

**20,000 HOMES CAMPAIGN
PUBLIC RELATIONS TOOL KIT**

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Public Relations Tool Kit Objectives

The 20,000 Homes Campaign Public Relations Tool Kit has been developed to provide volunteer organizers with the know-how to help increase public awareness and volunteer participation in your community. In so doing, you will not only increase awareness about your activities but also raise the profile of your on-going presence in your community for this campaign. This tool kit will help you get the most out of your 20,000 Homes Campaign involvement and help meet the goal of housing 20,000 homeless Canadians before July 1, 2018.

This tool kit has the following three main objectives:

- How to promote your activities to recruit volunteers and generate awareness/media coverage in order to drive involvement in the campaign.
- Promote your activities and involvement in the 20,000 Homes Campaign to generate support for ending homelessness.
- How to turn activities in your community into a media event to generate local coverage for the campaign.

With these three goals in mind, the tool kit is intended to provide you with useful tips focusing on how to publicize and promote the 20,000 Homes Campaign and offers guidelines for promoting it to local media outlets, including local reporters for online, newspaper, radio and television outlets, and others in the position to support and communicate your participation in the 20,000 Homes Campaign.

In addition to helping you promote the campaign, this tool kit includes an outline on how to liaise with media, how to invite them to key events in your community (i.e. Registry Weeks) and information on how to generate the best media coverage. It also contains 20,000 Homes media material templates, which will help you better promote your activities with media to generate coverage, all while ensuring consistency as part of the larger 20,000 Homes Campaign across the country.

A successful PR campaign does not need to take a lot of time – the next few pages of this tool kit will provide you with suggestions and some basic tools to help you better strategize your communications so it is streamlined and efficient; you don't need to execute all suggestions, simply those you feel are applicable to your community.

Concurrent with what you are doing to promote 20,000 Homes locally, a coordinated national media relations campaign will also be taking place, launching on June 16, 2015. This campaign is focused specifically on creating awareness with media outlets on what will be taking place in communities across Canada, with key updates on the status of the campaign over the next three years. Together, this coordinated effort aims to ensure that there is wide visibility for the activities with the public and to support your local efforts.



Your participation in the **movement helps to raise awareness of the importance of your work in YOUR community**, and the campaign team is committed to helping you achieve that goal. Thank you for your participation!

Generating Awareness and Support

Below are some basic tips to help you get started:

- Tell your friends, family, work colleagues, members of any groups or associations to which you belong about the 2000 Homes Campaign and your activities in the community. Ask if they will volunteer and send them the link to the site where they can sign-up – www.20khomes.ca.
- Ask your friends, family and work colleagues to help spread the word to their personal network by forwarding your message to others they think might be interested in participating in your activity.
- Create and send a Facebook recruitment invitation to your social network. Tweet about your activity. Include a link to the registration page from the www.20Khomes.ca website.
- Find out if there are any local online calendars and register key dates such as Registry Week. Use the Listings Advisory to notify local newspapers, radio, and television stations about your activity and request to have it included in local community event listings.
- Contact your local community paper and ask if they would help you promote the campaign through free advertising/public service announcements and/or editorial coverage in advance of key activities.
- Create a media list featuring the names and emails of local media in your area and send them your media advisory and media kit (see next section). Be sure to follow-up and ask if they are interested in covering your activity.

Reaching out to Media

Media Advisories

Media advisories are tools used to alert media about your event. They should be limited to one-page. Media advisories are usually formatted with “who”, “what”, “where”, and “when” headings and note RSVP contact information so media can confirm attendance, follow-up with you regarding questions, and know who to contact when they arrive.

Please see the media advisory template in Appendix A.

Press Releases

A press release is a short (usually one page) formal document that not only communicates all the information about your activity but more importantly, communicates a newsworthy angle about your activity; why it’s interesting and why media should take an interest in it and write a story about it.

A press release is traditionally sent out to media outlets to help generate media interest in an event or activity and is usually follow-up by a phone call to those same contacts. A press release is an ideal tool for volunteer organizers when key activities are happening including recruitment drives and training camps. A press release should be sent up to two weeks before the activity.

Please see the press release template in Appendix B.

