



FY 2019 Annual Report

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New Program: Youth Rapid Re-housing

In January, Housing Matters and six other agencies throughout the county kicked off the Youth Homelessness Demonstration Program. Santa Cruz County was one of just ten communities nationwide to receive this project grant from the federal government. The goal of the project is to test the theory that **transition-age youth** — those ages 18-24 — have unique needs that are best served by unique programs.

The specifics of the project were designed by young adults who served on a Youth Advisory Board, working with community stakeholders. The project will last two years, to start.

Housing Matters is participating through a newly launched Youth **Rapid Re-housing** program, taking our years of rapid re-housing experience and combining it with best practices for working with youth. We'll also be offering additional support, such as housing workshops specifically for youth.

Lingo Alert!

TRANSITION-AGE YOUTH are people between ages 18-24.

RAPID RE-HOUSING is short-term rental assistance and services to help people get back into permanent housing quickly while increasing self-sufficiency in order to stay housed.

26% OF THE HOMELESS POPULATION IN SANTA CRUZ COUNTY ARE TRANSITION-AGE YOUTH. THAT'S 569 YOUNG PEOPLE¹

95% OF HOMELESS TRANSITION-AGE YOUTH IN OUR COUNTY ARE UNSHELTERED¹

New Housing: 801 River Street

Vacant for two decades, the historic home at 801 River Street is now owned by Housing Matters. We know how to help people out of homelessness, and the solution is simple: housing. However, it's no secret that the housing market in Santa Cruz County is tight as can be. We have decided to dip our toes into adding to the rental inventory, addressing the lack of affordable housing that is so often the biggest barrier our clients face in finding permanent housing.

We plan to convert the home into six or seven one-bedroom apartments, which will serve as **permanent supportive housing**. The planning and construction process should take about a year. Stay tuned!

Lingo Alert!

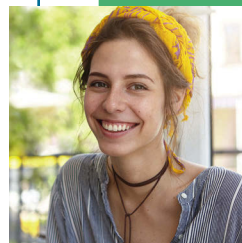
PERMANENT SUPPORTIVE HOUSING indefinitely combines ongoing housing assistance with wraparound supportive services for people living with disabilities.



Housing Matters to *Our Youth*

"After being in and out of homes throughout my childhood, I know how important stable housing is to my wellbeing. I'm on my own now, and want to focus on my dreams, not worry about where I'll sleep."

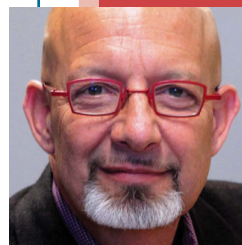
—Haley M., 22



Housing Matters to *Donors Like You*

"Housing Matters is leading the charge with a vision of hope, an ironclad will, and a demonstrable history of getting results toward ending homelessness in Santa Cruz County."

—Fred Keeley



Housing Matters to *Susan True*

"It's important to me to invest in forward-thinking organizations, and Housing Matters hits the mark, year after year."

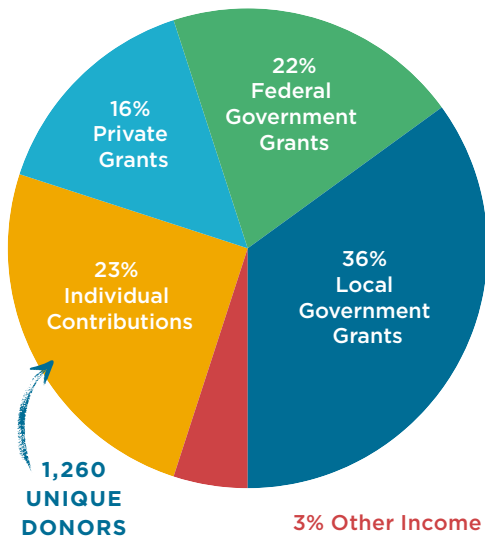
—Susan True, CEO of Community Foundation Santa Cruz County



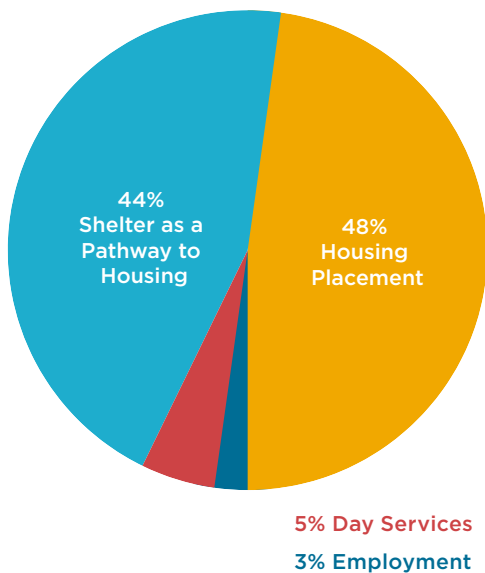
Financial Overview

TOTAL BUDGET: \$4,802,694.32

DOLLARS IN



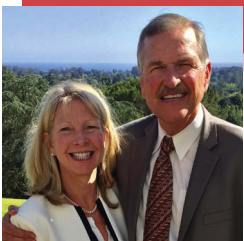
DOLLARS OUT



Housing Matters to Donors Like You

"We feel proud knowing that our investment in Housing Matters is helping our neighbors find a permanent home. It's truly inspiring."

