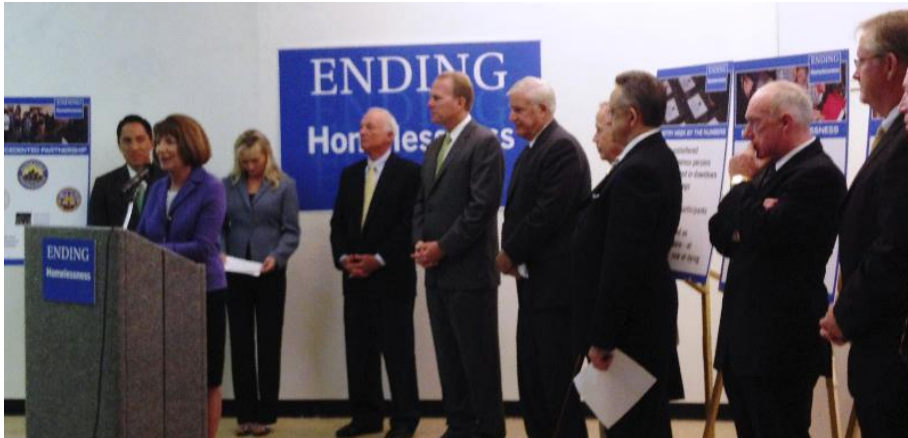




Ending Homelessness in Downtown San Diego Campaign Progress Update

Issue #12

October 2011



San Diego City and County leaders joined Campaign leaders on October 17 to report progress since 2010 Downtown San Diego Registry Week.

Dear Campaign Supporters and Partners:

We would like to express our sincere thanks to everyone who joined us on October 17 for the Registry Week Anniversary Community Update Events! The events were a great success and were attended by many civic and business leaders and community supporters. We were pleased to report on our significant Campaign Progress at the events - including that 123 people are currently working with services providers to end their homelessness forever, 98% toward our initial goal of ending homelessness for 125 people! Read more about the Campaign's progress and get a recap of the Registry Week Anniversary events in the [Tracking Our Progress](#) section below.

In this edition, you will also find stories regarding the launch of the Downtown San Diego Partnership's *Movin' Home* program, *Keys to Housing Initiative's* new *Toolbox to End Family Homelessness*, and an upcoming Candlelight Vigil honoring homeless individuals who have passed away. You'll also find information about several volunteer and donation opportunities in the [Staying Connected](#) and [Getting Involved](#) section.

Thank you for your continued support of the Ending Homelessness in Downtown San Diego Campaign!

Sincerely,

Robin Madaffer, Co-Chair
Ending Homelessness Campaign Leadership Team

Jennifer LeSar
Ending Homelessness
Campaign Coordinator

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About Us

The Downtown San Diego Ending Homelessness Leadership Team is comprised of:

- Downtown Business Leaders
- Elected Government Representatives
- The County of San Diego
- City of San Diego
- The U.S. Department of Veterans Affairs
- The San Diego Police Department
- 10-Year Plan Leaders
- Hospitals and Health Clinics
- Medical Services Providers
- Affordable Housing and Supportive Services Experts
- Homelessness Experts
- Veterans Advocates

Tracking Our Progress

Recognizing a Year of Progress: On October 17, 2011 San Diego City and County leaders, including Congresswoman Susan Davis, Mayor Jerry Sanders, County Supervisor Greg Cox, City Council President Pro Tem Kevin Faulconer, City Councilmembers Todd Gloria and David Alvarez, and Chief of Police William Lansdowne, joined with other Campaign community and business leaders to report on progress made in linking vulnerable people to services and housing since the Downtown San Diego Registry Week in September 2010. That progress includes that:

- 123 people are currently working with staff from the VA San Diego Healthcare System, Community Research Foundation and Mental Health Systems to permanently end their homelessness (98% toward our initial goal of 125 people);
- 101 people who were homeless and unsheltered are currently off streets, working with services providers toward permanent solutions (82% toward initial goal); and
- 68 people are "home", living in permanent housing and continuing to work with services providers to address their challenges, achieve stability, and make progress toward their goals.
- On September 12, 2011, the San Diego City Council unanimously approved the Centre City Development Corporation's new *Five-Year Work Plan Toward Goal of Ending Homelessness in Downtown San Diego*.

