



ABC's-TV "What Would You Do?" Social Experiment Gives Hope to Homeless Woman

Newark Emergency Services for Families Meets the Needs of the Homeless

NESF Executive Director Genia C. Philip, Esq. and staff was featured in an episode of the ABC News 20/20 program "What Would You Do?" The show aired nationwide Tuesday, March 24 at 10:00 p.m. on ABC.

ABC aired an episode of "What Would You Do?" featuring a social experiment carried out in Newark in which actors staged the collapse on the street of a business woman and a homeless man. When the number of passersby who were willing to help severely decreased in response to the homeless man, a chronically homeless woman named Linda Hamilton became the first to step in to help.

Riveted by the story, the show's producers contacted Newark Emergency Services for Families, Inc. (NESF) seeking to secure medical, food and housing services and to setup a fund for Ms. Hamilton to accommodate overwhelming demand for means for public donation.

A taping for the follow-up episode took place a week later at the NESF facility at 982 Broad Street, as Ms. Philip and agency staff worked to help Ms. Hamilton with services that assist a growing number of clients on a daily basis.

After experiencing some personal challenges during her initial intake, she returned two days later to complete the process of setting up case management and supportive services through the agency. The story was narrated in full by producer Geoff Martz on the show.

Founded over thirty years ago, NESF's goal is to stabilize families and individuals in crisis as well as empower them to achieve self-sufficiency. Each day NESF rises to the challenges and changes in the needs of individuals who are unable to provide economic security for themselves and their families. The agency has grown into and remains a beacon in Essex County. NESF is committed to meeting all of our clients' needs in a compassionate and holistic manner.

The ABC News 20/20 program "What Would You Do?" uses hidden cameras, sets up everyday scenarios and captures people's reactions. Whether people are compelled to act or mind their own business, host John Quiñones reports on their split second - and often surprising - decision-making process.

Since the airing, due to an overwhelming response, NESF has set-up a fund to collect contributions and help Linda. The NESF staff is working with Linda to develop doable goals and have linked her to medical

care and counseling; helped her secure her birth certificate and other documents so that she can obtain government benefits; and identify affordable housing.

Please send contributions to the Linda Hamilton Fund to:

Newark Emergency Services fund to benefit Linda Hamilton

c/o Genia C. Philip, Executive Director,

Newark Emergency Services for Families

982 Broad Street Newark, N.J. 07102.

For more information, please contact Karla Spivey Bouie, Development & Public Relations Officer, at kspiveybouie@nesfnj.org