

## **20,000 Homes Campaign Community Agreement**

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 is led by the Canadian Alliance to End Homelessness. It is free to join and the campaign team will assist all communities who join in implementing the six core elements of the campaign.

This agreement outlines the expectations of campaign communities and the support the 20,000 Homes national campaign team will provide.

### **Campaign 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 onto the streets, into shelters and wherever necessary to find them, assess their needs and meet them where they are at.

*Tracking our progress:* Local teams and the national campaign will use regularly collected, person-specific data to accurately track progress toward our goal. We will be transparent in our progress through good times and bad.

*Improving local systems:* we will seek to build 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.

By joining the 20,000 Homes Campaign communities are agreeing to these shared principles.

## Most vulnerable

The 20,000 Homes Campaign aims to permanently house our most vulnerable homeless neighbours. For the purposes of the campaign, 'most vulnerable' refers specifically to homeless individuals who are assessed as having high acuity (having complex needs and at risk of death from homelessness) and/or those who are chronic or episodically homeless. We are not targeting those who would be considered transitionally homeless (lower acuity and likely to resolve their own homelessness, with little assistance).

## Agreement

Joining the 20,000 Campaign is a major undertaking for any community. The CAEH and our national campaign team is committed to your success and helping communities every step of the way.

The 20,000 Homes Campaign team will work with you as:

- a *coach* to help you meet your goals in a way that makes sense in your community and will connect you to training and technical assistance on solutions that work;
- a *champion* to amplify local results and collective impact;
- a *problem-solver* to learn and improve as we go; and importantly,
- *an advocate*, to push for government investment that advances an end to homelessness in Canada.

There are six core elements of the 20,000 Homes Campaign. The campaign team will assist all communities in implementing these elements in a way that makes sense for each community.

### **1. Knowing every homeless person by name and understanding each person's needs and preferences.**

We cannot solve a problem without knowing its scope. We cannot solve a person's homelessness until we know his or her needs and meet each person where they are at.

#### 20,000 Homes Campaign commitments:

- ✓ 20,000 Homes Campaign will train and support communities in conducting Registry Weeks as coordinated outreach and triage assessment process to develop actionable data on every person experiencing homelessness. Our training will equip you to recruit, train and employ volunteers and stakeholders outside of formal homelessness-serving systems. 20,000 Homes will provide a common assessment tool and a simple database to analyze the results.

- ✓ 20,000 Homes Campaign will support communities to align the Registry Week process and information with national Point-in-Time counts if requested. It's important to note that the campaign is not interested in enumerating homelessness, our focus is ending it. The Registry Week process is first and foremost a housing intervention. The process however, can be used in support of PIT counts and we will help communities minimize duplication in effort.
- ✓ The 20,000 Homes Campaign will provide a communications toolkit to support communities with activities connected to the Registry Week and our national advocacy efforts

Community commitments:

- We will complete at least one Registry Week and we will engage volunteers who want to contribute to implementing a registry week and taking forward action: neighbours, people with lived experience, local businesses, housing and service providers, faith-based groups and government agencies
- We commit to using a common assessment tool and we agree to prioritize housing and support for homeless people with the most acute needs first. We will keep and update a list of people who are homeless in our community, listing them by name. We will list people by name and prioritize the most vulnerable for housing first.
- We commit to taking urgent and immediate action to house and support the people we survey including setting time bound targets for housing people identified through the registry week process.
- We commit to coordinating local communication efforts and messaging with the 20,000 Homes Campaign.

**2. Implementing Housing First in a way that makes sense for each community.**

The campaign's primary objective is to find permanent, safe, appropriate and affordable housing for 20,000 of Canada's most vulnerable homeless people ensuring they have the support necessary to sustain it. We want to get people into housing first and fast.

Housing First includes a core set of principles and a can include a range of different housing interventions.

20,000 Homes Campaign commitments:

- ✓ 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 Housing First.
- ✓ Through our national campaign team and partners in the field, we will provide communities with the coaching, training and technical assistance required to successfully implement Housing First programs. Wherever possible training will be provided free of charge. If this isn't possible the training will be provided on a cost recovery basis. We will explain any costs associated with training well in advance.
- ✓ With each community, we will set clear goals in monthly, quarterly or other short-cycle increments so that support is responsive and learning is constant.
- ✓ The campaign will create and support the development of a national community of practice to facilitate problem solving and learning among campaign communities.
- ✓ The campaign will host regular webcasts and/or conference calls to provide training and technical assistance.

Community commitments:

- We are committed to Housing First and agree to the four core principles of the Housing First philosophy:
  - consumer choice and self-determination in all housing and support services;
  - provide direct access to permanent housing with the support necessary to sustain it;
  - housing is a Human Right and is not conditional on sobriety or program participation;
  - social inclusion, self-sufficiency and improved quality of life and health to the greatest extent possible is the ultimate objective of housing and support services
- We are committed to implementing Housing First as a philosophy and a practice in a way that makes sense in our community, understanding that Housing First programs can take different forms depending on the unique characteristics of each community and the needs of our homeless neighbours. We will work with the 20,000 Homes Campaign to move our most vulnerable homeless neighbours rapidly into permanent affordable housing with the supports to sustain it.

- We agree to work toward achieving the best possible housing outcomes using evidence based best practices in Housing First program delivery. We will benchmark our Housing First program outcomes against our peers and evidence based standards and strive for continuous improvement.
- We will not apply assumptions about housing readiness or screen people out for housing assistance.
- We will work proactively with the 20,000 Homes Campaign to examine our processes and performance, to remove barriers, and to build on what is working to create a culture of continuous improvement.

