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“Trading Up” for Homeless Teens: Local Business Leaders Launch Unique Fundraising Effort

On April 21, 2011 at 10 a.m., **Father Joe Carroll** and local business leaders will hold a press conference at **Toussaint Academy San Diego** to announce the **House for Charity** project. House for Charity will harness social media to launch a “trade up” campaign, beginning with a pen and trading up until Toussaint Academy receives a house.

House for Charity is led by three local business owners: Michael Elgo, Anamarie Lamme, and Craig Yolles. The trio was inspired by the story of Kyle MacDonald who traded a red paperclip for increasingly more valuable items until he finally traded for a house. House for Charity will use a similar concept to benefit homeless teens living at Toussaint Academy.

“Toussaint Academy has a great track record of assisting homeless youth and I want to do everything possible to help them with their mission,” said Craig Yolles.

The press conference will take place at 1404 Fifth Avenue in downtown San Diego. Father Joe Carroll and the founders of House for Charity will speak and supporters will be on hand to launch the first few trades.

“I love that San Diegans can help homeless teens with things they already have,” said Anamarie Lamme. “Make a trade and do a good thing!”

To participate or follow the trades:

HouseforCharity.com or Facebook.com/HouseforCharity

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Toussaint Academy San Diego serves over 100 youth each year through a combination of housing, supportive services, and aftercare. For more information: toussaintacademy.org

Father Joe’s Villages® is a San Diego-based nonprofit that helps homeless neighbors in need regain their self-sufficiency through a life-changing continuum of services that is nationally recognized and modeled for its effectiveness. For more information: neighbor.org