

STANDUP

newsletter

24 hours On the Streets

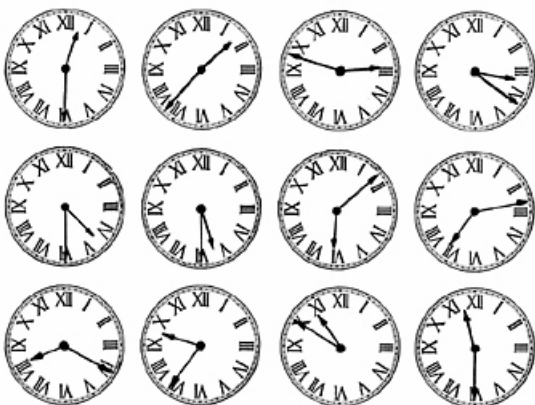
Twelve Virgin employees, including the Chief Executive of Virgin USA and the CEO of Virgin Mobile, decided to take off their high rolling hats and spend a day living like a kid without a home. In an effort to give credibility to the whole Virgin effort, "walk the talk," the idea originated from two senior executives, Francis Farrow and Dan Schulman, who decided to participate in this way rather than mindlessly, simply cutting a check. Dan Schulman barely spoke of it to others prior to his participation. Frances didn't request anyone else at

Virgin USA to participate. But hearing about it sparked a volunteer effort in which twelve employees made the individual decisions to experience homelessness.



Accompanied by Rick Koca, the founder of StandUp for Kids, an organization that reaches out to homeless and at-risk youths under 21, the Virgin group dressed down, left the everyday essentials at home, and spent a jarring "24 hours on the street" in New York City. *(See the rest of the story here)*

www.youthnoise.com/page.php?page_id=2503



STANDUP FOR KIDS has a new Corporate Partner
It's Your Life magazine!

Lifestyle Media Group, Inc, the publisher of "It's Your Life" magazine, has become our newest Corporate Partner. They have made a commitment to give us space in their magazine every month to highlight our cause at no cost to us and they are donating money and time to our efforts. They are also teaming up with SpaLook.com, the premier online retailer of skin care products and beauty essentials, to make an offer that can't be refused. You can subscribe to their magazine and generate as much as a \$15.00 donation to STANDUP FOR KIDS by spending a net of only one dollar!

To see how, [Click Here](#).

Squatter to visit Virgin Unite in New York and attend the VFest in Baltimore on 23 September. See info on page 2.



Think Outside the Box



Virgin Festival will feature over 20 acts on 3 stages (2 outdoor performance stages and 1 within a tent) from noon to 10 p.m.

Two Performance Stages

[The Red Hot Chili Peppers](#)

[The Who](#)

[The Killers](#)

[Flaming Lips](#)

[The Raconteurs](#)

[Gnarls Barkley](#)

[Scissor Sisters](#)

[Keane](#)

[Thievery Corporation](#)

[Clap Your Hands Say Yeah](#)

[New Pornographers](#)

[Drive-by Truckers](#)

[Kasabian](#)

[Brazilian Girls](#)

[Wolfmother](#)



DJ Tent

[Tiesto](#)

[John Digweed](#)

[Carl Cox](#)

[RJD2](#)

[2 Many DJs](#)

[James Holden](#)



24 hours On the Streets

For four years, 17-year-old Steven Blumenfeld has volunteered to help homeless youth, but "24 Hours on the Street" gave him a first hand look at what street kids experience every day. Organized by StandUp For Kids, a non-profit organization that helps homeless and street kids, Steven and six employees of Virgin Mobile and Virgin USA spent twenty-four hours on the New York City streets. They dressed down, left their wallets, cell phones, and cash at home, and spent a day living like a teen without a home.

"I really had no idea what I was getting into," says Steven.

"Even after 24 hours, I have no real clue what homeless teens go through, doing this day after day." With his small group, Steven walked all over New York City, begged for money, slept outdoors, and walked through unfamiliar neighborhoods. He transitioned into survival mode, focusing hour-to-hour on securing the basic necessities that rarely trouble him on a daily basis: food, shelter, and safety. "You start to think about everything differently," describes Steven. "Even Starbucks is a trivial luxury – your whole perspective changes."



[\(See the rest of the story here\)](#)

www.youthnoise.com/page.php?page_id=2504

Contribute
to STANDUP FOR KIDS
[Click Here](#)

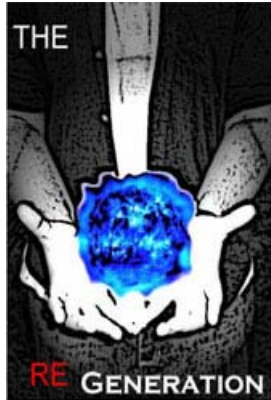
Please report child abuse
1.800.4ACHILD

www.childhelpusa.org



"Anything can happen if they see that energy."

