

**LLP-ERASMUS
Intensive Programme**

**Internet advanced promotional tools application for increasing
awareness of social exclusions movement**

**Social exclusion of homeless people
in Italy**

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Introduction

In recent years, homeless people are not only detected in the nomadic peoples, which are often connected with intentional breaking acts with conformity, by the literary tradition.

Now the name includes every person, who has lost his home and has fallen into a state of poverty, material and immaterial, not having enough money to pay a rent.

Faced with these issues, the fundamental rights related to daily life are lost. This condition represent a "failure" for the Nation, showing the need for more efforts to ensure the fundamental right to have a dignified life.

Over the years, the social exclusion of homeless has been hardly investigated for several reasons.

In this abstract, we provide an overview on the issue of social exclusion of homeless people in Italy, from the available data and research.

1. Level and structure of homeless people exclusion

The size of the homeless phenomenon is difficult to measure. For this reason, over the years, it has been investigated with great difficulty.

The last published data are from 1999, which showed the presence of 17.000 homeless. People who did not have a fixed abode were almost all men (80%) between 28 and 47 years, half Italian and half foreigners. They showed a situation related to multiple problems: more than 20% were drug-addicted, 15% were alcoholics, another 15% had mental diseases, and others found themselves without a home after years in prison or had lost their jobs or had been evicted, etc.

Over the years, the phenomenon has suffered a sharp increase. For example, the XI Report on poverty and social exclusion in Italy, edited by Caritas and Fondazione Zancan, showed an increase of 23.6% of housing problems between 2006 and 2010. In 2010 one in four people, between those who have turned to social welfare organizations, has reported serious housing

problems and about 21.6% of Italians and 24.7% of immigrants have raised serious housing problems.

In 2010, the first national census of homeless people has been initiated. The project, called "Name invisibles people", is not yet completed. It is organized by Istat, Caritas, the Ministry of Employment and the Italian Federation of Organizations for Persons Homeless. It aims to increase understanding of the homelessness problems and the system of formal and informal services dedicated to homeless people in the Italy. The research has involved 158 Italian towns and about 5.500 homeless people. They were interviewed at organizations that provide basic services to them, like food and a place to sleep.

The official data of the research will be provided in May 2012 but, from the first advances, giving some information about the level and structure of the phenomenon.

The diffusion level of the phenomenon has increased dramatically: if the homeless in Italy in 1999 were estimated at 17.000, it is currently possible to estimate 60.000 homeless. Their number, however, may be significantly underestimated, considering the difficulty of recording all those who have no fixed abode. Much of the services available to them, in fact, do not make a recording for several reasons and the number of the same services has proved inadequate to meet the numerous reports. For these reasons some estimates even speak of 120.000 homeless.

From the information available it is possible to identify some changes in the characteristics of the phenomenon. If the homeless, in the past, were mostly concentrated around large cities (which help and support services served as homeless attraction), now the phenomenon is spreading even to the provinces. The highest concentration of homeless people remains in the large urban centers, but it is possible to observe a steady increase in their presence even in peripheral areas of the provinces, as a consequence of the increased number of people who have housing problems and the growing number of services available for homeless (especially night shelter services, wich reach 31% of users in the suburbs).

From interviews to the sample of 5.500 homeless, ISTAT has been able to identify the identikit of the new homeless. In addition to "traditionally identified" figures (Italian, between 45 and 65 years, accustomed to live on the street or in instable accommodations, often with psychiatric, alcoholism or drug addiction problems), it is possible to identify "new emerging figures": young foreigners who are looking for a job which previously was more easily to



find, workers who do not earn enough to rent and maintain a home, old people who are unable to pay for all expenses with their pension and women, including young people, who are unable to find a job or a stable relationship.

There is an increase in the number of entire families, mostly foreigners, who usually turn to dedicated services to the homeless. Furthermore, the variety of ethnic groups of foreigners who turn to the aid mechanisms is also increasing. The difference in places of origin of the homeless is higher especially in the northern cities. There, even the Chinese ethnics, are beginning to turn to the various services in the area. In southern cities and poorer areas, however, the majority of homeless people remains of Italian nationality.

Italians have a more negative situation than foreigners, about the duration of the homelessness condition: 50% of Italians said to live on the road for over 4 years, compared with 22.6% of foreigners.

2. Causes and consequences of homeless people exclusion

Over the years, several investigations have shown that the causes that lead to the absence of a permanent home are many. Furthermore, often the actual problems and existential questions that plague the homeless, are not very different from those that affect all men.

However, these daily and existential issues are often exaggerated by certain individuals because they are lacking of superstructures, protective screens and family or other ties on whom to rely. These absences make them unable to obtain and maintain a home.

Most of them do not consciously choose this life. Moreover, even when they deliberately choose not to have a permanent home, they always have a history of loneliness and difficulties that led them in this situation.

Many critical events that characterize the path to homelessness, belong to the relational sphere: marital crises, family break-up, breaking of engagements, juvenile escapes, physical abuses, etc. Loneliness and lack of family ties seem to have a profound effect on homelessness. 18% of females and 21.9% of homeless men have no friends, while 34% of males and 31% of females have no family ties.

