



FOR RELEASE

Joppa Kicks Off Annual Campaign, COVID-19 Relief Fundraiser

Donations made through May 31 are matched

Des Moines, Iowa (May 11, 2020) — Joppa kicked off its 2020 Annual Campaign on May 1 with the goal of raising \$400,000. The Des Moines-based nonprofit organization, whose mission is to prevent and end homelessness, announced that donations made in the month of May will be matched at varying levels thanks to the generosity of private donors, as the campaign works to provide immediate COVID-19 relief to the homeless.

The 2020 Annual Campaign marks the second such fundraiser for Joppa, which was founded in 2008 with the goal to help homeless people survive, find housing and rebuild their lives.

“The pandemic has had a tremendous impact on all our lives, but for someone living without a home, there is greater fear and uncertainty. What if you couldn’t wash your hands at all,” said Joe Stevens, Joppa CEO and cofounder. “For homeless individuals, many of whom are elderly, having good hygiene and remaining isolated is not an option. And their age, health, disabilities and living conditions can make them highly vulnerable to illness, especially COVID-19.”

Joppa has identified 60 homeless individuals qualified for permanent housing or safe temporary shelter during COVID-19 and, while working alongside community partners Central Iowa Shelter & Services and Primary Health Care, is already in the process of placing 29 people.

Funds from the Annual Campaign will help house the other 31 people while continuing to help find housing for Des Moines’ homeless population, as well as provide survival resources such as hand sanitizer, water, soap, face masks, food and more.

“Your funds will not only help us fulfill our mission but will also help those in need get off the streets and stay off the streets,” Stevens said. “Joppa does not receive ongoing state or federal funding and has been able to help more than 400 homeless families and individuals get off the streets since 2008, largely thanks to the generosity of individuals and local corporate partners. And we feel very blessed about that.”



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Joppa built Des Moines' first Cottage Home in 2019. Cottage Homes are truly affordable architecturally designed homes for senior citizens, veterans and others living on a fixed or part-time income, and are a key component to help end homelessness in Central Iowa. Joppa looks to build additional Cottage Homes in the coming year.

Donations to the Annual Campaign can be made by visiting [Joppa.org/donate](https://joppa.org/donate).

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About Joppa — Joppa is a nonprofit organization working to create communities of unconditional love, support and hope for the homeless. Serving the homeless population of Central Iowa, Joppa works to help prevent and ultimately end homelessness. A 501(c)3 organization, Joppa does not receive ongoing state or federal funding but relies on private donations and partnerships to serve more than 194 people each week living under bridges, in tents, vehicles and recently off the streets. Joppa is developing fundamental solutions to homelessness such as Tiny Home Villages, Cottage Homes and Joppa KIDS K-12 Educational Programs. Learn more at joppa.org.