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# Storyboard Sketches



## **SEE - Success Stories**

"The ring of success" - Kevin rings the bell, Staying sober, I got a job, etc



## **SEE - the face of homelessness**

Minimal content, we will let the images speak for themselves. "Randy - A second chance"



## **CHANGE - DST services awareness**

What DST does - people cleaning the streets, people packing products, etc.



## **CHANGE - When you change the way you see homelessness**

Lovely's description of homeless people > Chief Burns' testimonial > Randy donate.



## **FIGHT - Putting names to faces**

A series of testimonials, no clips just powerful static images and content - Employment, environment, society, etc.

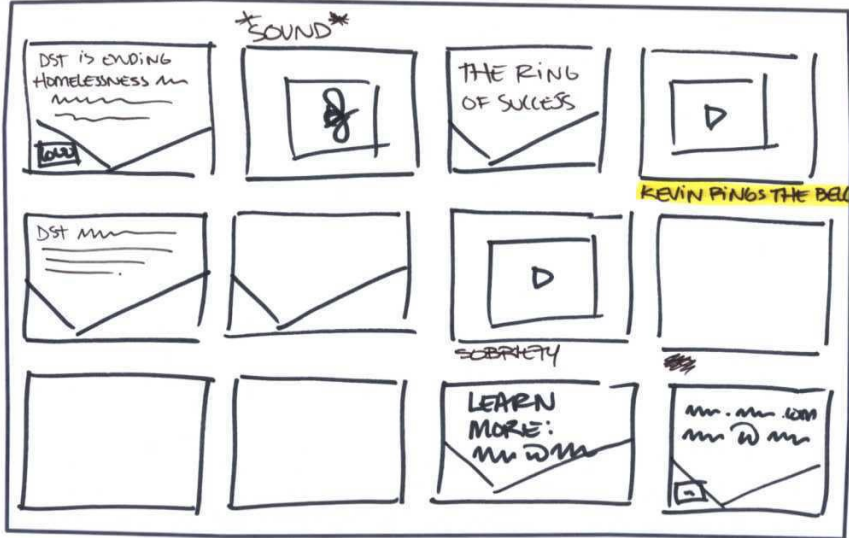


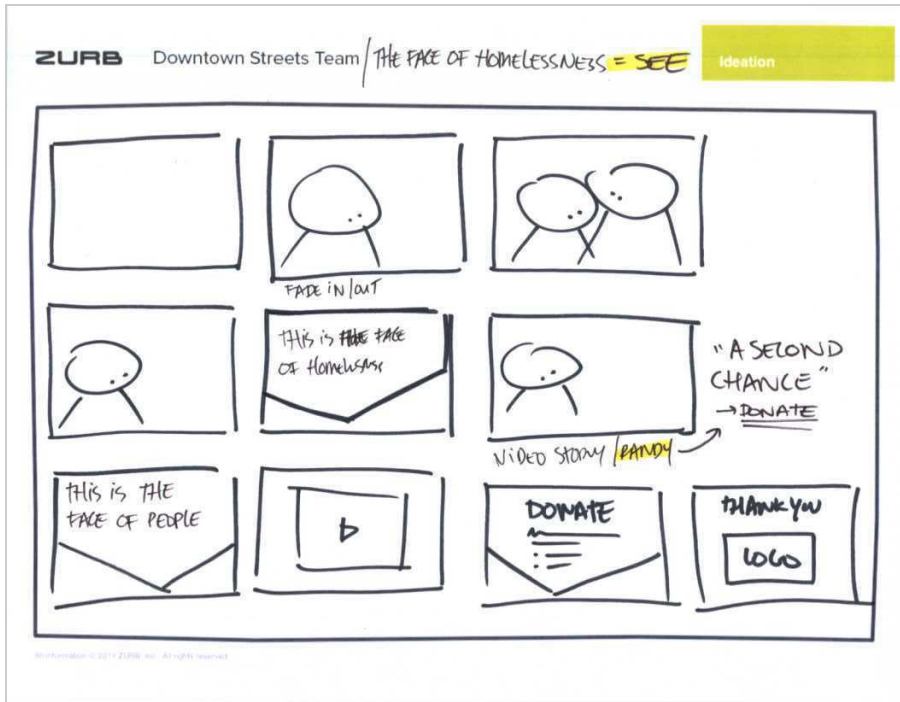
## **FIGHT - What happens when you fight**

