

DO1THING.ORG

# WHO IS DO1THING.ORG

We are award-winning photographers, journalists, editors, designers and writers who have come together for one mission:

To use the power of storytelling to shine an “ongoing” light into the many dark places that affect our most vulnerable children and teens.

DO**1**THING.ORG

SHINING A LIGHT  
INTO A DARK PLACE



# HOW DID Do1Thing START?

Back in 2005, many of us helped launch the **Heart Gallery of New Jersey** by donating our talent and experience to shoot portraits of foster children who were eligible to be adopted.

Our charge was to help capture the individuality and unique spirit of each of these children—all of whom were deemed “New Jersey’s hardest to adopt.” The photographs were then shared via the Web and through gallery exhibits in the hope that potential families would be moved to inquire about adoption.

The results were undeniable.

These revealing portraits told a story that a thousand words couldn’t tell. They touched people. So much so, that by 2008, 150 of those children found permanent homes through adoption as a result of the awareness we created.

# INSPIRED INTO ACTION

Inspired by the success of the Heart Gallery, co-founders, Najlah Feanny Hicks and Pim Van Hemmen, started thinking big:

“What if we use this same approach to shine the light on multiple issues impacting children and teens? Not all at the same time. But one at a time, so each issue gets the attention and awareness it deserves.”

“And what if we partner with organizations that support a particular cause, and then reach out to people and corporations to follow our lead and do one thing to help make a difference?”

The “What ifs” turned into “Why nots?” And **Do1Thing** was born.





**SHINING OUR “FIRST” LIGHT  
ON 1,300,000+ HOMELESS YOUTHS  
WITH MORE THAN 100 OF THE MOST RECOGNIZED NAMES  
IN PHOTOGRAPHY, INCLUDING 31 PULITZER PRIZEWINNERS,  
AS WELL AS, VIDEOGRAPHERS, WRITERS, EDITORS, DESIGNERS AND VOLUNTEERS**

# WHY Do1Thing IS SHINING ITS FIRST LIGHT ON HOMELESS TEENS

There are more homeless people today than at any previous time in U.S. history.

Right now, more than 1.3 million of them are youths. They're out there alone, and they need help.

We believe that by focusing on one cause, while asking people to do one thing for that cause, great change can occur.

More than 31 Pulitzer Prize-winning photojournalists and some of the most recognized names in photojournalism have come together to put a "face" on teenage homelessness, while asking you to put a "face" on activism and do "1 thing" to help.

We're doing our 1 thing. What 1 thing will you do?

DO**1**THING.ORG

SHINING OUR “FIRST” LIGHT  
PUTTING A FACE  
ON 1,300,000+ HOMELESS YOUTHS  
ACROSS THE UNITED STATES  
BEGINNING SATURDAY, FEBRUARY 14



© martin schoeller

## OUR “FIRST” LIGHT - February 14, 2009

This Valentine's Day, Feb. 14, 2009, **Do1Thing** will launch its campaign to put a face on teen homelessness. We will be at 18 locations across the U.S.

Award-winning photographers, videographers and writers will work in cities around the country to record the plight of homeless teens. Throughout the day, they will be uploading their work to the **DO1THING.ORG** website.

**Do1Thing** volunteers will also be at teen homeless shelters to record what the public will be doing to help these kids. You, too, can record the 1 thing you will be doing on Feb.14 or a future date [upload your photos to our site by going to [<http://www.do1thing.org/get-involved/upload-photos>]].

Feb.14 will not be the only day to take action. It will be the first day of a yearlong campaign to fight teen homelessness.

**VOLUNTEER**

Covenant House, StandUp for Kids and homeless shelters  
Photographers capturing stories across a nation

