



ILLUMINATION
FOUNDATION

National Health Care for the Homeless
Conference and Policy Symposium

Leadership for Changing Times: Beyond Health Care Reform

March 13, 2013

What I saw in 2007



With every family I saw,
I knew we had to do something -- NOW



**At every level of government –
I asked tough questions**



**Could we create something within the
county on our own?**

All they saw was RISK



**Could we partner with a big business to fund
the project?**

Too much red tape



We knew what we had to do...

Take a chance



**In 2008, we launched with no funding,
just the flicker of an idea**



So how did Illumination Foundation become the fastest growing non-profit in Orange County?

We started with a grassroots movement



We worked wherever was needed to best serve homeless families

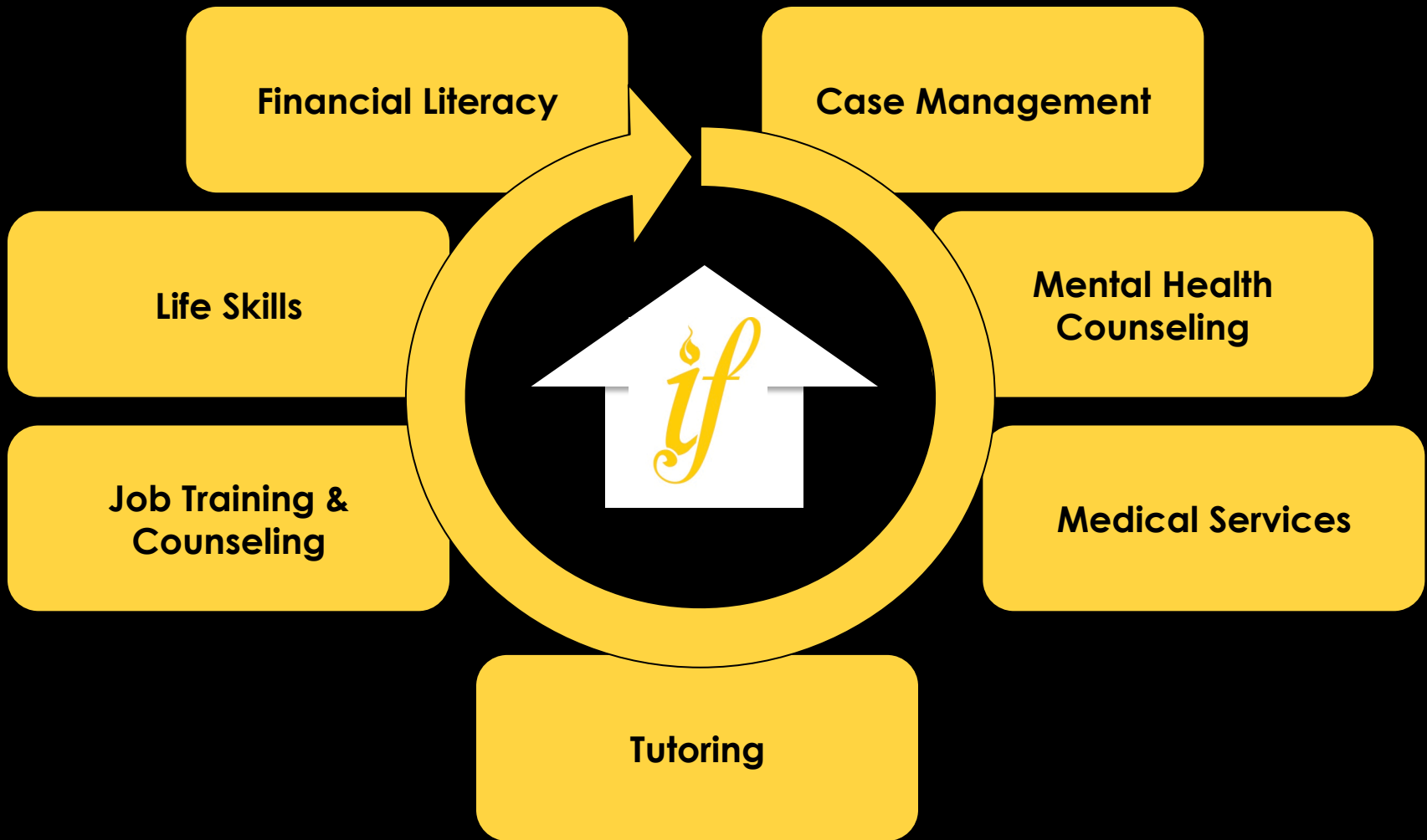


Others began to follow



WHY?

Instead of leading with WHAT we do



We told them WHY we do what we do



We told them WHY on a national level

THE
HUFFINGTON
POST

 **Nour Akkad and Nick Thomas**

Posted: December 1, 2010 11:19 AM



BIO



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Bloggers' Index

The New York Times

As Jobs Vanish, Motel Rooms Become Home

By ERIK ECKHOLM

Published: March 10, 2009

Raising Awareness to Orange County Homelessness

THE ORANGE COUNTY
REGISTER

Published: March 18, 2008 3:00 a.m.

The Homeless: Hidden and without health care

Published: March 20, 2008 3:00 a.m.

The Homeless: Working families pushed onto streets

Published: March 20, 2008 3:00 a.m.

Less research, more action for the homeless

Shelters filled to capacity

Published: June 23, 2008 3:00 a.m.

Helping the homeless over the gaps

A new nonprofit foundation launches its first effort to raise funds that will pay for basics like bus passes and motel vouchers to help the homeless in crisis.

HBO® | Documentaries

Summer Series 2010

Homeless: The Motel Kids of Orange County

We gained the support of local government





We appealed to the WHY that matters to cities



We collaborated with unexpected partners



We brought expected and unexpected partners to the table

Local Government



Other agencies



Business Sector



I started in a cubicle at the county



But I knew I needed to surround myself with community leaders – our Board



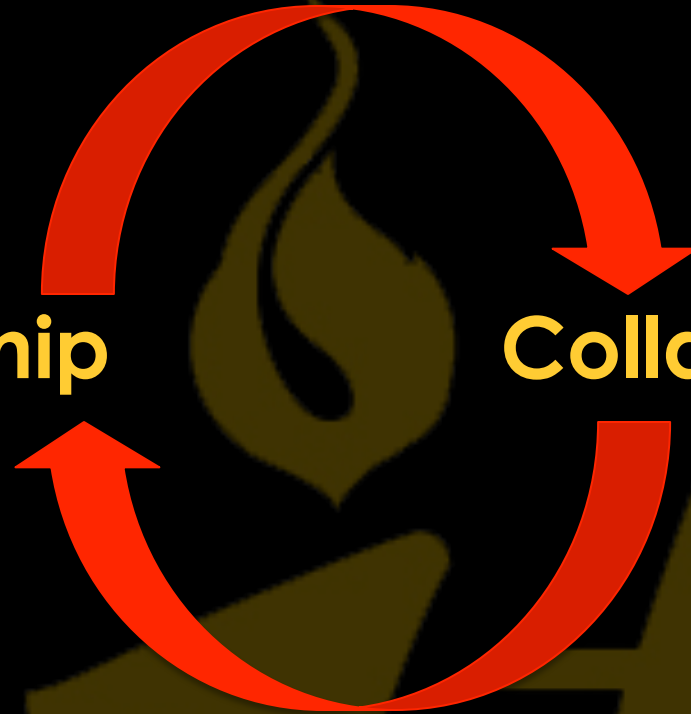
And finally the corporate sector followed... in a big way



Q/A

Leadership

Collaboration





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