



**Over 125,000 Americans sleep on the streets every night.
Within three years, at least 100,000 could be in their own homes.**

THE CONCEPT

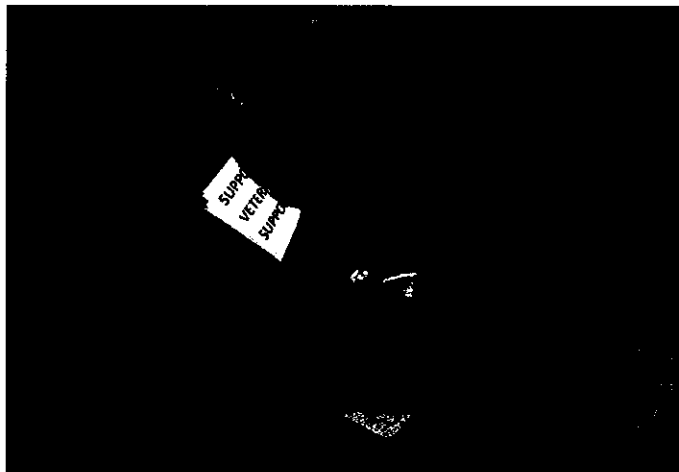
The 100,000 Homes Campaign builds on the work of the National Alliance to End Homelessness and the Interagency Council on Homelessness which inspired over 300 American communities to create local plans to end homelessness. It brings Common Ground’s Street to Home program to a national scale to finish the job of ending chronic homelessness.

Since early 2008, 17 American communities have made rapid and dramatic progress reducing street homelessness by adapting some of the tools pioneered by Common Ground’s Street to Home program. Street to Home is a simple, replicable program that shows communities how to organize their resources to systematically reduce street homelessness, beginning with those who are most vulnerable to premature death on the street. It has been tailored to the situations of communities from Los Angeles (Project 50) to Fort Worth (Directions Home) to Washington, DC.

Street to Home guides community volunteers in creating a by name list of those living on the street ranked according to the seriousness of their health conditions. Prioritizing those most vulnerable to premature death is a simple, measurable way for communities to target housing and other resources where they can have the greatest impact in saving lives and reducing homelessness.

In the 17 pilot communities, over 1,400 vulnerable homeless individuals have been housed using resources that already existed within these communities, and produced corresponding decreases in street homelessness.

The 100,000 Homes Campaign will target the communities with the greatest numbers of homeless living on the street. 65% of street homelessness in America is clustered in 50 communities (see map on Page 2).



Volunteer in Nashville, TN

These are the “tipping point” communities for homelessness. These communities will be trained by a Campaign Leadership Team made up of experienced Common Ground staff and leaders from the 17 pilot communities that have already implemented Street to Home. These communities will receive the full support and resources of the Campaign in exchange for a commitment to implement the most basic elements of the Street to Home program:

- ✓ **Identify those on the street and prioritize based on health status**
- ✓ **Connect individuals directly with housing**
- ✓ **Support housing success with links to services and neighbors**
- ✓ **Share what you learned with other campaign communities**

Additionally, any community can join the campaign by completing an online curriculum.

■ "Tipping Point" Community

✓ Enrolled 100,000 Homes Campaign



ENROLLED COMMUNITIES		TARGET COMMUNITIES		TARGET COMMUNITIES	
Cities	Unsheltered Population	Cities	Unsheltered Population	Cities	Unsheltered Population
Atlanta, GA	2,115	Austin, TX	2,146	Orange County, CA	1,071
Baltimore, MD		Charles County, MD	1,685	Orlando, FL	1,368
Chicago, IL	1,633	Clackamas County, OR	1,410	Passo County, FL	2,574
Denver, CO	3,955	Contra Costa, CA	3,159	Puerto Rico	1,503
Detroit, MI	13,324	Daly/San Mateo County, CA	1,094	Riverside, CA	3,178
Fort Worth, TX		Daytona Beach, FL	1,225	Sacramento, CA	1,266
Los Angeles, CA	57,166	Fort Pierce, FL	1,205	Saint Johns County, FL	1,132
Nashville, TN		Fort Walton Beach, FL	1,433	Salem, OR	1,416
New Orleans, LA		Fresno, CA	1,556	San Antonio, TX	1,545
New York, NY	3,306	Hardee County, FL	2,867	San Bernadino, CA	5,749
Phoenix, AZ	2,426	Honolulu, HI	1,793	San Diego, CA	1,736
Portland, OR	1,634	Houston, TX	5,346	San Diego County, CA	2,303
San Fernando Valley, CA		Jacksonville, FL	1,093	San Jose, CA	5,101
San Francisco, CA	2,771	Las Vegas, NV	7,537	Santa Barbara, CA	2,773
Santa Monica, CA		Long Beach, CA	2,150	Santa Cruz, CA	2,303
St. Petersburg, FL	1,221	Mendocino County, CA	1,138	Seattle, WA	2,693
Venice, CA		Merced, CA	2,320	Tampa, FL	5,433
Washington, DC		Miami, FL	1,347	Tucson, AZ	1,108
		Myrtle Beach SC	1,339	Vallejo/Solano County, CA	1,499
		Oakland, CA	2,496	West Palm Beach, FL	1,039