Listing Advisories

Listing advisories are tools used to increase public awareness and drive participation to your activity. Listing advisories are brief, one-page documents that outline the location of your activity – including recruitment drives and training camps.

The purpose of a listing advisory is to have your activity included in event calendars and event listings in print and online publications. Many publications that have listings sections will have a form that you can fill out, and you can simply cut and paste the information for your listing advisory into this form.

Ideally, you should distribute a listings advisory four to six weeks prior to a key event.

Responding to Media Requests

If you've decided to email a reporter or send out a media release to your local media contacts, it's important to know how to handle any requests that you generate as a result. Be sure to respond immediately and evaluate the request, provide the reporter with relevant background materials, track the progress of the request and follow-up when completed.

Questions to ask when the media request comes in:

- What is the reporter's name, publication and contact information?
- What is the nature of the request?
- What is the reporter's deadline?

Items to evaluate about the request:

- What is the outlet and do they have a specific focus? With this information, you can highlight aspects of the activity that speak to your focus.
- Who is the best spokesperson related to your activity (it is you or someone from CAEH) to address the request?

What are some ways to 'add value' to your request?

- Images (photos of your activity in action!).
- Multi-media components for online publications or online versions of the media outlet.

Following up with media

- Return media calls in a quick and courteous manner.
- Provide all necessary background materials (bios, backgrounders, images, etc.).

Tracking

- Find out when the story might run.
- Keep reporter's contact information on-hand for conducive proactive media relations in the future.
- Post your media coverage on your social media channels with a hashtag #20Khomes and website (if applicable).

Please see some possible FAQ's and key messages around the 20,000 Homes Campaign in Appendix C.

Effective Media Interviews

Media interviews can be intimidating if you don't know what to expect. Below are some tips to help you prepare for a media interview:

Before the interview

- Review the interview request and ask the reporter questions about their agenda
 - What is their focus?
 - Ask them to send you a list of potential questions.
 - Ask them when their deadline is.
- Think about what you want to say
 - Write 2-3 main points you want to make about the subject.
 - Keep your messages short, simple and high-level.
 - If the topic is complex, then it's your job to make it easy for the audience to understand or pass the opportunity to a subject matter expert at CAEH.
- Prepare and Rehearse. Take 10-15 minutes before an interview to rehearse your messages.
 - Gather any relevant facts, figures and anecdotes to support your points.
 - Anticipate questions and prepare responses.

During the interview

- Speak in plain language; avoid jargon or acronyms.
- Keep your answers short.
- Don't say anything you don't want to see on television or read in print.
- Try to relax and stay focused.
- Repeat your messages and remind reporter of website www.20khomes.ca.
- Be enthusiastic and keep in mind you know more about the subject than the reporter does. Tell your story!

After the interview

- Follow-up with reporter with any additional information you said you would provide.
- Find out when the story will appear.

Media Do's and Don'ts

The following Media Do's and Don'ts are outlined for review prior to an interview.

Do

- Be cooperative with all members of the media.
- Work to build trust with reporters and respect a reporter's deadline.
- Know what you want to say prior to giving an interview.
- Have a key message for every interview.
- Respond to all questions.
- Speak clearly and slowly.
- Take a breath pause before each answer.
- Look at the reporter, not the camera.
- Express concern for any parties affected, when appropriate.
- Avoid technical jargon.
- Deflect to other sources when necessary.
- Stay calm and professional.

Don't

- Admit liability or fault.
- Appear defensive or evasive.
- Blame or name other parties or companies involved.
- Agree to speak "off the record" with any reporter.
- Get caught off guard by "silence" as the reporter is hoping you'll keep talking.
- Offer too much information.
- Have hands in your pockets when cameras are present.
- Answer hypothetical questions.
- Use the phrase "no comment."
- Repeat hot words that overly dramatize the event.
- Release names of injured or fatalities.
- Argue with or react to a reporter.

APPENDIX A – Media Advisory

The following is a sample of the type of media advisory that would be sent out on behalf of CAEH. Please follow this template for any media advisories you create.