**3. Using data to track progress and to make decisions to improve a community's homeless programs and the system as a whole.**

The campaign goal to house 20,000 people in three years is intentionally time-bound, concrete and measurable. To keep our movement honest, accurate and continuously improving the campaign will include a user-friendly but rigorous data collection, analysis and reporting process.

20,000 Homes Campaign commitments:

- ✓ The campaign will provide a free, user-friendly database and tools to analyze results of Registry Weeks and track and report housing placements. These tools are not designed to replace or replicate local databases. The campaign will support communities in developing customized dashboards, reporting tools and templates.
- ✓ The campaign will work with communities to set monthly housing placement targets. The campaign will roll up data to provide regular local, provincial and national progress reports that track progress towards the Campaign goal, celebrate key milestones, and capture aggregate data on vulnerable people experiencing homelessness.
- ✓ The campaign will specifically track and report on youth and Aboriginal homelessness as assessed through registry weeks in order to expose and begin to resolve these critical issues.
- ✓ The campaign will specifically track and report public system use by vulnerable homeless people in order to advocate for public policy changes and funding in support of ending homelessness.

- ✓ The 20,000 Homes Campaign will work to align the data collection and reporting of the Campaign with existing and emerging information systems.
- ✓ The 20,000 Homes Campaign will make all aggregate data and progress reports publicly available.
- ✓ All information collected by the campaign will be collected in accordance with local, provincial and federal privacy legislation and our campaign privacy policy. The campaign will not collect, store or disclose identifiable individual personal information.

Community commitments:

- We agree to share anonymous individual assessment survey results to allow for a local, provincial and national analysis of homelessness in Canada.
- We agree to report our monthly housing placement directly to the campaign.
- We commit to using common definitions and measurements.
- We agree to have our aggregate (i.e., not client-level) monthly housing placement data and aggregate survey assessment data shared publicly on the campaign website.
- We agree to adhere by all relevant local, provincial and national privacy legislation and the 20,000 Homes Campaign privacy policy.

**4. Improving housing placement and working toward building a coordinated local homelessness system of care focused on ending homelessness**

We are asking communities participating in the 20,000 Homes Campaign 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.

20,000 Homes Campaign commitments:

- ✓ The 20,000 Homes Campaign will provide a community self-assessment tool designed to walk communities through their progress and needs in key competencies critical to ending homelessness. The tool is set up as a workbook that enables you to gauge your community's status in meeting the essential elements of system planning in a housing first context. Elements include assessment, outreach, prioritization, housing placement

and retention, coordinated systems delivery, and information and performance management. The community self-assessment tool will be available in fall 2015.

- ✓ The 20,000 Homes Campaign will analyze the self-assessment results with communities and identify opportunities for systems and process improvements. Where requested, we will work with communities to support the development of local homeless system plans.
- ✓ The 20,000 Homes Campaign will aggregate national findings from the community self-assessments to inform advocacy, training & technical assistance activities and peer exchange efforts.

Community commitments:

- We agree to undertake the community self-assessment as a basis for building on our assets and defining our gaps in precise and actionable terms.
- We will not get stuck on what we do not have – scarcity. We will unpack and apply the resources we have – our abundance - to house people while educating and informing decision-makers on practical investments and policy changes they can make to support our work.
- We agree to work with the campaign toward the development of a coordinated system of care focused on ending homelessness in our community.

**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.

20,000 Homes Campaign commitments:

- ✓ The 20,000 Homes Campaign will host and animate a national learning platform – including online, video, face-to-face gatherings and through the CAEH national conference on ending homelessness - where participating Campaign communities will pose sticky questions, provide materials, test innovations, and celebrate and support each other.

Community commitments:

- We're in! We will willingly give away our tested ideas and smart tools, enthusiastically support our peers in solving sticky problems and will happily 'steal' ideas and practices that support our work.

**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 and political support for ending homelessness

20,000 Homes Campaign commitments:

- ✓ The 20,000 Homes Campaign will develop an adaptive national housing advocacy strategy focused on re-engaging federal and provincial governments in meaningful investments in affordable housing and supports focused on ending homelessness.
- ✓ Any advocacy effort will be non-partisan, respectful and constructive.
- ✓ The campaign will specifically track and report on youth and Aboriginal homelessness as assessed through registry weeks in order to expose and begin to resolve these critical issues.
- ✓ The campaign will specifically track and report public system use by vulnerable homeless people in order to advocate for public policy changes and funding in support of ending homelessness.
- ✓ The 20,000 Homes Campaign will provide a communications toolkit and support communities with activities connected to the Registry Week and our national advocacy efforts.

Community commitments:

- We will help spread the word about the 20,000 Homes Campaign and are proud to acknowledge our participation in it.
- We commit to coordinating local communication efforts and messaging with the 20,000 Homes Campaign.
- We agree to share anonymous individual assessment survey results to allow for a local, provincial and national analysis of homelessness in Canada.



- We agree to have our aggregate (i.e., not client-level) monthly housing placement data and aggregate survey assessment data shared publicly on the campaign website.

**Last but not least...together:**

- ✓ We will celebrate achievements
- ✓ We are not interested in assigning credit or blame
- ✓ We will favour action over perfection.
- ✓ We know that what we are doing is full of joy – we will laugh and create a fun, welcoming movement.
- ✓ We are resolutely focused on our mission. We will find a way to meet our objective despite the challenges that will come.