Paul D., aka [espdollar](#), a 17-year-old high school student from Miami, Florida, designed a charm with deep symbolism. "The ball of blue fire represents energy. People have this power to change things but we usually keep it inside. Really dedicated people can bring it out world into a Paul keeps teering at AIDS participating and educating HIV/AIDS. He several hurri-so he can un-devastation in "I traveled before Katrina.



and mold the better place." busy by volun-hospices, in fundraisers, his peers about endured canes last year, derstand the New Orleans. there a month I would like to

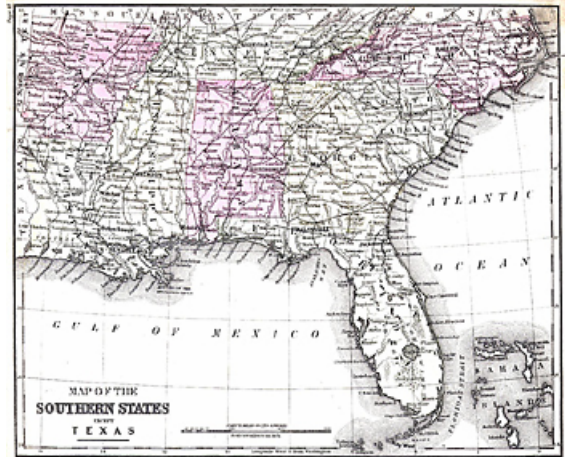
keep the pristine image of New Orleans in my head, but I need to face reality." Also a Virgin Mobile customer, "it's very good that a large company can set aside the time to help youth express their opinions." He's eager to see what our generation can for the world. "I see politicians and I think 'I know kids with better ideas, we could be better leaders.' I look forward to 20-30 years down the road when we'll make better changes... we're going to have to go in their with our mops and clean up their mess."



Winner Paul D.

Paul will be going to Africa: [\(Read about the Charm Contest and Paul's trip to Africa here\)](#)

www.youthnoise.com/page.php?page_id=2486



Southeastern Programs Working to Come Online!

No doubt you've noticed that in the last few months we've added programs in new cities and states across the country. Our rapid development and expansion is one of the benefits of our new partnerships with corporate sponsors like Virgin Unite and Babson Capital, which allows us to build our regional operations staff.

In the aftermath of Hurricane Katrina we became aware of our programming gap in the southeast. With the exception of programs in Houston and Atlanta, we weren't ready to provide street-based services to the tens of thousands of displaced youth throughout the southeast. *Well, we're working hard to change that!*

At present we have groups in Birmingham, AL; Memphis, TN, Charlotte, NC and Richmond, VA working hard to complete city surveys and hit the streets by year's end. If you, or anyone you know, is looking to get involved in one of those cities please contact Erik Christensen, Director of East Coast Operations, at ErikC@standupforkids.org.

Volunteer — Click Here
It just takes a minute
[Commitment!](#)



BOSTON FUNDRAISES AT THE RACK

On Saturday, August 5th STANDUP FOR KIDS – BOSTON paired a friendly game of 8-ball with a successful night of fundraising in support of their long awaited outreach center. Jessica Picuch, Director of Volunteers head-started efforts in organizing a great night for the Boston program. Volunteers decked out the game room with purple and black balloons, and purple table clothes covered with factoids about the issue. The hosting venue, located in the historic Faneuil Hall area, donated food and a billiards filled night with 7 pool tables on the house. Volunteers collected over 70 raffle prizes from local businesses and were able to draw in interested patrons to try their luck and donate to a great cause. Participants walked away with some great prizes; gift certificates to some great local restaurants, a night at the comedy club, and for those that were really lucky, tickets to see the New England Patriots in action – Go Pats! Our supporters left having made some great new friends and learning a little more about who STANDUP FOR KIDS – BOSTON is, what we do and where we're going. At the end of the night, an exhausted Boston program said goodbye to some new volunteers and left with smiles on their faces and their pockets filled with more than \$1000! [Way to go Boston!](http://WaytoGoBoston.com)
JenK@standupforkids.org



THANKS TO THE OKERLUND FAMILY

Diane and Bill their son's Nicholas age 7 something to community. So research and



Okerlund and Cary age 11 and wanted to do give back to the Diane did some found StandUp For Kids – Houston. The family called and were given the task of putting together food bags for the Houston street kids. Cary and Nicholas took the Outreach Bag list and went shopping for food then came home and the family project begin.

The Okerlund's delivered over 30 food bags to Houston and committed to continuing the project. Cary and Nicholas are students at Grace Presbyterian School in Houston.



Kansas City is program #35 and Jacksonville is program #36. Our volunteers in these two programs have made an unbelievable commitment to the homeless and street kids, and at-risk youth in their cities. I know that you will be hearing a lot from these cities in the newsletters to come. Jacksonville is working hard to put together a program with the University of Northern Florida and recently met with Dr. Thomas Serwatka, the Vice President at UNF. We see great things on the horizon for all of our programs.

emails from the edge

Well I was wanting to tell you guys thank you for all your help with myself, and the people I once called friends or family. I was a street kid. I haven't talked to anyone at STANDUP FOR KIDS, or been to "The Block" in years now. But I remember the site and went and saw it was still going and much stronger then before. Tell Rick, "Sparkle Smurf" say's hi and thank you. I forwarded the site with Rick's email address to "shadow". I still speak with "Wheasel", he's great, has a child I think two of them now lol, and a great life. I also still talk and see "Grover" from time to time. He's doing alright. "Muirk" I think that's how its spelled and Jen, had a baby and are trying to keep themselves afloat and raise the child, they aren't together anymore. But he's happy. A bunch of others too. Well I hope you guys can keep helping other kids. You were our light. I now live in Oceanside With my boyfriend, his daughter and my daughter. were kind of like a happy little family lol. I stay at home and care for the girls, and clean and cook. I am glad I was given a chance by Rick and the other volunteers; to not get caught up in the hype of being a street kid. I kept my head high and my nose clean, and found the light. I worked my butt off to get here since I was 16. I never gave in, like you guys told me. I know I was a pain, all of us were a pain. But you guys tried. And it worked. aka "SparkleSmurf"