About half of the homeless has been shown to have drug addiction, alcoholism or mental health problems. There are many debates about whether these problems are a cause or a consequence of homelessness. In any case, if these problems are not treated, they make it difficult to get out of the condition of homeless.

Among the major causes of the phenomenon, there is the lack of adequate financial resources to ensure maintenance of a dwelling. Loss of job, lack of a decent wage, financial crisis and debt accumulation (but also bad justice cases where victims do not obtain justice or redresses, or cases in which former prisoners have neither money nor a place to go), are just some cases or events that could "undermine" the economic strength necessary to maintain a home.

Moreover, the changed economic scenario in the national context has led to a gradual increase in the cost of living and housing and the simultaneous deterioration in economic conditions of citizens. In this context, the lines of absolute poverty and extreme poverty are inevitably lowered themselves by increasing the housing problems of some categories of citizens "traditionally at risk", such as pensioners, and "new categories" such as working poor.

Among the homeless it is possible to identify a growing number of older people, who are unable to pay all expenses with the single pension. There is also an increase of working poors, people who, despite having a job, now are unable to earn their living. Furthermore, it is always higher the number of men and fathers who must pass the alimony to their wives and children and can not afford a home.

The consequences due to a situation of homeless are devastating in most cases. Drug addiction, alcoholism, mental problems, begging and delinquency are just some of the most popular, but death is the worst.

In addition, over time, the majority of the homeless tends to mature mechanisms defined by sociologists "disaffiliation". They tend to show an adaptation to the situation of homeless until losing the contact with themselves.

3. Government role in preventing homeless people exclusion

In Italy until 2000, there has never been specific laws for the prevention and support to the phenomenon of homelessness.

Only at the beginning of the XXI century, the phenomenon has found a precise position in the Law of the Integrated Framework of interventions and social services enacted in 2000. Inside its 28 art, for the first time it was spoken of "Urgent measures for situations of extreme poverty." On this occasion the National Fund for social policies was increased by 20 billion for each of the years 2001 and 2002, to ensure the strengthening of services for people who live in extreme poverty and homelessness. Moreover, it was explicitly discusses for the first time about the construction of acceptance centers and services, social and health interventions, support and services for the social rehabilitation for the homeless.

In 2001, with the reform of Title V of the Constitution, the Government has devolved to regional level, the legislative power over social policy.

It should then turn to the regional and local level to check the status of practical implementation of the principles of the reform of the welfare system launched in 2000 with the Framework Law 328. In social spending of municipalities there are differences in the order of one to seven in per capita terms between the minimum (Calabria, little more than twenty Euros) and the maximum (excluding special autonomy arrangements, the Emilia Romagna with about 150 Euros per capita). Social spending is weakest precisely where all indicators of poverty and social exclusion indicate a greater need for intervention. In addition, it is possible to find high intra-regional differences based on our historical heritage, as well as a reflection of the different stages of development of areas of our country.

While many local governments are grappling with a constant dilemma between the provision of financial assistance or the strengthening the network of services, the actions and interventions to promote social inclusion are multiple.

Specifically, it is possible to identify four major types of local policies to combat extreme poverty and social marginalization: system actions, actions for social inclusion, interventions aimed at strengthening co-existence and empowering the communities, territory government interventions.

The social plans fall under the category of system actions, 61.8% of whom define their internal operations for the emergency management office, according to a study conducted in 2007 by Isfol. In this macro-category are also placed observers on Poverty. These are often set up by the regions and local authorities in partnership with voluntary and third sector

organizations. It allows to build "urban maps", which census the distribution of extreme poverty in the territory.

In some municipalities have been tested tools such as "registers of fragility", created primarily to monitor the elderly in terms of relational loneliness and economic poverty. These tools can make an important contribution to the prevention of the phenomenon of homeless and at the same time, facilitate the activation of an integrated network on the territory of taking over social care.

Furthermore, with regard to system actions, particularly effective are the experiences of training or refresher operators involved in interventions for people living in extreme poverty, involving different territorial agencies and institutions: operators of municipal police, law enforcement and civil protection workers. These actions allow the tuning of the field work, notwithstanding the peculiarities of the institutional mandate and responsibilities of each.

As regards the interventions of social inclusion, it is attributed equal importance to both prevention interventions and assistance and support interventions.

The prevention of the phenomenon is carried out mainly within the context of life (parental support and prevent hardship in education, legal education and addicted prevention, listening services, etc..) or in prisons.

The relief activities, however, provide various mechanisms to help and support in times traumatic events such as: services for help and protect people in case of eviction, projects related cases of over-indebtedness and usury, receiving long-term support and self-housing, measures in the event of job loss.

Many municipal regulations provide a maximum duration of the reception in an emergency, but despite that, the schedule often dilate faced with the difficulty of identifying solutions to medium and long-term alternative to the return road. The experience leads us to consider much-needed transit accommodation facilities to bridge the gap between the reception of emergencies and the availability of independent accommodation.