HOW THE CAMPAIGN WILL WORK

The 100,000 Homes Campaign will reach its goal of housing 100,000 vulnerable homeless people with a disciplined focus on those communities with the greatest numbers of homeless living on the street.

In each community, local volunteers will be trained by the Campaign Leadership Team in the basic skills required to build their community's capacity to solve the housing problems of those living on the streets. These leaders have collectively housed over 1,400 people and had to overcome similar obstacles in their communities: each had to find a way to subsidize rent, to provide supportive services, and to help service providers adjust to a "housing first" strategy. The 100,000 Homes Campaign will help communities to learn from each other by:

- ✓ **Assigning each community a mentor from the Campaign Leadership Team – an experienced leader who faced challenges similar to yours and prevailed.**
- ✓ **Fostering learning through transparency. A Campaign website will record the progress of each community and allow communities to compare results.**
- ✓ **Hosting regular conference calls, webinars, podcasts, and a blog to assist communities in exchanging effective practices and "crowd sourcing" solutions to common problems.**

As local resources are organized and targeted, innovations are developed and shared, relationships are strengthened within and across communities, and a national by-name and photograph registry of chronic homelessness is built, the 100,000 Homes Campaign will permanently alter the way homelessness is addressed in America.

A community's entry into the campaign begins with a one week "registry creation" event. Volunteers are trained to canvas the streets between 4-6 am from Monday-Wednesday surveying people just as they awake for the day in public places and asking them to participate in a voluntary survey and consent to having their picture taken. Consistently, over 85% agree to participate. On Friday, the by name registry, ranked by health vulnerability is reported back to the community in a public forum with recommendations on how to break this seemingly large problem into smaller, more doable tasks. Beforehand, communities are asked to identify housing for some number of homeless individuals. In almost every community, however, having a specific number of homeless individuals with a health vulnerability galvanizes the community to find a way to house everyone discovered to have a health risk.

Vulnerability Factors:

- ✓ **Liver Disease**
- ✓ **End-Stage Renal Disease**
- ✓ **HIV+/AIDS**
- ✓ **Age over 60 years**
- ✓ **History of Cold or Wet Weather Injury**
- ✓ **More than 3 Emergency Room visits in Previous 3 months**
- ✓ **More than 3 Inpatient or Emergency Room episodes in past year**
- ✓ **Tri-morbid**

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REGISTRY CREATION WEEK

SUN	MON	TUES	WED	THUR	FRI	SAT
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On **Sunday**, volunteers participate in a training session lead by experienced campaign facilitators. Volunteers are organized into teams that they will stay with the entire week and given a specific geographic area to cover for the sessions on Monday, Tuesday, and Wednesday. They are briefed on the 100,000 Homes Campaign and instructed in how to safely and accurately administer the Vulnerability Index® Surveys.

SUN	MON	TUES	WED	THUR	FRI	SAT
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On **Monday, Tuesday, and Wednesday**, volunteers are greeted at 4 am by the co-facilitators. Each morning convening begins with a short story of hope shared by a co-facilitator or volunteer, progressively increasing the community's sense of urgency and confidence as the Volunteer teams depart to canvass their assigned areas – the same area each morning – from 4 am to 6 am, and meet their homeless neighbors face-to-face. Volunteers listen carefully as those on the streets explain their health conditions and housing needs and record responses on the survey sheets. At the conclusion of each survey, the volunteer teams ask the respondent for permission to take his/her photograph and compensate them for their time with a \$5 gift certificate for food. Once the team has thoroughly canvassed their area, no later than 6 am, they will return to headquarters to turn-in their surveys, download their pictures, and de-brief the co-facilitators on their experience.