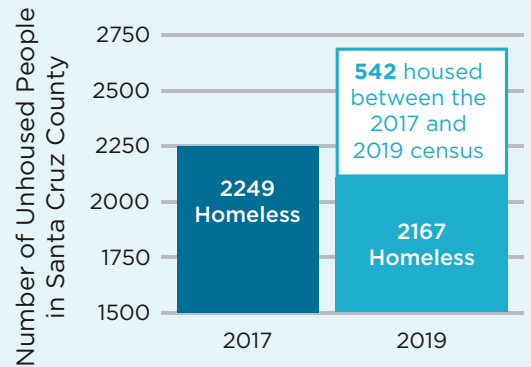
—Laura and Terry LaPorte



FY 2019 Outcomes

259

PEOPLE HOUSED IN FY18-19



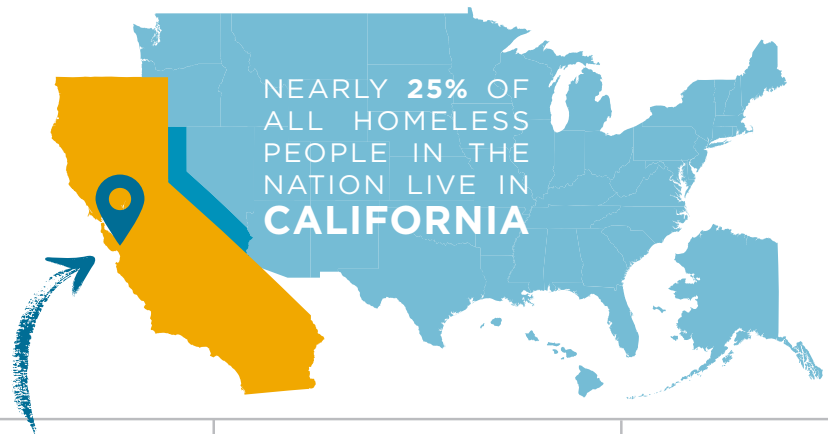
461 UNIQUE SHELTER RESIDENTS

2,457 PEOPLE SERVED

63,410 BEDNIGHTS

That's 58 YEARS, for the average Santa Cruz family of 3, of nights spent in their own beds

Homelessness in California and Santa Cruz County



IN CALIFORNIA 33 OF 10,000 PEOPLE ARE HOMELESS²

70% OF PEOPLE WHO ARE HOMELESS IN CALIFORNIA ARE UNSHELTERED²

CALIFORNIANS NEED to build 180,000 NEW HOUSING UNITS a year to keep housing prices stable. Over the past 10 years, we've averaged less than half of that.⁴

IN SANTA CRUZ 79 IN 10,000 PEOPLE ARE HOMELESS³

78% OF PEOPLE WHO ARE HOMELESS IN SANTA CRUZ ARE UNSHELTERED³



Housing Matters to Jimmy Panetta (D-CA)

"Working with local service agencies to combat homelessness is critically important. Housing Matters is a leader in this field and a prime example of an organization supporting our community's needs."



Being the Change



The past year exemplified our commitment to moving forward to affect positive change towards resolving homelessness together. As always, this is only possible with the support of generous donors and volunteers like you. More than 1,315 of you contributed your time and funds to Housing Matters in FY19, and we couldn't be more grateful.

All the major moves we made in FY19 have great implications for the future of our community. In FY20 we will be **renovating 801 River Street** into several permanent supportive housing units.

We also look forward to seeing the joy and relief on the faces of unhoused youth when they get keys to their very own housing through **our new Youth Rapid Re-housing program**. Your contributions empower our staff and board to press forward in our mission of partnering with individuals and families to create pathways out of homelessness and into permanent housing.

You may have noticed that **we changed our name to Housing Matters**. With deep roots in the community as Homeless Services Center, we have deliberately grown over the last several years into an organization with a sharp focus on a full array of housing-oriented services that extend beyond our two-acre campus. We hope that when you hear this name, you hear a rallying cry. Housing is the solution-oriented focus of the conversations we have with clients, and housing should be the focus for us all when discussing homelessness.

We are a community experiencing homelessness, and housing matters to everyone in Santa Cruz County.

Sincerely,

Phil Kramer, Executive Director

Housing Matters to

Mario's Success

"When you got people behind you, that's what keeps you going," says Mario, who was housed in early 2019. "It's not even about personal inner strength. That support puts fire back in you to want to survive."



Read more about Mario's journey with Housing Matters, and other success stories at: housingmatterssc.org/stories.

Your Generosity Matters



Without your support, homelessness in Santa Cruz County likely would have increased by as much as 20% in the past two years. We don't yet know how many people will become homeless in 2019 and 2020, so your continued investment will keep us one step ahead in our collective effort to resolve homelessness in Santa Cruz County. Please give today.

Support from our community (that's you!) makes all the difference

Online

Donating online is fast, simple, and secure. Make a gift today by visiting housingmatterssc.org/donate.

By Mail

Make a check payable to Housing Matters and mail to:

Housing Matters
PO Box 1319 | Santa Cruz, CA | 95061

By Phone

Call Marsa Greenspan, Development Associate, at **(831) 226-2512**.

Legacy Giving

See our website to make giving to Housing Matters a part of your legacy. Visit housingmatterssc.org/take-action/donate.

**Housing
Matters**

¹ Applied Survey Research, 2019, Santa Cruz County Homeless Census & Survey, Watsonville, CA

² The U.S. Department of Housing and Urban Development - Office of Community Planning & Development, 2018, The 2018 Annual Homeless Assessment Report (AHAR) to Congress, Washington D.C.

³ Applied Survey Research, 2019, Santa Cruz County Homeless Census & Survey, Watsonville, CA

⁴ California Department of Housing and Community Development; CIRB, Public Policy Institute of California via KQED (<https://www.kqed.org/news/11666284/5-reasons-californias-housing-costs-are-so-high>)