

Adobe team helps develop a campaign to end chronic homelessness in Silicon Valley

Pro Bono volunteers are gratified by the opportunity to empower HomeFirst staff with video production skills to tell their stories



Serving individuals, veterans, youth and families with children, HomeFirst confronts homelessness by cultivating people's potential to get housed and stay housed.

homefirstscc.org



"Everyone should work in the community and see challenges nonprofits face firsthand. This project helped me to realize how lucky we are at Adobe. We are given the time and resources to give back, so it's easy to get involved."

Julia Lavaroni, Adobe Pro Bono Initiative participant

At Adobe, we believe our global workforce is not only our greatest strength as a company, but also a powerful force for creating change in our communities. It's a win-win-win: charitable organizations get the support they need, our local communities benefit, and our employees experience a meaningful career development opportunity.

adobe.com/createchange

NEED

With limited resources, HomeFirst needed to create campaign videos that showcased the impact of their work on the homeless community they serve. Adobe volunteers taught HomeFirst staff how to storyboard, use the equipment, and edit footage.

PROJECT

A team of Adobe volunteers, led by Julia Lavaroni, supported HomeFirst staff during the production of a 4-minute video, [Teresa's Story](#). Afterwards, volunteers created a process template that enabled HomeFirst to independently produce future in-house videos.

IMPACT

Learning video production has given HomeFirst the ability to convey their mission through the stories of the people they serve. By humanizing homelessness, the videos have engaged donors and sparked interest from prospective partners.