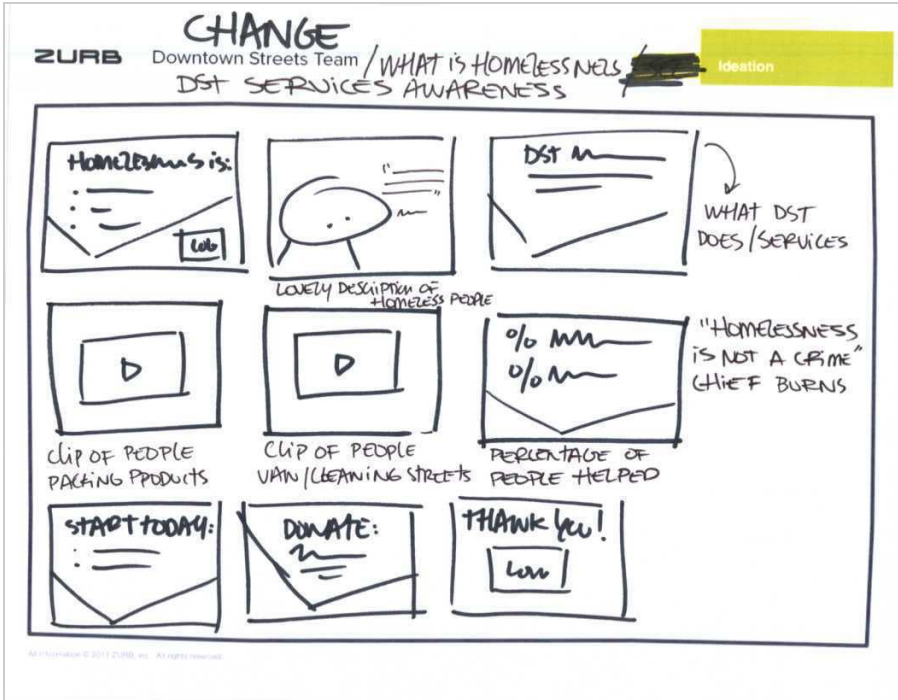
"Matt Major - You have to fight" - Stepping into the ring of life.