MEDIA ADVISORY

CANADIAN ALLIANCE TO END HOMELESSNESS TO ANNOUNCE NATIONAL CAMPAIGN TO HOUSE 20,000 HOMELESS PEOPLE IN THREE YEARS

WHAT: The Canadian Alliance to End Homelessness (CAEH) will announce the launch of the 20,000 Homes Campaign in Toronto on Tuesday, June 16, 2015. The 20,000 Homes campaign is a national movement of communities working together to permanently house 20,000 of Canada's most vulnerable homeless people by July 1, 2018. Currently, 16 communities across Canada have signed on to participate in this initiative and will be announced at the event.

The announcement coincides with the inaugural 20,000 Homes Registry Week Boot Camp, an intensive two-day training session for campaign communities. Community leaders will be taken through the process of how to recruit and train volunteers as well as the steps involved in running a Registry Week in their own individual cities.

WHERE: **Harbourfront Community Centre**

627 Queens Quay W
Toronto, ON M5V 3G3

WHEN: Tuesday, June 16, 2015

Press event to commence at 9:30 a.m. EDT

WHO:

- **Tim Richter**, President and CEO of Canadian Alliance to End Homelessness

- **Matthew Pearce**, CAEH Director, CEO of Old Brewery Mission in Montreal
- Representatives from the following regions will be in attendance to speak to the program in their respective cities:
 - **Marie Morrison**, Region of Waterloo
 - **Amanda DiFalco**, City of Hamilton
 - **Mike Bulthuis**, Alliance to End Homelessness Ottawa
 - **Mark Aston**, Toronto Alliance to End Homelessness
- **Katrina Blanchard-Gervais**, Housing Advocate and Participant in 20,000 Homes Hamilton Pilot

For media inquiries, to confirm attendance or for interview coordination, please contact:

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APPENDIX B – Press Release

FOR IMMEDIATE RELEASE

NATION-WIDE CAMPAIGN LAUNCHED TODAY TO HOUSE 20,000 HOMELESS CANADIANS

20,000 Homes Campaign unites communities to permanently house 20,000 of Canada's most vulnerable homeless people within the next three years

TORONTO (June 16, 2015) – Today, seventeen communities from across the country joined the Canadian Alliance to End Homelessness (CAEH) to launch the 20,000 Homes Campaign, a powerful nationwide campaign that aims to permanently house 20,000 of Canada's most vulnerable homeless people by July 1, 2018.

The initiative is inspired by the successful 100,000 Homes Campaign from the United States that concluded in 2014, having housed a total of 105,580 people.

"The 20,000 Homes Campaign is a grassroots movement of communities working together to permanently house some of our most vulnerable homeless neighbours," says Tim Richter, President and CEO, CAEH. "Homelessness is a solvable problem and we believe if we work together, apply proven strategies like Housing First, we'll achieve meaningful, nationwide reductions in homelessness within three years."

The 20,000 Homes Campaign is focused on the 'most vulnerable', referring specifically to homeless individuals who are assessed as having high acuity (those with complex needs and at risk of death from homelessness) and/or those who are chronic or episodically homeless. The Housing First approach is a recovery-oriented approach to ending homelessness that centers on quickly moving people experiencing homelessness into independent and permanent housing providing supports and services as needed.

On any given night in Canada, approximately 35,000 people will sleep in a shelter or on the street and over 235,000 people will experience homelessness over the course of a year. Research suggests of those 235,000 as many as 33,000 people are chronic or episodically homeless, meaning they have been homeless for a long time or experience episodes of homelessness over the course of their lives. Chronic and episodically homeless people often struggle with deep poverty, trauma, mental illness, addiction along with complex and often multiple medical problems. Research shows conclusively that people experiencing homelessness have higher mortality rates and a lower life expectancy than other Canadians.

The campaign will engage thousands of volunteers in communities across Canada to get to know homeless people by name and assess their housing and health care needs through a simple survey. Completed surveys and recorded data will be shared with local staff who will prioritize entry into housing based on urgent need. Communities will then work together to house their most vulnerable homeless people, reporting progress regularly on the campaign website www.20khomes.ca.

"We're going to extract every ounce of value we can from existing resources to get people housed," Richter says, "but to end homelessness in Canada we will need meaningful federal investment in affordable and supportive housing."

