

# 4 THINGS

## A CONTINUUM OF CARE CAN DO TODAY to End Homelessness



### 1. Build a Business Council

In the world of homeless advocacy, we are accustomed to the active participation of government, philanthropy, the nonprofit arena, and the faith community. But sometimes we fail to consider the influence and potential impact of a business-driven initiative. Business leaders have a knack for getting things done and for making things happen, and they can influence and transform strategies and policies like nobody else. To end homelessness in your region, you need the active participation of key business leaders.

### 2. Start a Community Campaign

Lots of different people and lots of different organizations from many different sectors of your community are working to solve homelessness. And while that is a good thing, that is also the reason little progress is being made: There are simply too many disconnected pieces working in isolation from one another. But through the process of collective impact, your Continuum of Care can start a community campaign that can lead to a common agenda, agreed upon measurements, coordinated activities, continuous communication, transparency, and real results.

### 3. Build a New Impact Fund

The government—local, state, and federal—will always be the biggest funder of any homeless initiative. But there are vast pools of resources in the private arena that need to be brought to bear on the problem of homelessness. Philanthropists and various foundations are ready to fund the aspects of homeless advocacy that the government cannot or will not fund. You need to harness the power of these resources to finish the task of ending homelessness.

### 4. Drive Advocacy and Big Goals

Homelessness persists in our country because people don't know the truth about this terrible problem, but the communities that have solved homelessness are the communities that have transformed opinions and policies through an effective awareness campaign. When your community's citizens and your community's leaders know what causes homelessness and what works when it comes to solving this terrible problem and when those same people are motivated by big and audacious goals, they will respond with their support and the resources to back it.

### Contact Us

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