CAMPAIGN TO END FAMILY HOMELESSNESS

Successes, Lessons Learned, and the Road Ahead
ESTABLISH THE WHY

- 180 families are on a 2-year waiting list for housing.
- It is 10x more expensive to re-house a family than it is to keep them housed.
- Idaho’s population boom has increased rental costs by over 40% in two years.
- We must get ahead of this issue or risk looking like neighboring cities in crisis.
GOAL 1: NO FAMILIES ON THE OUR PATH HOME WAITING LIST

Next Steps:
These are workstreams to impact this goal:

- **Supportive Housing** - improve our capacity and process to house and serve families through RRH, PSH, and the bridge between programs

- **Dedicated Units Program** - finalize policy/program details and launch recruitment effort

**OPH Waiting List**

<table>
<thead>
<tr>
<th></th>
<th>AS OF JULY 1, 2021</th>
<th>AS OF DEC 11, 2022</th>
<th>YEAR 2 GOAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>280</td>
<td>181</td>
<td>225</td>
</tr>
</tbody>
</table>

Our campaign is working every day to get this number to zero.
<table>
<thead>
<tr>
<th><strong>How many evictions were prevented?</strong></th>
<th><strong>How many families did we house who lost their housing?</strong></th>
<th><strong>How many families are still waiting for our help?</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>132</td>
<td>289</td>
<td>181</td>
</tr>
</tbody>
</table>

**DATA SUMMARY**  
**JULY 2021 - TODAY**
GOAL 2: RECRUIT 300 HOMES

300 Homes
BY JULY 2023
JAN 2023 = 46
FEB 2023 = 75
MAR 2023 = 150

(estimated) (actual)

Committed Partners

Our Path Home
GOAL 3: RAISE $8.5M

Next Steps:
• Launch “mini-campaigns” with Jesse Tree and CATCH taking the lead to raise the remaining $2.9M
• Continue grant writing efforts (10 applications a year, drafting grants on behalf of CATCH, Jesse Tree, and OPH)
SUCCESSES
CAMPAIGN SUCCESS

Client Impact

• The queue has stabilized and remained below 180 (the number we started at)
• Launched the Housing Crisis Hotline
CAMPAIGN SUCCESS

Housing

• Launched the dedicated units program under the 300 Homes banner
• Secured 46 units to date
CAMPAIGN SUCCESS

Fundraising
• Raised over $5,700,000
• Led over 60 tours of OPH’s mission to community leaders. Most of which were unfamiliar with OPH.
• Established Leadership Cabinet of 15 key leaders and organizations
CAMPAIGN SUCCESS

Partnership

• “It’s good to embrace the difficult tensions.”
• Solutions Team demonstrated rapid action planning
• Moved away from standing committees to adaptive public-private strategy and operational teams
• Take “organizational hat” off, put “systems hat” on
CHALLENGES

Vision & Role Clarity
Clear Leadership
Building Awareness
Partnership Capacity
Courageous leaders have double vision. They see the world as it is and as it could be.