ZURB Downtown Streets Team / ENDING HOMELESSNESS THROUGH THE DIGNITY OF WORK = SEE  
 SUCCESS STORIES

Ideation

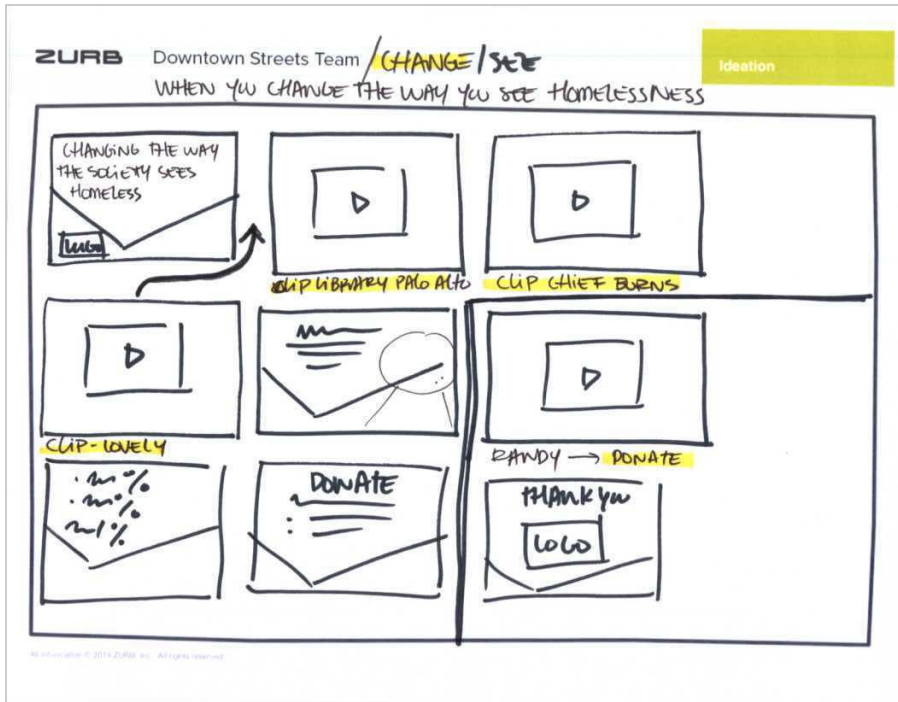






## Comments for CHANGE - DST services awareness

CHANGE - DST services awareness **Jon Nemeth:** integrate into "Putting Names to Faces"



ZURB Downtown Streets Team / **FGHT - Putting NAMES TO FACES** Ideation

**EMPLOYMENT**

- CHIEF BURNS
- MICHAEL
- LOVELY
- MATT MAJOR
- RAY

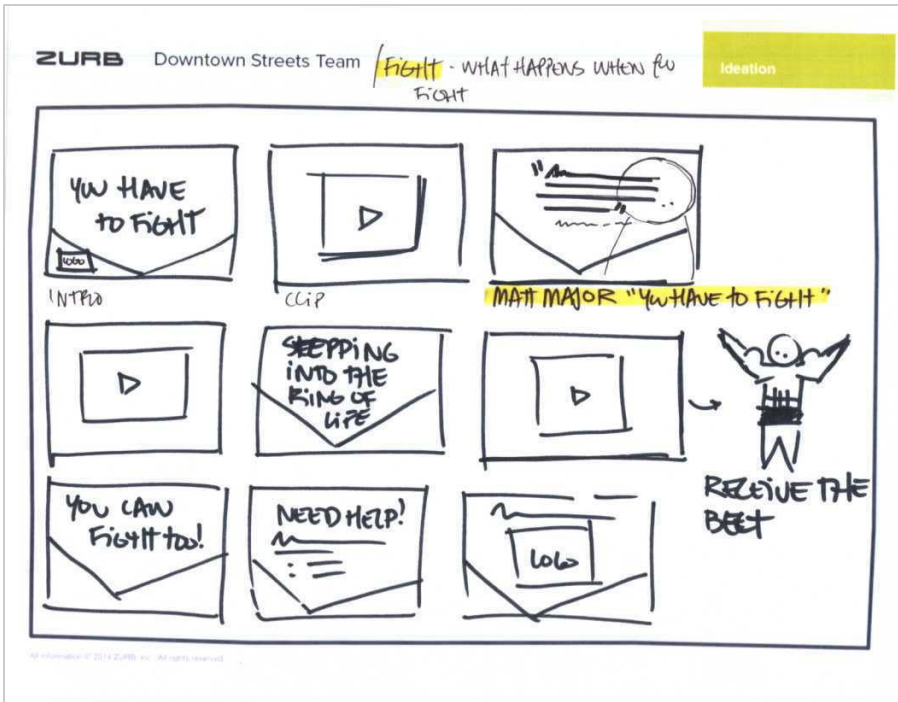
TESTIMONIALS

**SOCIETY**

**JOIN YOUR FACE TO THE FIGHT**

- JOIN YOUR FACE
- ~~FACE~~
- DON'T BE A FACE IN THE DARK.
- JOIN THE FIGHT

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## Comments for FIGHT - What happens when you fight

FIGHT - What happens when you fight **ibie maria:** Too literal