SUN	MON	TUES	WED	THUR	FRI	SAT
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On **Friday**, there is a community briefing to report on the survey results. The community learns the names and sees the faces of their homeless neighbors, and a breakdown of health conditions, patterns of hospitalization, and a prioritized list of those surveyed with one or more vulnerability factor. Veterans, the elderly, and other distinct populations are identified. The report provides the community with a prioritized housing "to do" list and recommend strategies that leverage the resources of local government, non-profits, and community volunteers. Attendees at the briefing complete cards committing to the goods or services they can provide to assist in housing the community's most vulnerable.

For many volunteers, participating in the Registry Creation Week is the first time that “the homeless” will have a name and an individual story. The pilot communities found that when homelessness is made personal and specific in this way, communities rediscover a sense of urgency and capacity to act. Volunteers are deeply affected by the experience and seek ways to participate in finding housing solutions for the people they met on the streets.

The Campaign is modeled on the successful 100,000 Lives Campaign of the Institute for Healthcare Improvement (IHI), which sought to reduce avoidable deaths in American hospitals between December 2004 and June 2006. The Campaign brought together over 3,100 hospitals (representing about 75% of all the hospital beds in the country) to adopt simple practices known to reduce patient mortality. Over the course of the 100,000 Lives Campaign participating hospitals avoided an estimated 120,000 unnecessary deaths.

Partners

Common Ground (www.commonground.org) NAEH (www.naeh.org) and IHI (www.ihl.org) are the core partners in the Campaign. Common Ground will manage the Campaign and lead training efforts in the targeted cities; NAEH will advance the Campaign through their national advocacy efforts. IHI will provide expertise in the rapid discovery and exchange of best practices among participating communities.

Getting Results

“The Vulnerability Index is working in Fort Worth, Texas to prioritize scarce housing resources, galvanize public support and save lives. In the 8 months prior to obtaining housing, 57 of the 104 people we have housed in the first three months of our initiative had been to the Emergency Room 179 times. And in the year before they obtained housing, 41 of the 104 accounted for 101 hospital admissions. Providing housing and supportive services to medically vulnerable homeless people improves the quality and length of individual lives, the vitality of neighborhoods and the efficiency of public health and social service systems.” - M. Otis Thornton, Homelessness Coordinator

Fort Worth surveyed 826 people and housed 104 of the 347 most vulnerable. They created a local rent subsidy program; assigned the most vulnerable to case managers and reformed several of their systems to be more “housing first” oriented.

“In Washington, DC, the community has used the Vulnerability Index to survey 3,629 individuals and has adapted it to also survey 413 families. The Vulnerability Index has not only unified our community around a system for prioritizing individuals for housing placements, it has also provided the District with a deeper understanding of our neighbors who are homeless. The information we capture as part of the survey has not only allowed us to make more informed decisions about allocation of resources; it has laid the foundation for collaboration with other federal and local agencies that serve subpopulations of the homeless, thus enabling us to better serve veterans, the elderly, individuals with mental illness, and HIV/AIDS”
- Laura Zeilinger, Deputy Director Department of Human Services, District of Columbia

The District of Columbia created a local rent subsidy program and assigned the most vulnerable individuals to case managers. The District also reached out to local landlords resulting in over 500 units of housing dedicated to housing the most vulnerable. In one year, the District housed 485 individuals and 67 families and has seen a corresponding decrease in street homelessness, emergency shelter stays and chronic homelessness.

The 100,000 Homes Campaign will dramatically reduce street homelessness in the United States. It will save lives and reduce healthcare spending among those whose illnesses are made worse by their living conditions. It will help communities use data to target the housing resources where they are needed most. It will help rebuild the civic infrastructure of American communities by equipping neighbors, faith communities and other volunteers to work with government and not for profits to use the abundant resources that exist in every community to house those in greatest need.

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