The events on October 17 also featured a video produced by the San Diego Housing Commission (SDHC), which tells the stories of three people who spent years on the streets before finding their way home through the efforts of the Campaign partners. Click [here](#) to watch the video. Building upon the progress that has already been made toward ending homelessness, SDHC President & CEO Rick Gentry pledged an additional 75 housing rental subsidies in support of the Campaign's efforts.

In addition, the events generated \$32,000 in new donations for Move-In Kits for people moving from homelessness to housing.

The events received extensive press and media coverage. Visit the Ending Homelessness in Downtown San Diego Campaign [Facebook page](#) to read coverage from the San Diego Union-Tribune, KBPS, 10News, Fox5, and Noticiero 33.

For more information, please see:

- Our Campaign [Overview and Progress Report](#).
- [Presentation](#) delivered by Jeff Graham, Vice President of Redevelopment for the Centre City Development Corporation (CCDC), during last week's Campaign events.
- CCDC's [Homelessness Solutions webpage](#) for information regarding the *Five-Year Work Plan*.

Staying Informed

Downtown San Diego Partnership Launches *Movin' Home* Program:

On Tuesday, October 25, the Downtown San Diego Partnership (DSDP) launched *Movin' Home*, a new program that will allow the public to make direct donations to help end homelessness using donation stations placed throughout the city. The stations, donated by IPS Group, are converted solar-powered parking meters, and the funds raised will be used for "Move-in Kits" to help support successful transitions into housing. The Kits provide for furniture, bathroom and kitchen supplies, other household necessities, and other expenses needed to help people move into - and stay stable - in their new homes. Civic and business leaders, including Mayor Jerry Sanders, City Council President Pro-Tem Kevin Faulconer, City Councilmember Todd Gloria, and Kris Michell, President of the Downtown San Diego Partnership, made the first donations to a station yesterday at the program's public launch event. The first 3 of 25 stations have been installed around Horton Plaza, at the entrances of Broadway Circle, First Avenue, and Forth Avenue. The program's initial goal is to raise enough funds from the stations for at least one Move-In Kit by the holidays. Visit DSDP's [Facebook page](#) to view photos and read press coverage of the event.



New Donation Station



Join our Mailing List to receive LDC's 1st of the Month Affordable Housing Technical Review!



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Keys to Housing Launching Toolbox to End Family Homelessness:

Keys to Housing - Ending Family Homelessness is an initiative of the San Diego Grantmakers Homelessness Working Group focused on ending family homelessness by 2020. The initiative's Advisory Council of elected leaders, chaired by Todd Gloria, San Diego City Councilmember District 3, and the Steering Committee of broad-based community stakeholders, developed a collaborative vision in line with the regionally endorsed *Home Again* plan for chronic homelessness, and have created *Keys to Housing's Toolbox to End Family Homelessness* that includes best practices, resources and tools for action to combat family homelessness. Watch for information about the launch of these resources in early November. The Regional Continuum of Care Council has begun planning for the next phase of implementation activities, and jurisdictions are being approached to officially endorse the *Toolbox*. For example, on October 26, the San Diego City Council's Land Use and Housing Committee voted to endorse the *Toolbox* and moved it forward for consideration by the full San Diego City Council. The *Toolbox* is also already being reviewed for endorsement by the City of Oceanside and the City of Solana Beach.

National Conference on Ending Family and Youth Homelessness:

For those of our readers especially interested in family homelessness, visit www.endhomelessness.org to register for the National Alliance to End Homelessness' 2012 *National Conference on Ending Family and Youth Homelessness*. The conference will take place at the Millennium Biltmore Hotel in Los Angeles from February 9 - 10, 2012.

Registration Now Open for the CSH California Supportive Housing Quality Awards:

On November 10, the Corporation for Supportive Housing (CSH) will host its inaugural CSH California Permanent Supportive Housing Quality Awards to celebrate excellence around the state in supportive housing efforts. San Diego's Centre City Development Corporation will be honored as the first state-wide Public Sector Supportive Housing Champion for the agency's advancement of supportive housing strategies and innovative efforts to end homelessness. The awards ceremony will take place at the Los Angeles Music Center's Dorothy Chandler Pavilion and will be preceded by a Supportive Housing Bus Tour of key supporting housing projects in Los Angeles. [See the flyer for more information and to register.](#)