SHOOT

SHOOT

EDIT

UPLOAD

DISPLAY

UPLOAD

DISPLAY



Onsite Media Coverage



**Create slideshows**  
Use donated software  
SoundSlides



**Photoshoot**  
Captures story  
via images



**Fetch to photoshelter**  
FTP images to picture  
editors nationwide



**Picture Edit**  
Magazine + newspaper  
picture editors select images



**Fetch to do1thing.org**  
FTP images to populate  
site



**Video Interview**  
Document video stories  
homeless teens



**Edit with Final Cut Pro**  
Convert to quicktime  
movie



**Upload to blip.tv**  
Quicktime gets  
stored



**blip.tv Upload to blip.tv**  
Sent to multiple sites

**blip.tv Upload to TubeMogul**  
Sent to video sharing sites

- GOOGLE VIDEO
- VIMEO
- YAHOO VIDEO
- YOUTUBE



**Donor**  
Do1 Thing for  
Homeless Teens



**Document Your Support**  
Photograph the event



**Upload to flickr**  
Tag and filter



**Email us!**  
do1thing



**flickr Flickr API**  
Images sent to  
site



**Blog It!**  
Share on  
the web

**Online Social Networks**  
Share Across the web



Do1Thing Website



**Twitter Updates**  
Keep posted via  
text messages

**SHARE**

**HOW Do1Thing UNITES DONORS WITH CAUSES**



**SHINING OUR “FIRST” LIGHT  
ON 1,300,000+ HOMELESS YOUTHS  
WITH OUR PROJECT PARTNERS**

# PROJECT PARTNERS

**Do1Thing** supports the work of non-profits that have a long history of providing education, healthcare, job training and temporary housing to homeless youths. Through sustainable projects, they are moving children from a life on the streets to permanent housing and a future.

We are proud to partner with the following organizations:

**COVENANT HOUSE:** The largest privately funded agency in the Americas providing shelter and other services to homeless, runaway and throwaway youth.

**STANDUP FOR KIDS:** Their mission is to help homeless and street kids. They do this, every day in cities across America through volunteers who go to the streets in order to find, stabilize and otherwise help homeless and street kids improve their lives.



**SHINING OUR "FIRST" LIGHT**  
ON 1,300,000+ HOMELESS YOUTHS  
**FREQUENTLY ASKED QUESTIONS**



# FREQUENTLY ASKED QUESTIONS

**Q: WHAT IS Do1Thing?**

**A: Do1Thing** is a group of award-winning photographers, journalists, editors, designers and writers who have come together for one mission: To use the power of storytelling to shine an “ongoing” light into the many dark places that affect our most vulnerable children and teens. We believe that by highlighting one cause at a time, while asking people to do one thing for that cause, great change can occur.

**Q: WHAT IS OUR MISSION?**

**A:** Uniting donors with non-profit organizations through the power of photojournalism.

# FREQUENTLY ASKED QUESTIONS

**Q: WHY IS Do1Thing SHINING ITS “FIRST” LIGHT ON HOMELESS TEENS?**

**A:** There are more homeless people today than at any previous time in U.S. history. Right now, more than 1.3 million of them are youths.

**Q: HOW CAN I HELP?**

**A:** We feel that if one person would do 1 thing on one day, and if thousands of people would do the same, change could come about. By reducing a huge problem to small chunks, it's easier to address and conquer. Our goal is to ask everyone to do 1 thing, for 1 cause.

# FREQUENTLY ASKED QUESTIONS

**Q: WHO FOUNDED Do1Thing?**

**A:** Najlah Feanny Hicks and Pim Van Hemmen.

Najlah Feanny Hicks is a freelance photojournalist and former *Newsweek* magazine contract photographer. Her work has appeared in thousands of publications around the world and several of her images are in the permanent collection at the William Jefferson Clinton Presidential Library. In 2008, she was awarded both the Angels in Adoption award from the Congressional Coalition on Adoption Institute and the Russ Berrie award for New Jersey's Unsung Heros. She is the co-founder of the Heart Gallery of New Jersey.

Pim Van Hemmen, a native of the Netherlands, spent 10 years covering sports, features and worldwide news events for *The Star-Ledger* in Newark, New Jersey. He then created and ran an all-digital photo department at the newspaper, which won the Pulitzer Prize for feature photography in 2001—the newspaper's first Pulitzer. He is a former New Jersey Press Photographer of the Year, co-editor of three books, and the co-founder of the Heart Gallery of New Jersey.

# FREQUENTLY ASKED QUESTIONS

**Q: HOW ARE MY CONTRIBUTIONS TO Do1Thing USED?**

**A:** Contributions are used to pay for the costs associated with covering the events that **Do1Thing** hosts. Our photographers, videographers, writers, designers and editors are unpaid. **Do1Thing** contributions cover all the expenses associated with our events. These expenses include travel, web development, hosting, promotions and production and administration to keep **Do1Thing** organized and efficient.

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WE'RE DOING OUR **1** THING  
FOR 1,300,000+ HOMELESS YOUTHS.  
WHAT **1** THING WILL YOU DO?



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