

Your company's marketing waste is  
the solution to a global problem.

**We Only Need A Letter Of Your Support.**

*Will you help?*

# *Your Impact.*

- + Reduce marketing waste that goes to landfills.
- + Provide shelter to the world's most vulnerable.
- + Increase your social responsibility efforts.

BROUGHT TO YOU BY



**Every  
Shelter**



# *A Global Crisis*

Of the world's 70+ million refugees, close to 30 million will live in shelters—effectively camping for 12–17 years on average.

**You can easily help make their lives better.**





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# *The Problem We're Solving*

Most will take shelter under canvas cloth or woven plastic sheeting. Both will leak and start to tear within months.

**This is not good enough.**





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# *The Problem We're Solving*

Why? Cash-strapped relief organizations simply cannot afford to provide better alternatives for them.

**There's another way.**

*Ask yourself this question.*

What if the solution is around us **every** day?



Could this be →  
the solution?





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## *The Solution = Billboards*

Billboards are undeniably an incredible way to reach customers. They're also made from a material engineered to withstand some of the most brutal weather conditions. But once their lease is up, most of that material will ultimately end up in the landfill.

**Let's put billboards to better use, together.**





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*From this*



*To this*



*A Common Sense Approach*

**Let's make every billboard a shelter.**

Step 1



Step 2

CUT INTO 1' STRIPS



Step 3

SPLIT



Step 4

FLIP & MIX



Step 5

CUT HUMANITARIAN TARPS



Step 6

SHELTER READY



## The Process

Our innovative approach upcycles materials for humanitarian use, giving them new life and purpose.





*Saving lives & creating jobs!*

We want to enable your company to generate local jobs while creating a life-saving product from waste streams.

**Create jobs for the vulnerable.**



*How can you help?*

**We only need a letter of your support.**

We want every billboard to serve vulnerable families when they come down. Write to tell us and others that you do too! Your endorsement will speak volumes to the industry and create a snowball effect with your peers.





*Who we are.*

This project brought to you by, [Every Shelter](#), the 501(c)(3) that created and scaled [Emergency Floor](#); 250,000 SF installed and counting in vulnerable households across the world.



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