- more -

Over the next three years the campaign hopes to build public support for ending homelessness and renewed federal investment in housing and support services.

In October 2014 the CAEH and the Canadian Observatory on Homelessness released the State of Homelessness in Canada report. That report outlined how an additional federal housing investment of \$46 per Canadian, per year, for 10 years could effectively end homelessness, reducing length of stay in Canadian emergency shelters to less than two weeks.

To join the campaign, get more information, donate, or to volunteer, please visit www.20khomes.ca

To view the 20,000 Homes Campaign video please visit:
<https://www.youtube.com/watch?v=NwxDmNJhCdM>

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About 20,000 Homes

The 20,000 Homes Campaign is a national movement of communities working together to permanently house 20,000 of Canada's most vulnerable homeless people by July 1, 2018. For more information please visit www.20khomes.ca

About Canadian Alliance to End Homelessness (CAEH)

The Canadian Alliance to End Homelessness (CAEH) has been formed to create a national movement to end homelessness in Canada from the community up. For more information please visit www.caeh.ca

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APPENDIX C– 20,000 Homes Campaign FAQ

1. *How many people do you expect to survey?*

- We know 235,000 Canadians experience homelessness every year and there are about 35,000 homeless on any given night. It's impossible to estimate how many people communities will survey over the next three years.
- 20,000 Homes Campaign Registry Weeks are designed to get actionable, person specific information on our homeless neighbours so we can take find them appropriate permanent housing and the support they need. We are not conducting a count of Canada's homeless population. We will survey as many people as we need to.

2. *What information is being collected?*

- Registry week will survey individuals to gather information on their history of housing and homelessness, as well as their health and social needs. A copy of the survey is available on www.20khomes.ca/resources

3. *What happens after Registry Week / How will the Data Be Used?*

- The data we collect is designed to get actionable, person specific information on our homeless neighbours so we can take find them appropriate permanent housing and the support they need. Once collected, the information is analysed to generate a list that prioritizes people for housing based on their need, much like the triage process in a hospital emergency room. From there communities will work to provide housing and support as rapidly as possible.
- We will also be using anonymous aggregate survey data to inform provincial and federal partners of local, regional and national homelessness and housing needs and to advocate for policy change and funding for affordable housing.
- Housing placement data will also be collected to track our progress and continuously improve our performance.
- You will be able to track our progress on www.20khomes.ca

4. *What steps are in place to ensure respect for respondents' privacy?*

- The CAEH is providing guidelines for all communities on ensuring privacy. Volunteers must attend training and will sign a confidentiality agreement. Participation in the survey is completely voluntary. Volunteers will read a prepared script to people being surveyed and the participants will sign their consent to be surveyed. If they do not consent they won't be surveyed nor will they be denied service. Controls are in place to ensure the data collected is kept private. Identifiable individual information is never publically disclosed or shared outside the community.

- Our privacy guidelines and tools are available on our website www.20khomes.ca/resources
5. *How will you ensure the needs of women, youth, Aboriginals experiencing homelessness are represented?*
- Our priority is to house Canada's most vulnerable (acute) homeless people and *women, youth, Aboriginal people* will be among them. An important part of Registry Week planning is to carefully define who, where and when to survey – this is a critical step in finding these particular populations.
 - We are plan to use our local, regional and national data collection to better understand and begin to resolve youth and Aboriginal homelessness.
 - The support of community partners and the lessons we will learn as the campaign unfolds continue to refine the process to support future efforts and address the needs of specific groups.
6. *Will additional funding be provided to house those who are identified through the survey? Is there enough housing?*
- The campaign itself does not come with new resources. We're starting out working with communities to maximize existing resource. That said, we are hardwiring a grassroots non-partisan advocacy into the campaign to build public and political support for the investments in housing and support services needed to end homelessness.
7. *What is the connection between the survey questions and how that will translate into getting people housed:*
- 20,000 Homes Campaign Registry Weeks are designed to get actionable, person specific information on our homeless neighbours so we can take find them appropriate permanent housing and the support they need.
8. *Why 20,000 Homes? Is this a call to build new units?*
- "Some is not a number and soon is not a time."¹ The Campaign is designed to mobilize communities around an ambitious, time-bound goal that is concrete and measurable. Our goal: 20,000 of Canada's most vulnerable homeless are housed by July 2018.
 - Data on homelessness in Canada is uneven at best. We estimate that on any given night, 35,000 Canadians are homeless. At least 235,000 Canadians experience homelessness in

