



Dear PSA Director,

Help Covenant House provide housing and support services to our homeless youth being especially impacted during this COVID-19 pandemic by sharing our new public service announcement series, **Amazing Grace**, with your audiences.

We are being told to shelter in place in our homes, but what happens to the youth that have no homes? Homeless kids are especially vulnerable to COVID-19 and in grave danger. Covenant House provides safe shelter, food, medical care and love to over 2,000 kids every night. The demand for beds and critical services is increasing daily and at the same time we are finding it necessary to set aside isolation areas for sick and symptomatic youth. Our need to reach new audiences has never been greater!

You can help spread the incredible work of Covenant House by airing the **Amazing Grace** PSA as soon, and as often, as possible. The PSA is available in :15, :30 and :60-second format for TV broadcast at [psadirect.com/covenanthouse](https://psadirect.com/covenanthouse).

For more than four decades, Covenant House has helped transform and save the lives of more than 1.5 million homeless, runaway and trafficked young people. Now standing as a powerful human rights movement for homeless and trafficked youth, Covenant House currently reaches 74,000 youth each year in 31 cities across 6 countries. Learn more about our services at [covenanthouse.org](https://covenanthouse.org).

Additional information on our leadership, annual report and our impact can be found below:

- **Leadership:** <https://www.covenanthouse.org/covenant-house-leadership>
- **Annual Report:** <https://www.covenanthouse.org/homeless-charity/accountability>
- **Impact:** <https://www.covenanthouse.org/childrens-charity>

Thank you in advance for supporting Covenant House during these unprecedented and difficult times. If you have any questions, please contact Taylor McMahan at [covenanthouse@psadirect.com](mailto:covenanthouse@psadirect.com) or 703-675-0181.

Sincerely,

Daniel Karp  
Senior Vice President, Integrated Direct Marketing