New solutions is been experiment, like: popular hotels, where people and families are called to share in the expenses of the facilities and experience of housing and community residences for those with mental health problems, operated in collaboration with the departments of mental health of ASL. Most of the local governments have allowed -into the annual planning-enhancement of services and interventions for the homeless during the winter. Although this

is not yet sufficient to give a comprehensive response to the planning of responses to the problem, this program marks a small step to new plans. a mere emergency management planning services. These "plans" provide for the enhancement of night shelter services, distribution of blankets and hot meals through mobile units, the extraordinary opening of stations at night and activation of other services "low threshold", with the collaboration of the health agency for interventions on road and prevention campaigns (such as, for example, illness vaccination). The plans have allowed the contact with people more refractory to approach services. From this we understand the importance of integrated planning and continuous services, to start a support and care relationship that may become stable.

Projects of social support to the integration of population are particularly interesting. They are dedicated to those who have spent a long time as guests of the dormitories and other care facilities. This people are gradually formed in the self management of an apartment. Especially in cases of a long stay on the road or dormitories, this accompanying is essential to achieve a new equilibrium in a context of personal autonomy.

Comunal services, such as agencies and housing counters, were activated by the high number of individuals and families, which could be able to bear the cost of a moderate rent, but they have serious difficulties, especially in big cities, to find a dignified and affordable house. They often collaborate with the Third sector, acting as brokers to find apartments for rent. In some cases it provides a guarantee fund for the advance of the deposit and for compensation to owners for any damage.

As regards the territorial government interventions designed to combat extreme poverty and social exclusion, particular emphasis is given to issues relating to "popular" houses because Italy presented a very low percentage of public social housing, in relation to other European countries. It is known that Italy, despite a high percentage of homeowners. Does not have an adequate supply of social public housing, while the costs of market rents have suffered a surge in recent years. In this regard, it is interesting to note the birth, even in Italy, of the first experiences of social housing. This word in Italy, refers to those interventions of housing policy in the public interest, which go beyond the traditional boundaries of public housing. They are addressed not only to people who are in conditions of absolute poverty (which should benefit from the programs of public housing), but to a wider circle of people who can not access to the current housing market and, at the same time, can not qualify for public



housing. In our country we have initiated pilot projects that integrate housing policies and social policies, combining building interventions and actions of social support.

Law 109/96, defined the possibility to use for civic and social uses the stolen assets to the Mafia. In 2007, with the financial law, the cases of confiscation have expanded to consider crimes against public administration. 60% of all such property consists of property (including about three thousand houses, condos and land). Moreover, in many cases these assets are located in areas affected by conditions of marginalization and social exclusion. Therefore, municipalities and non-profit organizations committed themselves, with the prefectures, to use these assets to social purposes.

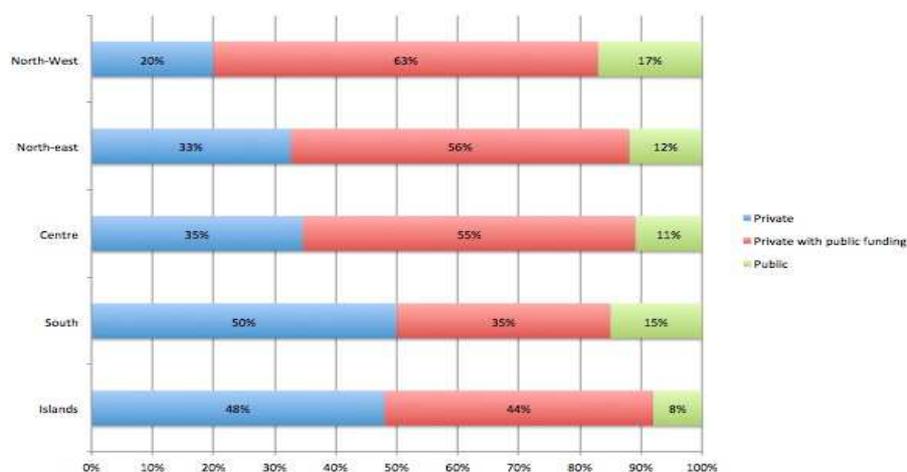
4. Institutions and their actions

According to a survey conducted by ISTAT in 158 Italian municipalities, 727 institutions have provided at least one service to the homeless, in 2010. These institutions operate in 1187 locations, each one delivers on average 2.6 services for a total of 3125 services.

In 42.1% of cases, institutions and organizations dedicated to the support of the homeless are private organizations that benefit from public funding, in 41.5% of cases they are private organizations that benefit from public funding, while only in 16.4% of cases, these are public corporations.

Public bodies directly deliver only 14% of services, reaching 18% of users, so most users are served by private organizations, with or without public support.

