

The White House Invites Claudio Bono to Present a 3-Year Plan to End Street Homelessness

Bay Area Resident Invited to The White House for a Win on Homelessness

CUPERTINO, CA, UNITED STATES, September 2, 2026 /EINPresswire.com/ -- GiveaRoof.org founder presents a privately funded model built on Welcome Centers, hotel rooms, donated airline miles, and coordinated care.

Cupertino hospitality executive Claudio Bono walked into the White House last week with a blunt proposition: end street homelessness in the United States within three years using existing hotels, unused travel rewards, and coordinated private-sector resources — without a new federal tax, without a massive new appropriation, and with fraud taken out of the system.

For more than two years he pressed the same ideas with California's Governor's office. Nothing moved. "I kept calling Sacramento," Bono said. "It went nowhere. Then I realized I was calling the wrong capital." Bono, President of the Cupertino Chamber of Commerce and founder of the 501(c)(3) GiveaRoof.org, presented the plan on Tuesday, August 25. He framed it as a Domestic Policy Legacy Win: measurable results inside a single presidential term. Three years. That is the clock," Bono said. "Welcome Centers and a federal database first. Hotels second — and only for people who have been screened and prepared. For those who need clinical care, we partner with the medical world. And we stop paying multiple organizations to intake the same person again and again. That is a win the White House can own." The model does not replace existing nonprofits. It requires them to operate as one system: shared intake, one case record, tracked resources, and visible outcomes. In June, GiveaRoof.org launched an official partnership with United Airlines through MileagePlus Miles on a Mission. In 30 days, with no national advertising campaign, members donated more than 500,000 miles.



Claudio Bono Invited at The White House meeting

One founder. One airline. Half a million miles,” Bono said. “People will give when you make it easy. Now imagine airlines, hotel groups, credit-card programs, and unused points pointed at the same problem.” Bono is calling for an update to Section 170 of the Internal Revenue Code so qualifying corporate donations of airline miles and hotel loyalty points receive fair-market-value charitable deductions. The goal is to give United, American, Marriott, IHG and others a clear incentive to redirect expiring rewards into shelter and transportation. The three-year plan rests on five linked pieces:

Centralized Welcome Centers with shared triage intake so every person has one coordinated record.

Clinical screening so people in mental-health or substance-use crisis go to treatment, not a hotel room.

Short-term hotel stays only for screened participants ready for that environment.

Coordinated transition services — jobs, transportation, family reconnection, longer-term housing.

Full accountability for every donated mile, hotel night, and dollar.

Welcome Centers would also deliver food, showers, clothing, and grooming first. “Screen, prepare, place, treat, and track,” Bono said. “Welcome Centers take care of people first. Medicine handles those who need care. Hotels receive guests who are ready.” The idea took shape in Cupertino. Using his own rewards points, Bono funded a 10-night hotel stay for a man living on the street. By night eight, the man had reconnected with his family and left to join them. Bono argues the current system measures activity more than results, duplicates intake, and leaves room for waste and abuse. “The current nonprofit model needs a reset,” he said. “Follow every dollar and every donated asset. If we can see who was helped, what was used, and what happened next, we can measure outcomes instead of activity.” He laid out the argument in his book *The Homelessness Fix: How to Save the World While Everyone Else Argues About It*, which hit No. 1 in Amazon Kindle Poverty & Social Issues in December 2025 and later ranked No. 1 in Social Policy, Philanthropy & Charity, and Social Work. The resources exist. The hotels exist. The nonprofits exist. The medical expertise exists,” Bono said. “The challenge is one accountable system with a deadline. If money cannot be followed, it should not be spent.”

About Claudio Bono

Claudio Bono is a Cupertino resident, President of the Cupertino Chamber of Commerce, President of the Cupertino Historical Society, a City of Cupertino Parks & Recreation Commissioner, and a member of the city’s Economic Development Committee. He is Hotel Managing Director of The Cupertino Hotel and The Grand Hotel Sunnyvale for De Anza Properties, founder of GiveaRoof.org, and author of *The Homelessness Fix*.

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