¹ The challenge launched by Donald Berwick, President of the Institute for Health Care Improvement, in 2004 when announcing a campaign aimed at avoiding 100,000 hospital deaths on a national scale over the next 18 months. The 100,000 Homes Campaign drew directly from knowledge-sharing and partnership with IHI in the design and implementation of its movement.

any given year. Approximately 33,000 are believed to experience chronic or episodic homelessness over the course of a year in Canada.

- Housing 20,000 Canadians in three years is a goal we believe is ambitious, but doable, and will make a measurable difference nationwide. The Campaign is aimed at moving homeless people into housing. Our goal is focused on connecting 20,000 vulnerable Canadians to homes, including through existing apartments and local supports.
- We are also committed to learning from the Campaign and the data to amplifying the voice needed to secure the housing and resources necessary to end homelessness in Canada. We are hardwiring a grassroots non-partisan advocacy into the campaign to build public and political support for the investments in housing and support services needed to end homelessness.

9. *How does this relate to Housing First? How does this relate to the Homelessness Partnering Strategy?*

- The 20,000 Homes Campaign will assist communities with implementing Housing First as well as teaching communities how their existing services and housing can be transformed to a Housing First philosophy. We also recognize that many communities are experienced in Housing First but may be exploring strategies to prioritize people into housing or create a coordinated placement system.
- The campaign can support these goals. We have consulted with many national and regional partners. This includes the Homelessness Partnering Strategy and other Federal Partners. Depending on each communities HPS funding proposal, the Campaign can help communities link their Campaign activities to supporting HPS-linked outcomes.

10. *What is CAEH's role? How is this being funded?*

- CAEH will serve as a platform to power the 20,000 Homes Campaign as an autonomous program with leadership and staff able to work nimbly and deeply on the ground with campaign communities. CAEH has raised funds from charitable foundations, the Province of Ontario, and individual donors to the pilot phase, toolkit development and launch. CAEH is continuing raise funding for a national campaign team in a way that will not compete with local community fundraising and resource development.

11. *What is each community expected to do?*

- There is no cost, fee or test for communities to join the Campaign. The 20,000 Homes Campaign is open to any community interested in working to meet the ambitious goal of housing 20,000 of our most vulnerable homelessness neighbours by July 1, 2016. Our campaign manifesto outlines the expectations of campaign communities and the CAEH commitments to support them. The manifesto is available at <http://www.20khomes.ca/read-our-manifesto/>

12. *What is a Registry week? Why is it the kick-off for a community's participation in the Campaign? And how is it different from a Point in Time Count?*

- A Registry Week is an opportunity for communities to rally volunteers around knowing every homeless person by name and understanding each person's needs and preferences. The 20,000 Homes Campaign will train communities on how to use a Registry Week and will work hand in hand to use and develop tools that support actionable data on every person experiencing homeless.
- During a Registry Week, volunteers canvas streets, shelters and other defined areas and administer the VI-SPDAT survey to gather homeless individuals and families' demographic information, and self-assessment of health and acuity. With consent, the volunteers also learn the name of each person they survey. Person-level information is critical to finding housing, health, services for people experiencing homelessness. A Registry Week is a community wide housing intervention, it is not designed to be a count or research project.
- A Point-in-Time (PIT) count is a one-day, unduplicated count of sheltered and unsheltered homeless individuals and families in a particular region. A Registry Week goes deeper than the Point-in-Time (PIT) count by surveying for information rather than counting. It can be conducted over consecutive mornings, thereby increasing the odds of capturing episodically homeless adults. A Registry Week can be conducted in tandem with or as a follow up to PIT counts.
- In short, while a PIT helps to quantify the scope of homelessness in a community, a Registry Week reveals person-level information that is essential for communities to prioritize and match support to the each person's presenting needs.