Graphic 1. Types and geographical distribution of services



Source: Istat 2010

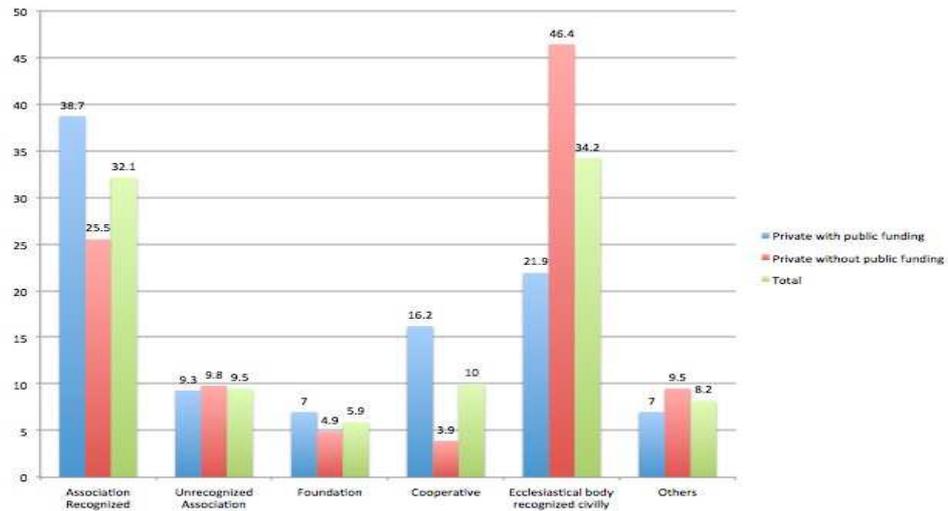
Most private organizations operate at the municipal level and provincial level (respectively 60% and 25%) while only in 5.4% of the cases they operate at a national level.

Among the 608 private organizations present in Italy, there are especially civilly recognized ecclesiastical bodies, who constitute 34% of all private organizations, and associations, which represent 32%. The recognized organizations (with legal personality) are almost uniformly distributed throughout the country, except in South Italy, where they witnessed a reduction of 10%. The presence of the ecclesiastical institutions is highly variable between regions: it is highest in the South (46%) while in the North West goes down to 26%. Unrecognized associations and cooperatives are both on 10% of total private organizations, but are mostly concentrated in the North. In the South, however, together with ecclesiastical bodies and recognized associations are particularly present foundations.

About half of private organizations can rely on public funding, although the percentage varies depending on the areas of the country. The main beneficiaries are the recognized associations (39%), the legally ecclesiastical recognized organizations (22%) and the cooperatives (16%).

Instead, between the private organizations that can not rely on public funding, almost half are legally recognized ecclesiastical organizations and the 26% are recognized associations.

Graphic 2. Juridical form and nature of private organizations



Source: Istat 2010

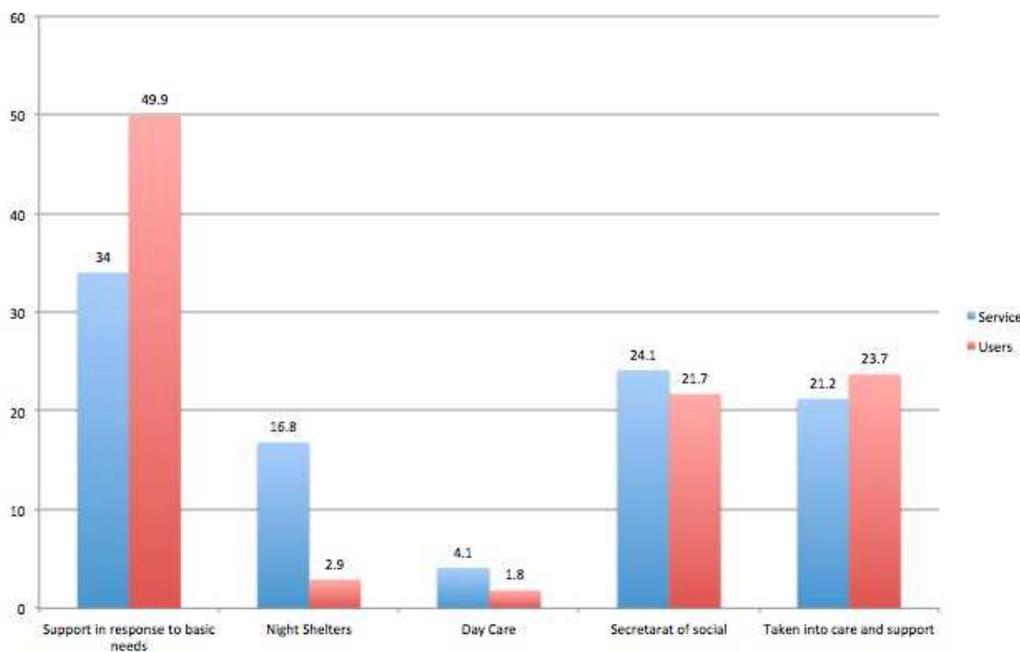
The services provided by the 754 institutions and organizations identified, can be traced to five different categories:

- ⤴ services in response to basic needs. The main services offered in response to the primary needs are: distribution of clothing (18.1%), distribution of food (26%), canteens (18.9), showers and personal hygiene (14.5%). More content are the one-time economic contributions, monetary supports in sporadic occasions, and medicines distribution services. Finally, a separate discussion deserve the street units. They are mobile units, which research and contact people in need, wherever they live or stop them. Although these represent only 8% of services provided in response to basic needs, they achieve an high number of users;
- ⤴ Social secretariat services. This category encompasses several categories of services: information and guidance for use of services, assistance to local services, bureaucratic

procedures, support the obtaining of the fictitious registered residence or postal domicile;

- ⤴ Daytime reception services. The main places for night shelters are: residential community, day care centers, recreational facilities and laboratories;
- ⤴ Night shelters services. The main services of night shelters consist of dormitories, which represent 39% of services offered, compared with 33% of residential or semi-residential communities and 28% of homes. If it is considered the audience, it appears that users of the dorms are over ten times those of housing and five times higher than those of residential communities;
- ⤴ Taking charge and support services. They are all services of psychological, educational, medical and legal support to the homeless.

