



Our Path Home

CAMPAIGN TO END FAMILY HOMELESSNESS

Successes, Lessons Learned, and the Road Ahead



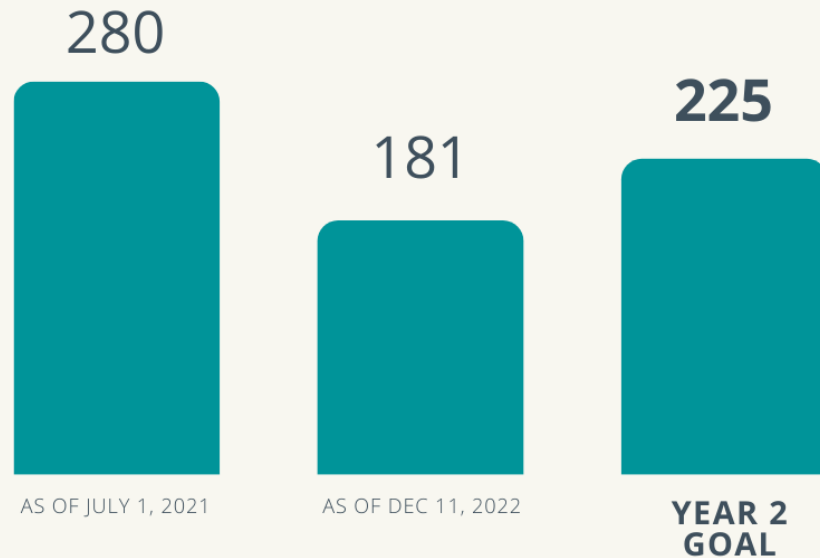
ESTABLISH THE WHY

- 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

OPH Waiting List



OUR CAMPAIGN IS WORKING EVERY DAY TO GET THIS NUMBER TO ZERO.

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

DATA SUMMARY

JULY 2021 - TODAY



How many evictions were prevented?

132



How many families did we house who lost their housing?

289



How many families are still waiting for our help?

181

GOAL 2: RECRUIT 300 HOMES

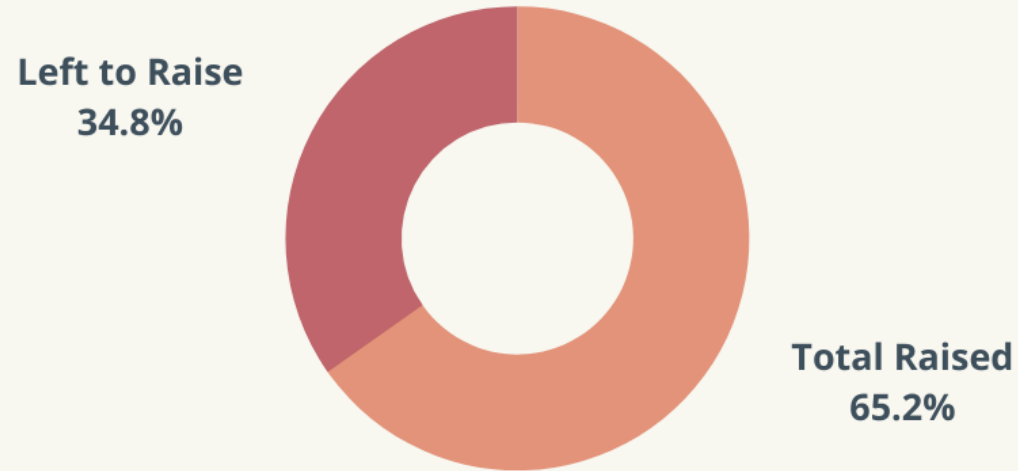


Committed Partners



GOAL 3: RAISE \$8.5M

Amount Raised:
\$5,545,748



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)



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SUCCESSSES

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.