

**TRUE  
COLORS  
UNITED.**

**APRIL 27, 2022**

**#TrueColorsDay**

# **RESOURCE KIT**

[www.TrueColorsDay.org](http://www.TrueColorsDay.org)

PRESENTED BY

*Johnson & Johnson*



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## What is #TrueColorsDay?

**Lesbian, gay, bisexual, transgender, queer, intersex, and questioning (LGBTIQ) young people are 120% more likely to experience homelessness than non-LGBTIQ youth.** We believe that everyone deserves a safe place to call home – regardless of their class, race, ethnicity, gender, or sexual orientation.

**#TrueColorsDay, presented by Johnson & Johnson, is an international day of advocacy around preventing and ending LGBTIQ youth homelessness.** It's also a day to celebrate people who are working to ensure LGBTIQ people have housing no matter the challenge. Across the world, young people and adult partners are making significant progress to end youth homelessness. Communities are mobilizing to create change and youth are leading powerful movements based on LGBTIQ and racial equity. #TrueColorsDay serves as a gateway for people to get involved in new ways.

## When will #TrueColorsDay take place?

#TrueColorsDay will take place on Wednesday, April 27, 2022.



# What happens on #TrueColorsDay?

#TrueColorsDay is an opportunity to take united action toward ending LGBTIQ youth homelessness. We're stronger when we work together. Together, with your help, we're able to inspire and empower millions across the globe each year.

Here are two simple ways to get involved:

## Post a "Housing is a Human Right" Message.

When we say everyone deserves a safe place to call home, we mean everyone. Housing is a human right. As COVID-19, poverty, war and climate change continue to disrupt life on our planet, it becomes more and more clear that housing is one of the best types of healthcare.

#TrueColorsDay is our chance to shout it from the rooftops. **Show your support by creating your own "Housing is a Human Right" message and sharing it online on #TrueColorsDay (Wednesday, April 27).** It's simple:

- **Create your "Housing is a Human Right" message.** This could be a photo, a video, or a simple social media post. Lean into your strengths and don't be afraid to get creative!
- **Post your message on April 27 using the hashtag #TrueColorsDay.** *Be sure to wait until April 27 for maximum impact!*

## Post a "Thank You" Message.

Frontline workers, service provider staff, and young leaders are working selflessly to help youth experiencing homelessness get the support they need. **Help show your appreciation by creating your own "Thank You" message and sharing it online on #TrueColorsDay (Wednesday, April 27).** If you're a service provider currently reading this (*surprise, we appreciate you!*) consider thanking members of your team, or other folks who inspire and support you in this work.

- **Create your "Thank You" message.** This could be a photo, a video, or simple text. Lean into your strengths and don't be afraid to get creative!
- **Post your message on April 27 using the hashtag #TrueColorsDay.** We want to flood the Internet with these messages to celebrate these amazing people and recognize the selfless work they do. ***Be sure to wait until April 27 for maximum impact!***



# Help spread the word.

Partners and participants are asked to promote #TrueColorsDay in their online communities leading up to and on Wednesday, April 27, 2022.

To make it easier on everyone, we've provided sample social media, email & blog content below:



## Sample social media posts:



HOUSING IS A HUMAN RIGHT. Everyone deserves a safe home. No exceptions. Take the #TrueColorsDay pledge to take action on April 27. [truecolorsday.org](https://truecolorsday.org)

Here's what I believe. Are you with me? Take the #TrueColorsDay pledge and let's take action on April 27. [truecolorsday.org](https://truecolorsday.org)

Today is #TrueColorsDay. We're taking action to defend the health and civil rights of LGBTIQ youth experiencing homelessness. Take action now: [truecolorsday.org](https://truecolorsday.org)

### Post a "Thank You" message!

*Here's some sample copy to accompany your photo:*

*Thank you to the service providers and frontline staff working to serve youth experiencing homelessness during this pandemic. #TrueColorsDay*

## Sample email & blog content:



On Wednesday, April 27, we will shout from the rooftops that "Housing is a Human Right!"

[You/Your Organization] is proud to join True Colors United and people across the country for #TrueColorsDay – an international day of action and advocacy around LGBTQ youth homelessness. While incredible progress on LGBTIQ rights has been made across the world, LGBTIQ people still face discrimination and violence simply for being who they are. And as COVID-19, poverty, war and climate change continue to disrupt life on our planet, LGBTIQ youth experiencing homelessness are particularly vulnerable. Sometimes, the simple protection of home is all it takes for a young person to be safe.

Do you agree? Visit [truecolorsday.org](https://truecolorsday.org) to take the #TrueColorsDay Pledge and speak out with us on April 27.





## Sample talking points:

### **Housing is a human right.**

Everyone deserves a safe place to call home – regardless of their class, race, ethnicity, gender, or sexual orientation. Young people should never have to fear discrimination or violence in seeking housing or services.

### **To end homelessness, we must end systemic racism.**

Systemic racism is rampant in housing, healthcare, and policing – which contribute to higher rates of homelessness for Black, Brown, and Indigenous youth.

### **Immigrants and asylum-seekers deserve a safe home.**

Immigrants and asylum-seekers – many of whom are LGBTIQ and fleeing persecution – deserve a safe place to call home. As wars, poverty, discrimination, and other forms of violence continue to displace people across the world, we must welcome them with open arms.

### **LGBTIQ youth have a 120% higher risk of homelessness.**

LGBTIQ young people are 120% more likely to experience homelessness than non-LGBTIQ youth. Right off the bat, these young people are presented with an uneven playing field. True Colors United is working to level that field, so that LGBTIQ youth are no more likely to experience homelessness than anyone else.

### **LGBTIQ youth experience homelessness for unique reasons.**

Common reasons LGBTIQ youth experience homelessness include family rejection due to their sexual orientation or gender identity, aging out of the foster care system, poverty, and abuse in the home.

### **LGBTIQ youth experiencing homelessness have unique needs.**

LGBTIQ youth experience homelessness at higher rates than non-LGBTIQ youth and are more at-risk of violence and negative health outcomes while experiencing homelessness. LGBTIQ youth also experience homelessness for longer periods of time than non-LGBTIQ youth.

### **LGBTIQ youth experiencing homelessness often avoid getting help out of fear of discrimination.**

Many service providers want to help LGBTIQ young people, but don't have the knowledge or resources to do so effectively. By helping shelters and service providers become more LGBTIQ-inclusive, we can help more young people get the support they need.



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# **Wednesday, April 27 is #TrueColorsDay**

**LGBTIQ youth are 120% more likely to experience homelessness** than their non-LGBTIQ peers.

United, we can change that.

**Get involved at [www.TrueColorsDay.org](http://www.TrueColorsDay.org)**

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