

HEADING HOME

No More Families Living on Our Streets

THE COMMUNITY PLAN TO END HOMELESSNESS IN ACTION



There are roughly 600 families currently experiencing homelessness in Santa Clara County, and another 600 new families enter homelessness for the first time every year. There is no reason families should be sleeping outside at night.

On October 4, 2021, Destination: Home joined the County of Santa Clara, City of San Jose, Santa Clara County Housing Authority, Cisco and several other Continuum of Care partners in launching HEADING HOME – a community-wide campaign to end family homelessness by 2025.

The goal of the HEADING HOME campaign is to achieve **“functional zero” by 2025** – meaning the number of housing placements for families is greater than the number of families entering homelessness.

The HEADING HOME campaign leverages four key strategies:

EMERGENCY HOUSING VOUCHERS

We're allocating the vast majority of 1,000 new emergency housing vouchers to homeless families, in partnership with the Santa Clara County Housing Authority.



RAPID REHOUSING

The coalition is expanding its Rapid Rehousing programs – which provide a time-limited rental subsidy along with case management and supportive services – with a goal to serve another 200 homeless families annually.



HOMELESSNESS PREVENTION STRATEGIES

We're expanding the Homelessness Prevention System to serve 2,500 households by 2025 and making new investments in Housing Problem-Solving programs, which quickly house families who recently became homeless and are sleeping on the street or in a place not fit for human habitation.



AFFORDABLE AND SUPPORTIVE HOUSING DEVELOPMENT

New affordable housing developments in the Measure A pipeline are producing approximately 1,000 new family apartments in the next five years. There is also the potential to create more new homes for families by leveraging \$1 billion in Project Homekey funding.



SUPPORT THE HEADING HOME CAMPAIGN!

As we roll out elements of this campaign in the weeks and months ahead, we'll need the support of elected officials, landlords, private businesses, non-profit partners and other community members. For questions contact Destination: Home at info@destinationhomesv.org

HeadingHomeSV.org

