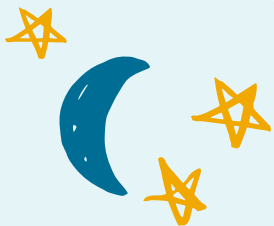
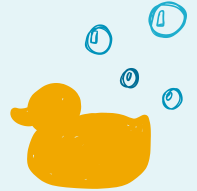


# Your donation to Housing Matters is...



... the pride you feel when your pen hits the signature line on your **first apartment lease**

... the smile on your child's face when they find their **favorite rubber ducky** before bath time



... the peaceful moment of your head touching a **cool pillow on a warm night**

... stepping back to admire the **first photo you hang** on your new blank walls



... the joy of a **takeout picnic on the floor** surrounded by boxes in your new home

**Your donations have made these moments possible for 224 people so far this year.**

Meanwhile, thousands go without a home every night in Santa Cruz County. Hundreds more will become homeless in 2020.

## **HSC is now Housing Matters**

Have you heard the big news? After 33 years of service as Homeless Services Center, we are now proudly serving your community with the name Housing Matters.

**Housing Matters**

**Let's resolve homelessness together. Make a gift today.**



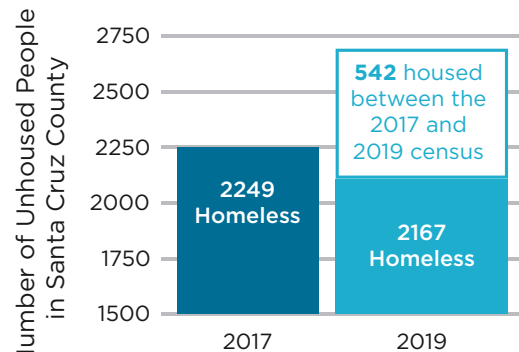
# Your Generosity Matters



Nearly 550 people were housed through Housing Matters over the last two years, thanks to contributions from people like you.

There are more than 2100 people experiencing homelessness in Santa Cruz County tonight.

Without your support of Housing Matters, homelessness in Santa Cruz County likely would have increased by as much as 20 percent in the last two years.



## The Power of a Dollar (or 8000!)

**\$15**

pays for one night for one person at a Housing Matters shelter

**\$100**

pays for 3-4 rental application fees

**\$1000**

covers essential move-in costs for someone newly in permanent housing

**\$8000**

covers the average start-to-finish cost of housing one person or family

## Your Impact: By the Numbers

Each year, with your help, we provide basic comforts to thousands of people. Just how big is our impact? See the numbers through the lens of an average Santa Cruz County family of three.

**63,410**

**BEDNIGHTS** provided each year

**58 YEARS**

= of nights spent in cozy beds for the average Santa Cruz family

**99,160**

**MEALS SERVED** each year

**30 YEARS**

= of eating three meals per day together for the average Santa Cruz family

**57,600**

**SHOWERS** provided each year

**52 YEARS**

= of regular showers for each member of the average Santa Cruz family



 **Give Today!** Online, by phone, by mail

[housingmatterssc.org/donate](https://housingmatterssc.org/donate) | (831) 226-2512 | enclosed return envelope

Visit our website for information about legacy giving

**Housing Matters**