

**United States Interagency Council on Homelessness**



# **National Project Homeless Connect**

## **Best Practices Colloquy**

### **Toolkit 2.0**

**August 2008**



**NATIONAL  
PROJECT  
HOMELESS  
CONNECT**



**What is Project Homeless Connect?**

**Where Did Project Homeless Connect Originate?**

**What are Characteristics of Project Homeless Connect?**

**What are Specific Themes of Project Homeless Connect?**

**Why Establish Project Homeless Connect?**



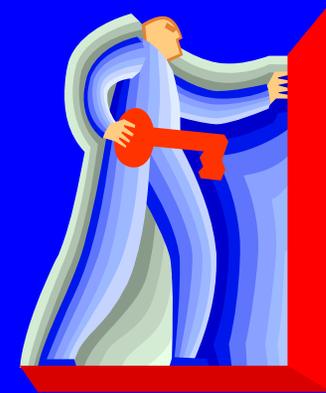
## Ten Essential Elements of Project Homeless Connect

- 1. Jurisdictional Leadership: Mobilizing Political and Community Will**
- 2. Partnerships for Results: Engaging the Public and Private Sector**
- 3. It's All in the Planning (Team): Choreographers and Ambassadors**
- 4. Location, Location, Location: Venues and Staging**
- 5. Hospitality and Opportunity: The Work of Volunteers**
- 6. Marketing to the Customer: Immediacy, Choice, and Results**
- 7. Not Business as Usual: Creating a Consumer-Centric Event**
- 8. "Welcome" in Words and Images: Strategies for Media and Communications**
- 9. Visible, Measurable, and Quantifiable: Reporting Data and Results**
- 10. Delivery, Execution, and Results: "Did you get what you wanted?"**



## What is Project Homeless Connect? The Basics

- **One-day event**
- **One-stop for housing, support, quality of life services**
- **One-goal: ending homelessness**
- **City/county or community-led**
- **Consumer-centric**
- **Outcome-oriented**





# Where Did Project Homeless Connect Originate?

- **Fall 2004:** San Francisco Mayor Gavin Newsom creates the first Project Homeless Connect to engage and welcome homeless people back into the community.
- **Fall 2005:** Communities across the country intuitively from temporary one-stops to welcome in the newly homeless victims of Hurricanes Katrina and Rita.
- **Winter 2005:** The U.S. Interagency Council on Homelessness launches the National Project Homeless Connect Partnership.





## Where Did Project Homeless Connect Originate?

- **Winter 2006:** 40 cities join the National Project Homeless Connect Week in December 2006.
- **Winter 2007:** When the Third Annual National Project Homeless Connect event ends, over 130 cities have welcomed Neighbors during 2007.
- **2008:** Fourth Annual National Project Homeless Connect Week announced for December 1-7, 2008.



# Fourth Annual National Project Homeless Connect Week

December 1-7, 2008



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