New Video from County of San Diego's Housing Matters

Campaign: "What is Supportive Housing?": The County of San Diego Health and Human Services Agency's *Housing Matters* campaign is a countywide effort to educate the public regarding the stigma and discrimination faced by homeless people with mental illness, and to increase the awareness of how supportive housing provides a first step toward stability and recovery. *Housing Matters* has just released a new video that helps define what supportive housing is and also powerfully illustrates its impact on the lives of three San Diegans, Alex, Carol, and Hortencia, who were challenged by both homelessness and mental illness. Read more about the video at <http://www.countynewscenter.com/news/supportive-housing-ending-cycle-homelessness> and watch the video at <http://housingmatterssd.org/media-gallery.html>.

Staying Connected and Getting Involved

Participate in the 10th Annual Interfaith Candlelight Memorial Vigil: On Sunday, November 6, the San Diego Rescue Mission will be holding its 10th Annual Candlelight Vigil "which honors the men and women who die, homeless and alone, on the streets each year." Last year more than 200 community members participated in the Vigil, honoring 44 men and 6 women who had passed away. A procession to the Vigil will depart from the San Diego Rescue Mission at 3:15 pm and walk approximately one mile, stopping for prayers at various churches and ministry sites in the procession to the County Building. The Candlelight Vigil program will take place at the San Diego County Administration Building beginning at 4:00 pm. Visit <http://www.sdrescue.org/2011/10/candlelight-vigil/> for more details on this year's event.

Volunteer for SDHC's Project Homeless Connect: On January 11, 2012, San Diego's 6th Annual Project Homeless Connect will be held at Golden Hall on the San Diego Concourse. The San Diego Housing Commission (SDHC) is the lead organizer for Project Homeless Connect, an annual one-day resource fair that provides health screenings, flu shots, dental exams, haircuts, drug counseling, legal aid, housing counseling and other services for San Diego's homeless families, veterans, seniors, and disabled persons. SDHC's major partners for the event include the Interfaith Shelter Network, Family Health Centers of San Diego, and St. Vincent de Paul Village. During last year's event, 54 organizations and 240 volunteers came together to help 660 homeless people. Organizations are being recruited to help provide critical support services and businesses and individuals can volunteer for the day and/or donate items such as toiletries and clothes. Visit the [SDHC website](#) for details on how to get involved!



2012 Point-in-Time Count: The Regional Task force on the Homeless (RTFH) has announced that the 2012 annual Point-in-Time Count (PITC) will take place on Friday, January 27 from 4 am to 8 am. The PITC is a one-day count of all the homeless persons in the County and provides agencies with important information to help end homelessness and to leverage millions of dollars in federal funding. A detailed survey/ interview (based on the survey used during Registry Week) of at least 10% of all homeless persons will occur in the week following the January 27 count. Peter Callstrom, RTFH's Executive Director, reports that the 2011 count was the most comprehensive since the inception of the PITC in 2005, and the final results documented a total of 9,020 sheltered and unsheltered homeless persons in the County, an increase of 5.9% since

last year's count.

Volunteers are needed throughout the County to help count, conduct survey interviews, enter data, and more. Visit <http://www.rtfhsd.org/pitcregistration.php> to register and to learn more.

Donations Needed for San Diego's Winter Shelters: Both San Diego's Emergency Winter Shelter and Veterans Winter Shelter, which serve hundreds of San Diegans during the coldest and wettest months of the year, will be open again in the near future. Last season, the shelters provided services to a combined total of over 1,000 clients, and were a vital resource for people on the Vulnerability Index List by helping staff from the VA, Community Research Foundation, and Mental Health Systems find and engage the city's most vulnerable homeless persons. The Winter Shelter is aiming to open on November 17 and will be operated again this year by Alpha Project, so check their website at <http://alphaproject.org/programs/winter-shelter-program/> for donation and volunteer opportunities. The Veterans Winter Shelter, operated by the Veterans Village of San Diego (VVSD) for the past 15 years, will be open from December 8, 2011 to April 7, 2012. Donated items needed are listed on their website at <http://www.vvsd.net/shelter.htm> or you can donate funds for VVSD to use to buy items needed.

If you have questions regarding any of the information in this Campaign Progress Update, please contact Matthew Doherty, Principal, Housing Policy and Planning, LeSar Development Consultants, at matthew@lesardevelopment.com or 619.236.0612 x 102.