Graphic 3. Service and users for macro-type of service



Source: Istat 2010

Public bodies directly deliver only 14% of services, reaching 18% of users. Most of the services provided directly by public bodies are social secretarial services and taking charge

and support services, thanks to which public bodies can represent up to 30.3% of total services and 36% of total users.

For these types of services, in addition, if you add the public direct supply to the services supply by private companies benefiting from public funding, it is possible to cover respectively, 75% and 90% of users.

Among the services of reception and response to basic needs, however, only 10% of users is reached by services provided directly by public bodies. These types of services are for the most part covered by private organizations. The reception services are mostly covered by private organizations that benefit from public funding, which reach 58.4% of users for the night shelters services and 67.6% of users for day care services.

Services in response to basic needs, however, are mostly covered by private organizations who have no public funding.

Services in response to basic needs, however, are mostly covered by private organizations who have no public funding. They are, in fact, the type of service that is more characterized by the spread of informal services.

Graphic 4. Services and service users by macro-type of service and nature of the organization

Type of organization	Services in response to basic needs		Night shelters		Daily reception		Social secretariat		Taking charge and accompaniment	
	Services	Users	Services	Users	Services	Users	Services	Users	Services	Users
Private	46,2	47,5	26,5	31,8	23,4	28,9	24,5	25,1	25,7	11,3
private with public funding	45,3	48,1	62,5	58,4	71,9	67,6	54,4	44,6	57,3	52,6
Public	8,5	4,4	11	9,8	4,7	3,5	21,1	30,3	17,1	36

Total	100	100	100	100	100	100	100	100	100	100
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Source: Istat 2010

5. Other activities against homeless people exclusion

The activities aimed at prevention and inclusion of the homeless are varied. Throughout this section we provide some examples of informal, unstructured activities which contribute to the treatment of the phenomenon.

A prime example is provided by so-called services of “Help Center” at the Stations. They are guidance services mainly born from collaboration between the Welfare State Railways and private bodies, sometimes with the Commons. They are active, among others, to Rome Termini and Milano Centrale. They offer a service of listening, guidance and observation of the state of unease around stations. According to the needs and possibilities, they also do take-over of users by networking with other social care bodies in the area. The main requests are the satisfaction of basic needs: eating, sleeping, washing, a place where to store their things, etc.. Other recurring needs are medical assistance, legal assistance or bureaucratic assistance and the help request to find a job.

A great contribution to raising awareness on the issue of homelessness is provided by the media. Recently, the housing crisis in the country was so strongly felt that even the national broadcastings have decided to approach the subject, devoting several shows.

An example is provided by the program "Invisible", which is broadcasts on one of the more views national TV station.

The show devoted each episode to the presentation of the different experiences of some homeless people, investigating the causes that led them to this situation, their daily problems and the psychological distress that afflicts them. The provocative name of the transmission, as well as its contents, have wanted to send a message to viewers. its purpose is to highlight

those who too often remain in the dark, sometimes losing their own identity and thus becoming invisible.

While many media channels contribute only to increasing public awareness, others also provide an opportunity to meet and support the homeless

This is the case of "Scarp de' tennis". It is a monthly magazine born in Milan in 1996. It is written and distributed by homeless people. It is currently distributed in 9 cities (Milan, Genoa, Turin, Naples, Vicenza, Rimini, Florence, Catania and Palermo). In each city there are an editorial office and a "street" editorial staff, which coordinate the activities of vendors, that are homeless people. Overall, since 1996 over 500 people homeless and in trouble have become part of the team "Scarp". This initiative is supported by the National Caritas, but there are many geographical experience created to give voice, through the production of magazines, to the homeless or in extreme poverty. Overall, since 1996 more than 500 homeless people have joined the team of "Scarp". This initiative is supported by the National Caritas, but there are many geographical experiences created to give voice, through the production of magazines, to the homeless.

6. Feature of the Arca Foundation Project

The Arca Project Foundation is a non-profit social organization founded in March 1994 from the meeting of a group of friends engaged in volunteering at the shelter for the homeless of Brother Hector Boschini. The association was founded for their desire to work to concretely help the more needy people.

The Foundation offers reception services without discriminations against political groups, political parties, religions or nationalities, in the recognition of human dignity as fundamental value.

