



Housing First

Brand Messaging

Updated July 17, 2019





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Messaging Applications

Summary

Housing is a right, not a privilege. Access to a home directly impacts recovery and builds a stronger, more stable community. Recognizing this means taking ownership of our community's challenges while committing to facing them. Establishing a foundation for growth begins with providing the keys.

What We Do and How We Do It

We help chronically homeless individuals by utilizing the national Housing First model of providing access to housing with no barriers. We grant individuals autonomy in their choices and provide opportunity for recovery, support, and community. Additionally, we leverage and connect our local resources to aid and sustain that mission.

Why This Work Matters

The Housing First model is more fiscally and socially responsible than the traditional approach to solving homelessness.

The previous approach was linear – individuals met certain conditions in order to receive levels of support and services continued from there. But recovery is not linear. Success, and the journey to it, looks different for each person. Offering roofs, not barriers, gives our neighbors a safe place to put down roots. Allowing for nourishment and recovery while supporting them to transform on their own terms.

Housing stability positively impacts the whole community – not only is it proven to be more successful for individual recovery and stability, but data shows it actually saves money and resources for the greater community. Emergency services, shelter populations, incarcerated individuals, and repeat offenders all show a significant decrease with a Housing First approach. Allowing for less funding to do more creates a sustainable solution to end chronic homelessness in Lucas County.