

Since 2007, Strategies to End Homelessness has led a coordinated community effort with the goal of ending homelessness in Greater Cincinnati. We envision a community in which everyone has a stable home and the resources needed to maintain it.



Kevin FinnPresident/CEO

In partnership with 30 local organizations we coordinate a centralized emergency shelter helpline, homelessness prevention programs, street outreach, emergency shelter, and housing solutions serving approximately 12,000 people annually.

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Shelter Diversion: An Ounce of Prevention...

The most cost-effective intervention with the best outcomes

Shelter Diversion serves families facing homelessness who lack stable housing and are at imminent risk of being on the street or entering a homeless shelter.

The program spares families the trauma of experiencing homelessness. And has the best outcomes for program participants.

Over the last 5 years the average percentage of individuals in the program who did not become homeless one year after exiting the program was 95%.

The program catches households when they are living "doubled up" with a friend or family member - but not yet literally homeless.

Our team works to find an affordable housing unit. While in the program for 3-6 months, their rent and utilities are paid so that they can work on other areas that will assist with future housing stability, like employment.

And gain access to community services, childcare, re-enroll children in school, etc.

Consider this. The average cost to house someone post-homelessness is \$4,700. But, by preventing a person from becoming homeless, the cost is reduced to about \$1,650. Prevention is always the preference.

Throughout 2024, the CAP Helpline - our shelter intake helpline - screened 4,731 households for program eligibility. Of those 10%, or 483 households were eligible for the Shelter Diversion program.

But we only had capacity to serve about 1/3 due to a lack of funding.

The demand for Shelter Diversion services is clear. With more capacity, the program will prevent the trauma of homelessness for more Cincinnati families.



The Housing Stability Collaborative

Using predictive data analytics to prevent evictions

In 2023, Cincinnati City
Council set aside just
over \$2 million in funding
to be put toward one
project that
Councilmembers thought
had the greatest
potential to reduce
evictions and housing
loss in the city.

Strategies to End Homelessness

submitted an application for this funding and was chosen as the City's first ever **Impact Award** recipient. And the **Housing Stability Collaborative** was formed.



The Concept

Use data and predictive data analytics expertise to identify families in the early stages of a housing crisis – perhaps before the head of household even realizes the situation could lead to housing loss – and proactively offer assistance to resolve the crisis.

Predictive Data Analytics conducted by Strategies to End Homelessness identifies which households are most atrisk of receiving an eviction notice. We and our partner agencies proactively reach out to these households, offering services and assistance targeted toward addressing their emerging housing crisis.

The Goal

Families identified as having the highest risk of eviction and housing loss do not receive an eviction notice.

Little was previously being done locally, nationally or internationally, to develop systems that proactively assist people in the early stages of a housing crisis so that at-risk households do not receive an eviction notice.

After a year planning for and building a new, datadriven, cost-effective service delivery model to proactively prevent households from ever receiving an eviction notice, this new system for reducing instability and preventing housing loss went live in July.

The predictive data model is working.

Overwhelmingly, the households contacted validated that their housing is, or at least recently was, at-risk.

And most were extremely grateful for the offer of help.

Meet the CAP Helpline

The only number to call for people experiencing homelessness

The **Central Access Point (CAP) Helpline** is our centralized emergency shelter intake helpline (513-381-SAFE).

It is the one number anyone experiencing homelessness or at risk of homelessness can call to get information about services or be placed in a shelter or homelessness prevention program.

And recently calls for shelter and housing assistance have *increased significantly*. A 99% increase in the last 4 years.

Our Intake Specialists spoke with 4,731 individual callers in 2024. The highest number of callers in nearly a decade.

And the calls for help are not stopping.

The **CAP Helpline** is not fully funded by the Federal Government (the largest provider of funding for homeless services). So, we turn to local government entities and foundations for help.

And our generous donors who help ensure the CAP Helpline is there for every single call.

Now more than ever we need interventions like **CAP** to help people quickly access programs and services on their journey to housing stability.

Download the StreetReach App

Connect people experiencing homelessness to the help they need

Use the app to easily and discretely report someone sleeping unsheltered and our **CAP Helpline Specialists** will send help.

You don't need to engage with the person-just tell us their description and location.

Then because of <u>you</u> a neighbor will start their journey to housing stability.

<u>For</u> Android



For iOS



Families Living on the Street

New Pilot Program finds hundreds of families living on the street

Our local homeless services system never had a true picture of the number of families experiencing unsheltered - or "street" - homelessness. **Until now.**

Families start their journey to housing by calling the **Central Access Point (CAP) Helpline**. Some families can stay where they are - with friends or family - for a few weeks.

But others are already on the street. **Living** in their cars or in parks.

As a result, it was difficult for **CAP** to determine the most vulnerable families. And because there are limited family shelter beds, finding the most vulnerable families to place first is a priority.



Here's how the new Street Outreach pilot program works:

- A family calls to report they are sleeping unsheltered with children; CAP Intake Specialists collect detailed information.
- CAP shares this with our Street Outreach partner to send out help within 48 hours (though typically it happens the very next morning before 7am).
- The outreach worker informs CAP of which families they have verified as sleeping unsheltered and which they were unable to verify.
- CAP then prioritizes those families for beds in one of our family shelters.

In 2023, 11 families were found sleeping unsheltered.

Compared to 312 families were found sleeping unsheltered from May 1, 2024 to May 1, 2025.

5 Easy Ways You Can Help

"How can I help people experiencing homelessness?"

Here are a few ideas!

1

If you're reading this, you're already helping! Thank you for helping to dispel myths and share facts about homelessness here in Cincinnati.

2

Share this information with friends and family! Interested in a guest speaker for your business, social, or religious group? Just send us an email info@end-homelessness.org.

3

Volunteer! Volunteers are needed all year-round - not just during the holiday season! For current opportunities go to **bit.ly/STEHVolunteer**.



Be our eyes and ears. Download the **Street Reach App** - Android or iPhone - and send real-time information on people in need to our outreach teams.



Donate. Consider a financial donation and be assured your generosity will directly impact neighbors in need. **Thank you!**





Scan this QR code to donate today!

Our Partner Agencies







2024 Financial Information

Total revenues: \$36,322,476
Total expenses: \$35,609,071
Administrative: \$641,829
Fundraising: \$259,079
Program: \$34,708,163
Ending Net Assets: \$7,607,511

Please visit our website <u>strategiestoendhomelessness.org</u> to learn more about our work and the people we serve.