The Foundation's structure is rather complex. Team members have different skills and knowledge and the team is composed of a multitude of people who belong to different functions. These functions are: Board of Directors, Direction-Planning, Management Services, Administration, Logistics, Fundraising, Unit of Structure selection, semi-residential

Night Reception Centre, Centre for residential care, department of Social custody, department of Social host for foreigners.

The Arca Foundation Project deals with homeless, elderly, families in difficulty, people with addiction problems, political refugees and asylum seekers.

The types of services offered by the Foundation are varied and are shown in Table 1.

Table 1. Types of offered services

Types of offered services	Description of the service
Structure selection	This is a service born to those who seek help. Its aims are to find reception solutions and create bonds between people in need and local organizations.
Night reception services	This is a temporary shelter for those living on the streets, to raise the quality of life for its guests by offering a familiar and welcoming environment . Operators offer: <ul style="list-style-type: none"> ▲ A clean bed ▲ a shower ▲ Socks, shoes and underwear ▲ A free laundry and dry for the night ▲ Assistance in case of acute problems ▲ Advice and guidance
Residential reception services	It is a service with the aim to act as a bridge between the road and recovery projects. It provides accommodations for homeless people with addiction problems who wish to give a new direction to their lives.
Services of social custody	Through its 19 social guardians, the

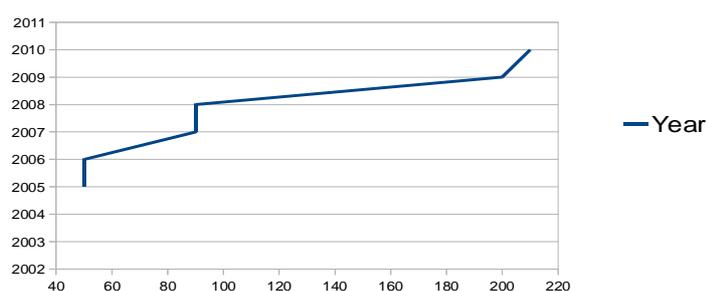
	<p>Foundation reaches needy families and individuals in their homes. The activities of social guardians are:</p> <ul style="list-style-type: none"> ✦ Monitoring every day the most difficult cases by phone; ✦ Contributing to overcome situations of loneliness; ✦ Act promptly in case of emergencies or injustice; ✦ Ensure surveillance, protection and security; ✦ Support actions of continuing care; ✦ Report situations of greater vulnerability to local services and create a bridge between them and the people assisted. ✦ The service has reached 797 persons in 2010 and 1578 people are constantly followed by guards.
<p>North Africa Emergency, SPRAR and Third residential services</p>	<p>It is a service for asylum seekers, victims of war or persecution and Italian or foreign families in momentary state of difficulty. Specifically, the active services are three:</p> <ol style="list-style-type: none"> 1. Following the disaster in North Africa resulted from the war in Libya, the Foundation has made available its facilities, skills and abilities to help the reception of asylum seekers. The service currently hosts 94 people.

	<p>2. Project Arca Foundation participates in the Protection System for Asylum Seekers and Refugees (SPRAR), which provides reception interventions in municipalities located throughout the country.</p> <p>3. Third reception service, which supports families in possession of autonomy work started but not yet in a position to bear the cost of a home.</p> <p>In 2011, the people received were 121.</p>
Street units	<p>It is a service that aims to reach out to homeless people directly across the street to offer them support, comfort and guidance.</p> <p>The unit tries to help by distributing:</p> <ul style="list-style-type: none"> ✦ foodstuffs ✦ Drink appropriate to the season ✦ Blankets and sleeping bags in winter ✦ clothes ✦ Kit-containing products for personal hygiene in the summer. <p>Some data: 1040 liters of hot drinks, 120 sandwiches at each exit, 5000 people reached and 500 guidance interventions made .</p>
Distribution of supplies parcels	<p>The Foundation distributes monthly supplies parcels to the elderly and families in economic need. It currently distributes 21 tons of food annually to 130 households, reaching 220 people.</p>

Emergency support	<p>It is a service designed to respond immediately to urgent and essential needs of the most suffering of the population ranges.</p> <p>The service includes:</p> <ul style="list-style-type: none"> ▲ Breakfast distribution ▲ Distribution of hygiene-sanitary kits ▲ Distribution of T-shirts and underwear ▲ Distribution of blankets, sleeping bags, scarves, gloves and socks
“Adopt a grandfather” service	<p>Through the "Adopt a grandparent" project, one person can help to take care of an elderly person in need, ensuring him a meal a day and necessary products for personal hygiene and house cleaning.</p>

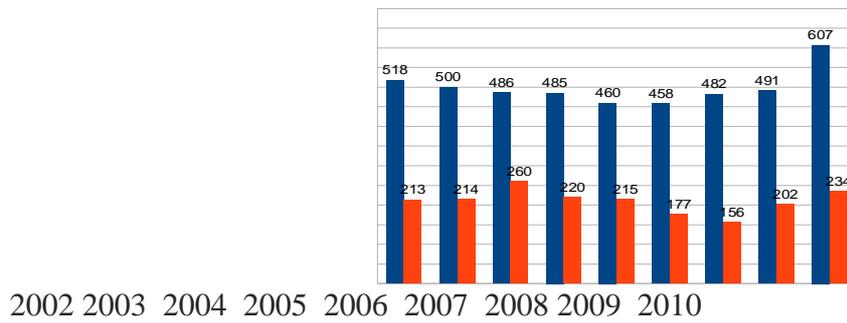
The Association has 6 centers opened in the Municipality of Milan for cool emergencies. Over 5000 thousand people were reached every year with the street units. In 2011, 11.100 persons were assisted, 41.000 beds were offered and 214 thousand meals were dispensed. In addition, the Association shows to improve itself from year to year.

