



Crusade for the Homeless Foundation

An Endowment to End Chronic Homelessness in Utah

Overview: The 1% Campaign

The 1% Campaign is an affordable way for all Utahns to participate in a united good neighbor action to end chronic homelessness statewide. By asking all individuals and corporations in Utah to contribute, one time only, 1% of one year's income to the Housing First Endowment, the 1% Campaign will establish earnings capable of financing permanent supportive housing throughout Utah in perpetuity.

Payments can be made monthly or quarterly and can be spread out over three years. Full information can be found and pledges can be made at CrusadeForTheHomeless.org. Pledges also can be made by phone at 801-263-4099 or by mail to: Crusade for the Homeless Foundation, 4461 Squire Court, Salt Lake City, UT 84124.

Housing First is working in Utah

In 2004, Utah joined a national campaign to end chronic homelessness by embracing Housing First, a revolutionary program that places people with long histories of homelessness into permanent, *supportive* housing. One-time chronically homeless individuals pay a percentage of their income as rent for accommodations with on-site counselors and services that enable them to rebuild their lives. So far, the private sector in Utah has put up enough seed funding to build more than 500 units of permanent supportive housing. These highly successful projects include: Sunrise Metro (opened 2007), Grace Mary Manor (2008) and Palmer Court (2009). An additional 2,500 units will meet Utah's total statewide need.

Housing First saves taxpayer dollars

The benefits to Utah go beyond compassion. The chronically homeless are not the panhandlers we see on the streets. They are Utahns who, often because of permanent disability, have been homeless for more than a year. Many end up living full-time in emergency shelters, jails and treatment facilities, at great cost to the taxpayer. A 2009 study found that the modest beginnings of Housing First in Utah have saved the state, in under 5 years, \$3.3 million in spending on emergency services for the homeless.

Housing First helps Utah's shelters work more efficiently

The chronically homeless make up just 10 percent of Utah's homeless population, but use more than half of all resources. By helping the long-term homeless, Housing First frees emergency shelters to care for those Utahns thrown on the streets by short-term crises, such as the recent recession. In the first five years of Utah's Housing First program, Beehive State emergency shelters saw a 33 percent drop in the number of chronically homeless in their facilities. This allowed them to serve an additional 1,000 temporarily homeless people without additional space.

Joining the 1% Campaign is practical *and* easy

Housing First is the least expensive, most effective option for rehabilitating the chronically homeless, and private seed money will enable Utah to capitalize on significant federal matching funds to-boot. In a single phone call or website visit, Campaign participants use simple tools to calculate 1% of their income and to pledge that amount – in practical installments over time – to the Housing First Endowment. It's easy. Do your part! Join the 1% Campaign today: **CrusadeForTheHomeless.org or 801-263-4099.**