



Phil Kramer pkramer@housingmatterssc.org via [gmail.mcsv.net](mailto:mcsv.net)
to Cassie

Hi Cassie,

Wow, what a year. I hope this finds you and yours safe and healthy.

I'll get right to it: The crises of this year have felt, at times, insurmountable for our entire community. But that feeling is especially true for those without a home. Whether they were unhoused before the pandemic started, they lost their home in the fire, or COVID compromised their housing, **our unhoused neighbors need your support now more than ever.**

Being the generous, compassionate, action-oriented community that you are, we are calling on you to **join in our mission to [get Santa Cruz home.](#)**

We all know what it's like to get home:

Imagine that feeling you have when you walk into your home after being away for a while. The house is still, quiet — the echoes of your departure have long since faded. Maybe it's late at night, and you've been traveling for hours. The unique smell of your home wraps its arms around you and the stresses of being out in the world shed effortlessly from your shoulders.

Your bed is cool, but still inviting and warm in its familiarity. Maybe you put clean sheets on right before you left, and they're perfectly crisp and soft. You remember that you don't have any cream for your coffee in the morning, but no matter. You're home.

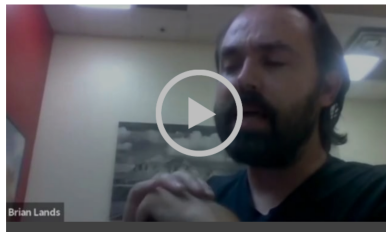
Now imagine how intense all of those feelings would be after living without a home for months, even years. Imagine coming home after being unhoused. Imagine ending not a vacation or work trip, but a period of homelessness.

Your support of Housing Matters ends homelessness, every day. YOU end homelessness for children. You end homelessness for mothers. You end homelessness for veterans and seniors, tradespeople and professionals. You get people home, into the warm stillness of a stable place to live.

It may seem crazy, to think that your donation to Housing Matters ends homelessness. But that's exactly what we do, which you make possible with every dollar you donate. Our staff works tirelessly to move each and every client we serve toward stable housing. **And housing ends homelessness.**

[Click here to make your donation to Housing Matters today, and end homelessness for your unhoused neighbors >](#)

Imagine experiencing all the turmoil of 2020 without a roof over your head, without a place to shelter in place. Brian, one of our frontline staff, has shared what's been keeping him up at night this year. Watch the video below.



Your donation means your neighbors — people who never could have imagined they would be without a home — get a person like Brian behind them, so they can get reconnected with housing.

To say that 2020 has been a tough year is probably the understatement of the century. Any one of the many crises that our community has faced this year has had a direct impact on your neighbors.

But 2021 is on the horizon. While I know everything won't be instantly better on January 1, 2021, I am filled with **hope for the year to come**, and our ability to get Santa Cruz home. Here's why:

- Shelters around the country shuttered their doors. But your support allowed us to keep services going uninterrupted, keeping our clients safe and healthy.
- Demand for our services increased, and your support allowed more unhoused neighbors to get connected with life-changing support.
- The country marched for racial equity, and your support buoyed our longstanding commitment to always being an inclusive place for all people.

Your donation means people who have fallen right through the net get to stand on stable footing again and re-find their identities, rebuild their lives, rejoin their community.

Your donation will literally resolve homelessness for your neighbors. [Please, make a donation today >](#)

Let's get Santa Cruz home.

In solidarity,
Phil Kramer
Executive Director



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