

Shine

Light

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A Light 2024

Discussion Prompts

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Introduction



Thank you for joining us for Shine A Light 2024. Your participation sends a powerful message that people living in homelessness in Ireland will not be forgotten and that you are committed to being a part of a solution to this issue. In this activity, we have identified several challenges and opportunities Focus Ireland faces as an organisation. During your sleep out, we welcome you to discuss with your teams to bring solutions, ideas, and thoughts from beyond the non-profit environment.

We would love to hear your feedback from these discussion so do share with our team by emailing shinealight@focusireland.ie.

Scan this QR code to direct you to Focus Ireland's election asks and take a few minutes to read through, if you've not already done so.



Unseen. But not forgotten.



Topic 1

Election asks



Question Part 1 - With the upcoming election, it is important to ensure that the issue of homelessness remains high priority and not allow it to be overshadowed by other social issues. The Focus Ireland Advocacy Team have been working on their election campaign, highlighting what we see as key asks for the general election. What are your thoughts on these as priorities and is there anything that stands out to you in particular?

Question Part 2 - Homelessness has been a core issue for voters for over a decade, but like all such issues the longer the problem persists the more likely it is to be seen as intractable and to be eclipsed by other issues or complicating factors. We need people to tell Government that concern about homelessness has not gone away or diminished. The business community can play an integral part in amplifying this message and to use every possibility in their engagements to say that they still care, still want action and still expect results from the government - what do you believe to be the most effective way to do this?

Topic 2

Focus Ireland's work



Focus Ireland's work spans services, working to prevent people falling in to homelessness and providing wrap around supports to those experiencing homelessness, while property (Focus Housing Association or FHA) are building and managing homes for them to move in to long-term.

This integration of support services and affordable housing is central to our shared vision of how best to end homelessness. What elements of our work are you most familiar with, and what areas do you think we could be amplifying further?

To learn more about Focus Ireland's work, please scan the QR code in the beginning and you can review more about Focus Ireland and Focus Housing Association's approach to ending homelessness.

Topic 3

Perception of homelessness



Question Part 1 - One of Focus Ireland's ongoing challenges is shifting the perception of 'visible' homelessness (i.e. rough sleeping) to the reality of long-term homelessness (i.e. in the run up to Christmas this year, we know many families will be experiencing their 2nd + Christmas in emergency accommodation). What are the challenges or opportunities of this narrative when rallying support of this vital work?

Question Part 2 - An example of this is our new campaign aligned with Shine A Light 2024 'Unseen but Not Forgotten'. Have you seen this creative outside of tonight? What are your thoughts on the campaign?

Topic 4

Corporate engagement and support



Your attendance here tonight demonstrates your commitment to leading the business community as we come together to end homelessness. How can Focus Ireland work to reach new corporate audiences, as well as grow existing relationships for further support? Are there any types of CSR engagement have you been impressed with in the business sector – beyond surface level, engaging staff and meaningful skills exchange?