Graphic 5. People reached by food aid



Source: Arca Foundation Project's data

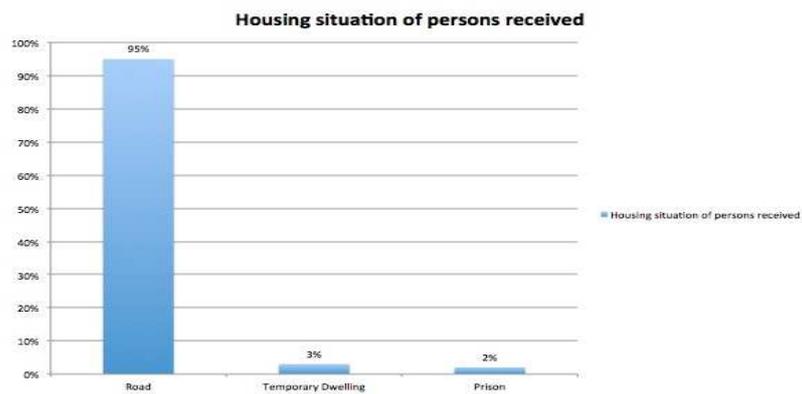
Graphic. 6 Comparison between the number of receptions and number of reports



Source: Arca Foundation Project's data

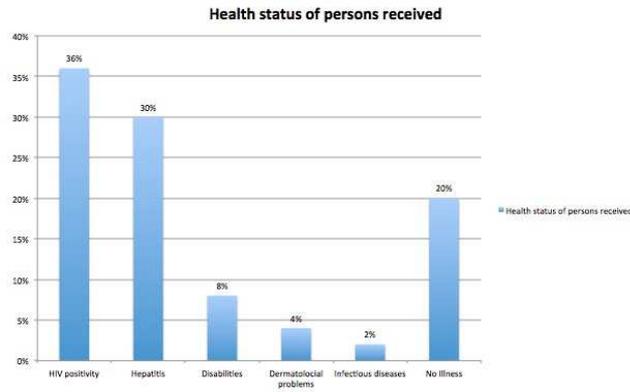
The following graphics provide some information about the users served by the Foundation in 2010.

Graphic 7. Housing situation of persons received at the time of entry



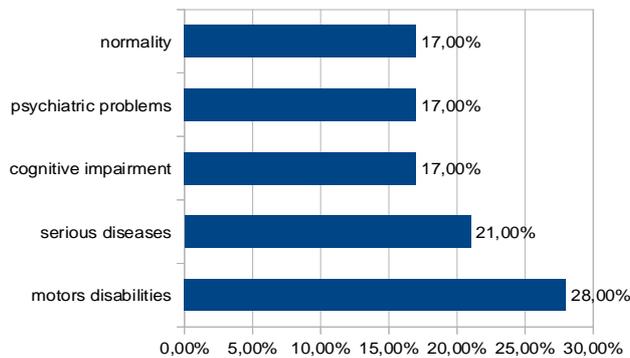
Source: Arca Foundation Project's data

Graphic 8. Health status of persons received at the time of entry



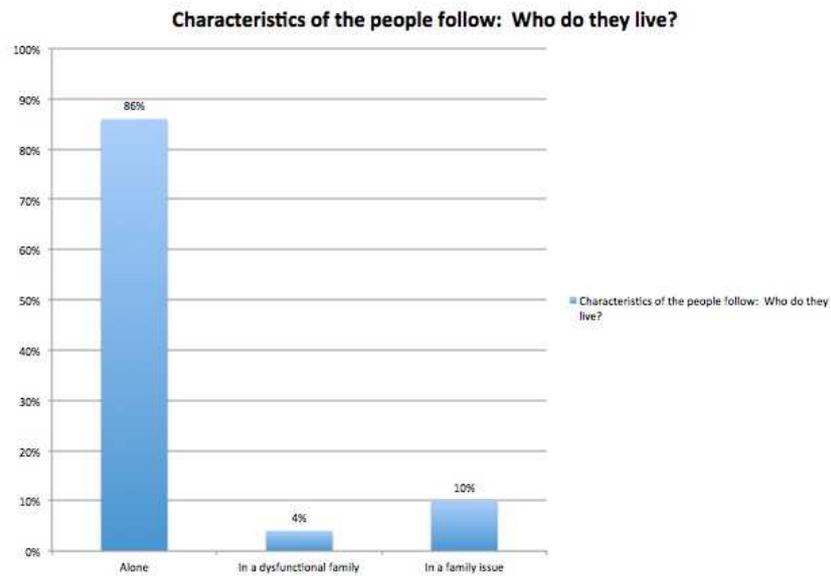
Source: Arca Foundation Project's data

Graphic 9. Characteristics of the followed people: type of problem



Source: Arca Foundation Project's data

Graphic 10. Who do they live?