13. *What happens during a registry week?*

- Each community can tailor the Registry Week to its own timing, capacity, and opportunity. Some communities might choose to do a precise neighbourhood and/or subpopulation, like a ten block by ten-block survey of rough sleepers. Others might choose to do a broader sweep that includes outlying areas and shelters.
- A typical Registry Week looks like this:

Preparation: There is 8 to 10 weeks of preparation focused on communication, logistics, survey review, stakeholder engagement including with city officials, the police, business and neighbours, and volunteer recruitment. The 20,000 Homes Campaign will provide tools, communication templates, direct training, webinars, and checklists to coach communities throughout the preparation process.

- The Registry Week itself is 4-5 days:

Day One: Training and Launch: The Registry Week kicks off with a half-day training that equips volunteers with the skills and tips to approach and speak with homeless individuals, administer the survey, and practice safe, compassionate outreach.

Days Two to Four – Surveying: The volunteers hit the streets from 4 to 6 am for three mornings in a row and attempt to administer the VI-SPDAT, a 15 minute survey that captures name, demographic information, a photograph, homelessness history, acuity and health conditions.

The survey can be completed manually and then entered into a secure cloud-based system or directly using tablets. Data can be tabulated daily.

Day Five Community Briefing

A key impact of each Registry Week is that communities can hear back result immediately after the final day of surveying. A community briefing is a chance to raise awareness, celebrate the week and volunteers contribution, report back first- who is living on their streets or in their shelters, and facilitate live-time problem-solving, and establish an initial local housing goal.

14. *How much time is needed to plan and implement a registry week? How much staff time does it require? How many volunteers do we need? What kind of funding do we need?*

- The Campaign recommends 8 to 10 weeks of advance planning to design and implement a Registry Week. Preparations can be handled by a local agency or stakeholder representative working 3-4 hours/week. Funding requirements are nominal and consist of food and venue for the training and survey as well as coffee cards or other thank-you acknowledgments given to those surveyed. Many communities succeed in securing these resources through in-kind supports

15. *Tell us more about the survey? What is the VI-SPDAT? What happens with the data? And how do you address privacy concerns?*

- The Vulnerability Index - Service Prioritisation Decision Assistance Tool (VI-SPDAT) is a tool used to assess acuity of homelessness and prioritize appropriate intervention. Acuity refers to the level and severity of issues that impact on ability to access stable housing and maintain tenancies.
- The VI-SPDAT merges the Vulnerability Index developed by Community Solutions to identify and prioritize the homeless population for housing according to the fragility of their health; with the Service Prioritisation Decision Assistance Tool pre-screen, an assessment tool developed by OrgCode.
- It is a free screening tool that is easily used by volunteers – it does not require social work or other prior experience working with the homeless. In Canada, it has been developed in both English and French.

- Participants in the survey give consent. We will work with each community to ensure that consent aligns with Provincial and other legislation and protocols. Typically, over 90% of participants give their consent.

16. *My community has already begun using the SPDAT...so how is this different?*

Like the SPDAT, the VI-SPDAT is:

- Supported by evidence;
- Helps prioritize people according to acuity;
- Is compatible with HIFIS and HMIS
- Provides information intended to support housing interventions and action.

The SPDAT is a comprehensive survey of acuity administered by professional social workers or case managers. The VI-SPDAT is shorter screening tool that can be conducted by volunteers, and incorporates questions related to health and vulnerability. Generally, people who score highest on the VI SPDAT are referred for a more intensive and detailed SPDAT assessment to assist in the housing process. More information on these tools is available on our website www.20khomes.ca/resources

17. *We've done the Registry Week....now what?*

- The 20,000 Homes Campaign is about moving people into housing. The Registry Week is a key starting point but it is just that...a starting point. It is intended to mobilize and equip communities to move people into housing – one person at a time.
- We know that no community has as much affordable housing, service funding, or rent supplements as they need. But a core principle of the 20,000 Homes Campaign is to know and use what you have to best effect: that is, by setting a target – even if incremental, using your Registry Week to create a list, and matching people into housing one at a time. When the community comes together around a common goal, people step in to add resources.
- Already in our pilot communities, landlords, social housing providers, faith organizations, and private citizens have all stepped up to identify and provide housing. Rest assured, however, that the 20,000 Homes Campaign is not letting our elected officials off the hook.
- A core principle is using data related to success, impact and cost savings to obtain Provincial and national commitments for funding for housing and services that can end homelessness in Canada.

