the decrease in spending for public housing, there has been a steady decline in affordable housing.

According to the National Coalition to End Homelessness, between 1970 and 1995, the gap between the number of low-income renters and the amount of affordable housing units in the U.S. went from almost no gap to a shortage of 4.4 million affordable housing units.

**Operating Definition of Homelessness**

People spending the previous night 1) in an emergency shelter; 2) “on the streets” (in sites not intended for human habitation, including abandoned or public buildings, vehicles, or elsewhere out-of-doors; 3) in a motel; and 4) “doubled up” temporarily in homes of friends, family members, or acquaintances.
Amplify Your Partnership and Participation With Social Media

One of the best ways to grow awareness around Albuquerque Homeless Person’s Memorial Vigil is through social sharing — but not just through your own channels.

In order to truly make an impact, you need to leverage the extended social networks of your friends, staff, students, and donors.

So, what’s the best approach?

By creating a concise social media toolkit that gives these groups template posts, optimized images, and directions on how and when to use them you can make sharing intentional. You can even evaluate and identify ambassadors to your campaigns in addition to spreading the word.
Tips for Promoting Your Participation at Albuquerque Homeless Person’s Memorial Vigil

Social Media Posts
Copy and paste any of the sample social media messages and share on social media. Or, craft your own message about the Albuquerque Homeless Person’s Memorial Vigil to share with the images provided.

Official Hashtags: #TheyAreAlbuquerque #ABQHomelessVigil

Using the official hashtags is a best practice that helps attendees easily find our posts. Monitoring the hashtag on social media also allows you to discover what other attendees are up to and excited about leading up to and during the event. Lastly, it provides a window into the event for users unable to physically attend the event this year.

Twitter and Facebook

Community Partners

Proud to be a partner at the Albuquerque Homeless Person’s Memorial Vigil. Homelessness is inhumane and it’s degrading. Above all, homelessness is unacceptable. https://bit.ly/36w6L3b #TheyAreAlbuquerque #ABQHomelessVigil

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Homelessness is a disgrace. Let’s make Albuquerque humane again. Learn more: https://bit.ly/36w6L3b #TheyAreAlbuquerque #ABQHomelessVigil

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I wouldn’t be anywhere else. I’m here at the Albuquerque Homeless Person’s Memorial Vigil. Their lives mattered. Stop the harm. Learn more: https://bit.ly/36w6L3b #TheyAreAlbuquerque #ABQHomelessVigil
Tips for Promoting Your Participation at Albuquerque Homeless Person’s Memorial Vigil

Instagram

Recommendation Linktree is a free tool for optimizing your internet presence, whether you’re a blogger, an artist or run a content platform [https://linktr.ee/](https://linktr.ee/)

You get one link to house all the content you’re driving followers to. Share that link anywhere, like your Instagram bio, Facebook posts or Twitch profile.

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#TheyAreAlbuquerque #HumanRights #ABQHomelessVigil #SaveLives #FDW19 #HomelessnessInAlbuquerque

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Social Media Images

Twitter or Facebook Cover Photo

Albuquerque
Homeless
Person's
Memorial Vigil
Friday, December 20
#THEYAREALBUQUERQUE
#ABQHOMELESSVIGIL

Twitter/Facebook/Instagram Photos

I walk to remember

#TheyAreAlbuquerque
#ABQHomelessVigil
A cement bench as an unacceptable bed in downtown Albuquerque.

#TheyAreAlbuquerque
#ABQHomelessVigil

Each ceramic tile is a memorial to a person who passed away due to experiencing homelessness in Albuquerque.

#TheyAreAlbuquerque
#ABQHomelessVigil
FRIDAY, DECEMBER 20TH, 2019

Albuquerque Homeless Persons' Memorial Vigil

12:30 PM - MEETING AND CEREMONY AT - ALBUQUERQUE HEALTH CARE FOR THE HOMELESS MEMORIAL WALL, 1217 FIRST ST. NW, ALBUQUERQUE, NM 87102

1 PM - SILENT MARCH FROM ALBUQUERQUE HEALTH CARE FOR THE HOMELESS MEMORIAL WALL TO THE ROCK AT NOONDAY, 2400 SECOND ST NW, ALBUQUERQUE, NM 87102

2:00 PM - MEMORIAL VIGIL AT THE ROCK AT NOONDAY

Contact: Brie Sillery  Brie-S@nmceh.org
505-433-5175
Albuquerque Homeless Person’s Memorial Vigil

When:  
Friday, December 20, 2019

Time:  
1:00 p.m.

Where (start):  
AHCH Memorial Wall
1217 First St NW

Where (end):  
The Rock at NoonDay
2400 2ns St. NW

Estimated Time:  
30-45 minutes
Thank You

#TheyAreAlbuquerque

#ABQHomelessVigil