Source: Arca Foundation Project's data

As regards the technological infrastructure, Project Arca Foundation offers a Web site and dedicated Web 2.0 tools.

The Foundation has a website - <http://www.progettoarca.org>-, which describes in detail the Foundation and aims to raise funds and donations, as well as people who want to contribute as voluntary. The Web site aims to find people willing to contribute to the project undertaken by the Foundation for financial or practical support.

Fig. 1 Arca Foundation Project's Web site



The Arca Project's Web site offers a section called "News" and some guidelines on how people can help the Foundation. Among the different types of support, there are:

- ✧ on-line donations through the endowment of a secure server
- ✧ traditional donations (postal or bank account, cash in the Foundation)
- ✧ regular donation through the RID service
- ✧ donations through the 5 per thousand
- ✧ Companies can help the Foundation in particular initiatives, taking advantage of tax benefits
- ✧ The project "Adopt a grandparent"

In the Foundation's Web site there are different information contents in order to clarify any doubts regarding the use of donations and transparency of actions:

- ✧ Documents (statutes, reports, etc.)

- ⤴ Tax relief
- ⤴ Partnerships and accreditations
- ⤴ Receipts of donations
- ⤴ Privacy policy
- ⤴ Detailed information on fundraising and motivations
- ⤴ Photos, video and graphics to know more about the activities of the Foundation's Ark Project
- ⤴ Newsletter service for users interested in the service (insert e-mail)

The Foundation acts at the level of communication through the traditional channels and through Web 2.0 tools. In regard of Web 2.0 tools, the Foundation works through some online services offered by the site and through a strategy of social media marketing (Facebook, Twitter, YouTube and Flickr).

The Facebook Page of Project Arca Foundation offers a variety of applications and tabs. Among these, the YouTube and Twitter applications, to ensure the bidirectionality of information and multimedia contents produced by the Foundation. In addition it offers three specific applications:

- ⤴ the "Volunteer" application, to learn how to offer help to poor and marginalized;
- ⤴ the "5 X 1000 for Arca" application, to donate 5 percent of the tax return to the Foundation directly through Facebook.
- ⤴ "the duck of solidarity" application, which informs people about the presence of a Arca Project's gadget in cities squares, a toy duck to raise funds.

Fig. 2 Arca Foundation Project's public Page



Fig. 3 Arca Foundation Project's Twitter Page



Fig. 4 Arca Foundation Project's Youtube Page

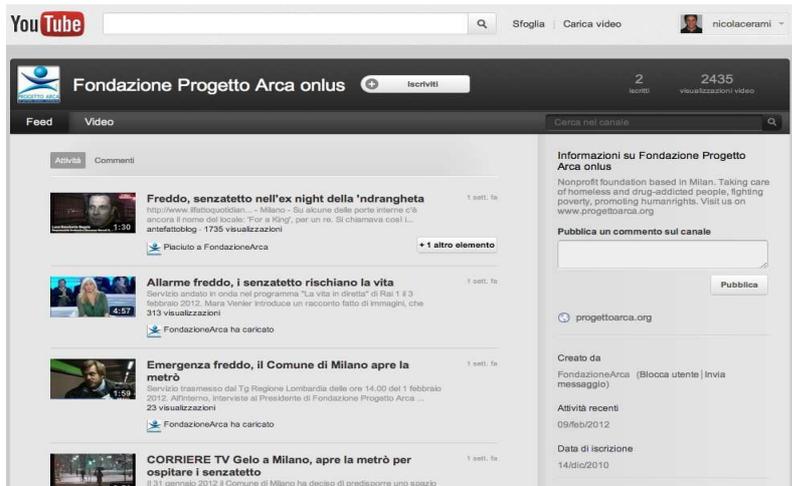
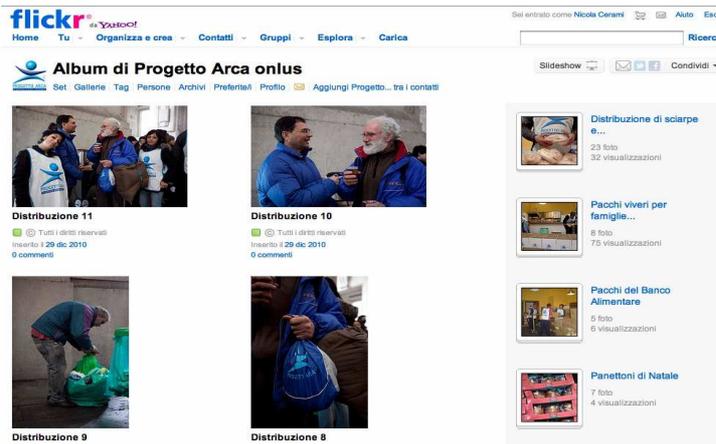


Fig. 5 Arca Foundation Project's Flickr Page



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