- Over the coming months the campaign will be releasing different tools and training to support communities in the housing process. We will be there to support you through the housing process!
- In the fall of 2015, we will release a Community Self-Assessment Tool to help communities improve their housing placement rates and begin developing a coordinated system of care.

APPENDIX D - 20,000 Homes Backgrounder

What is the 20,000 Homes Campaign?

The 20,000 Homes Campaign is a national movement of communities working together to permanently house 20,000 of Canada's most vulnerable homeless people by July 1, 2018.

The campaign supports a grassroots non-partisan advocacy effort to build public support for ending homelessness and political support for renewed federal and provincial investment in housing and support services.

The campaign was inspired by the successful 100,000 Homes Campaign in the United States, but has been adapted to work in a Canadian context.

Our principles

We believe homelessness is a national emergency requiring urgent and immediate action. The time has come to stop managing homelessness, and start ending it. We are dedicating ourselves to taking action. These core principles guide our campaign:

Housing First: permanent, safe, appropriate and affordable housing with the support necessary to sustain it, happens first and fast. We believe housing is a right for all Canadians.

Knowing who's out there: every homeless person is known by name because someone has deliberately gone out on the streets to find them, assess their needs and meet them where they are at.

Tracking our progress: Local teams use regularly collected, person-specific data to accurately track their progress toward ending homelessness.

Improving local systems: building coordinated housing and support systems that are simple to navigate, while targeting resources quickly and efficiently to the people who need it the most.

Resolutely focused on our mission: we are not interested in who gets credit or who gets blame. We are only interested in achieving our objective and ending homelessness.

Taking action: we favour action over perfection and will find a way to meet our objectives, despite the challenges that will come.

The six core elements of the campaign

The 20,000 Homes Campaign will assist communities to implement the **six core elements** of the campaign:

1. **Knowing every homeless person by name** and understanding each person's needs and preferences. We cannot solve a problem without knowing its scope. The 20,000 Homes Campaign will train communities on how to use a Registry Week, coordinated outreach and a triage assessment tool to have actionable data on every person experiencing homelessness.
2. **Implementing Housing First** in a way that makes sense for each community. Research has demonstrated that housing homeless people as quickly as possible without pre-conditions such as sobriety, is not only more effective but saves money. The 20,000 Homes Campaign will assist communities with implementing Housing First as well as teaching communities how their existing services and housing can be transformed to a housing first philosophy.
3. Using **data to track progress and to make decisions** to improve a community's homeless programs and the system as a whole. Campaign communities will agree to report their monthly housing placement directly to the campaign. In return, campaign communities will receive assistance with securing baseline data on the number of people experiencing homelessness, the historic inflow of people falling into and their rate of placing homeless people into permanent housing. In addition to this critical data, communities will receive monthly housing placement targets and assistance in meeting these targets.
4. **Improving housing placement** and working toward building a coordinated local homelessness system of care focused on ending homelessness. Communities participating in the 20,000 Homes Campaign will be asked to undertake a community self-assessment to support improved housing placement rates and to begin the process of streamlining community processes toward the development of a coordinated homelessness system of care.
5. **Learning from other communities across Canada.** Every community has something they can teach other communities and things they can learn from others. Rather than working in relative isolation, the campaign will provide multiple avenues for sharing best practices and developing new solutions together.
6. Providing **a united voice at a national and provincial level** to secure the housing and resources necessary to end homelessness in Canada. Communities can become part of a grassroots non-partisan advocacy effort to build public support for ending

homelessness and political support for renewed federal and provincial investment in housing and support services

How Can Communities Join the Campaign?

CAEH will launch a national campaign on June 16th, where more than 20 communities have already been registered. Anyone can enroll their community in the campaign and CAEH will help the community organize local efforts. It is **free to join** and the campaign team will assist all communities who join in implementing the six core elements of the campaign. To register a community or to find out more information, please visit www.20khomes.ca.