

20,000 Homes Campaign – Concept Overview

Ending homelessness in Canada one person at a time

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 seven core elements of the campaign

The 20,000 Homes Campaign will assist communities to implement the **seven 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 homeless.
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. **Understanding the community's unique set of strengths and challenges** through the use of a Community Self-Assessment Tool. By completing this brief tool, communities will be able to target specific practices or policies for improvement and can track their progress over the life of the campaign.
4. 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.
5. Building a **Coordinated Homelessness System of Care** in which communities move from multiple silos to a single system able to quickly find housing for anyone experiencing homelessness. Communities will learn how to:
 - Use a common intake and assessment process to triage people experiencing homelessness based on their needs and preferences
 - Coordinate outreach and the work leading toward housing placement including a common housing and services application form
 - Maintain a real-time list of housing vacancies and service openings throughout the community
 - Match individuals and families to the housing and services they need to end their homelessness.

6. **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.
7. 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 pilot the campaign's interventions with several Vanguard Communities in the fall of 2014 and winter of 2015 and will launch the national campaign in early summer of 2015. The campaign is free and open to any community interested in working on the seven core elements of the campaign. CAEH will provide more information on the campaign, including how to join, at the CAEH Annual Conference on November 3rd- 5th in Vancouver and at www.caeh.ca following the conference.