

HOME FOR GOOD

April 6, 2011

Dear Colleague,

We are pleased to provide you with Home For Good's Spring 2011 progress report. When our Task Force issued our plan to end chronic and veteran homelessness in 5 years, we promised that we would consistently chart progress – or lack of it – as our community works to achieve this goal. This report is the first of many which will keep that promise.

You will find much to celebrate in the report. We are particularly honored by the broad and extensive support Home For Good has won. We believe that support – which reaches across the complete spectrum of officials and agencies concerned with homelessness – is a solid foundation for success.

Our survey of the progress to date found among those who are working to implement Home For Good a number of agencies and individuals have taken great strides forward. In particular, the Task Force applauds the accomplishments of:

Los Angeles County Board of Supervisors

City Of Santa Monica

Homeless Funders Group

Housing Authority of the City Of Los Angeles

4,000 community volunteers, participants in the 2011 Homeless Count

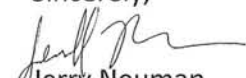
While those and others are changing the way we address our homeless population, we also note that a key constituency, most local and regional Housing Authorities, is not yet aligned with Home For Good's 5 year blueprint. We are reaching out to those agencies now so that the circle of support for our plan can be completed.

As community leaders are evaluating the most effective ways to implement Home For Good, the Task Force itself will soon convene a ground-breaking conference. We have invited senior leadership of Federal agencies which address homelessness – executives, funders, data management professionals – to meet with their local counterparts. With Task Force support, these key individual and agencies will identify specific barriers to developing and sustaining permanent supportive housing and they will establish priorities for removing those barriers. We anticipate that this conference will generate vital lines of communication between agencies as it creates effective new initiatives.

When you have reviewed our report, we hope you share your thoughts and observations with us. Throughout our work, the Task Force has benefitted from a steady flow of ideas, initiatives and, of course, criticism. We encourage you to stay in touch with the Task Force on our website, www.homeforgoodla.org, on Twitter and Facebook, or by communicating at: homeforgoodla@unitedwayla.org.

Thank you for your support of Home For Good. With your partnership, we will end chronic and veteran homelessness in our community.

Sincerely,


Jerry Neuman
Co-Chair
Business Leaders Task Force


Renee White Fraser, Ph.D.
Co-Chair
Business Leaders Task Force

LIVE UNITED 
TO CREATE PATHWAYS OUT OF POVERTY



Los Angeles Area
Chamber of Commerce

CO-CHAIRS

RENEE WHITE FRASER, PH.D.
Fraser Communications, Inc.

JERRY NEUMAN
Sheppard Mullin Richter & Hampton LLP

TASK FORCE MEMBERS

CHRISTOPHER J. CAREY
City National Bank

JON DEUSENBERRY
UPS

BILL FARRAR
Andrews International

RON S. GALPERIN
The Law Offices of Ron S. Galperin

RICH GRIMES
Seneca Telecommunications, LLC

DOUGLAS L. HALL
Wells Fargo Equipment Finance, Inc.

NEIL HALTRECHT
Robertson Properties Group

DAVID HAMLIN
Weisman Hamlin Public Relations

PILAR HOYOS
Watson Land Company

FRAN INMAN
Majestic Realty Co.

BERDELL KNOWLES
ECG Equity Investors

WENDY COLMAN LEVIN, PH.D.
Snak King Corporation

ANTONIO L. MANNING
JP Morgan Chase

JEFF McCONNELL
McConnell Government Relations

JULIA M. McCALLIN
California Institute of Technology

KERRY MORRISON
Hollywood Property Owners Alliance

STEVEN A. NISSEN
NBC Universal

JAMES S. PARKER
Bingham McCutchen LLP

KENT SMITH
LA Fashion District BID

JARED M. WOLFF
Pacific Western Bank

**1150 S. OLIVE STREET, T500
LOS ANGELES, CA 90015**

LOS ANGELES BUSINESS LEADERS TASK FORCE

HOME FOR GOOD

A PARTNERSHIP OF UNITED WAY OF GREATER LOS ANGELES & THE L.A. AREA CHAMBER OF COMMERCE

Progress Report / Spring, 2011

OVERARCHING GOALS

1. 74 cross-sector leaders have signed on to Home For Good and committed to partner with the Task Force in implementation.
Of 23 regional Housing Authorities, only Los Angeles has joined the Home For Good campaign; the Task Force views the participation of these agencies as vital to the success of Home For Good.
2. The Task Force is engaging the community through a Speakers Bureau, social media, and volunteer opportunities such as the 2011 Homeless Count, which drew over 4,000 community volunteers.
3. Chronically Homeless Individuals housed this quarter: 186.
 - a. 49 in new Permanent Supportive Housing Developments
 - b. 71 in Scattered Site Units
 - c. 66 in Turnover Units*These individuals were housed by St. Joseph Center, Skid Row Housing Trust, Housing Works, Mental Health America of Los Angeles, Ocean Park Community Center, A Community of Friends, PATH Ventures, PATH, Gettlove, New Image, and L.A. Family Housing.*

STRATEGY 1: ALIGN GOALS TO INTEGRATE OUR SYSTEM

1. The Los Angeles Homeless Services Authority (LAHSA) is partnering with Corporation for Supportive Housing (CSH) and Enterprise Community Partners on the Pathways to Permanent Housing program to provide technical assistance to emergency and transitional shelters interested in shifting to permanent housing models.
2. The Task Force met with the Sheriff's Department to initiate discussion around data sharing and coordination around exit from Twin Towers.

STRATEGY 2: COLLECT AND SHARE DATA TO ASSESS NEED AND TRACK PROGRESS

1. The 2011 Homeless Count was completed and 30 L.A. County cities were fully enumerated.
2. The LAHSA Commission approved new performance measures and a requirement that all LAHSA funded organizations utilize the Homeless Management Information System (HMIS) in order to align with HEARTH Act requirements.
3. Nine Los Angeles communities are participating in Common Ground's 100,000 Homes Campaign, an effort to find and house the 100,000 most vulnerable individuals across the country.

- a. The Long Beach Homeless Connections Initiative will update their 2009 registry in July.
- b. Glendale signed on to the 100,000 Homes and will conduct their registry in May.
- c. Hollywood 4WRD, a collaboration of the Hollywood BID, Gettlove, PATH, Blessed Sacrament, Step Up, and other governmental, faith, and nonprofit leaders, has identified the 40 most vulnerable individuals that they will house in 2011.

STRATEGIES 3 & 4: TARGET, REALLOCATE, AND COORDINATE EXISTING RESOURCES

1. TARGETING HOUSING UNITS

- a. CSH, Enterprise, and United Way convened permanent supportive housing providers to identify the pipeline of housing for chronically homeless people and funding gaps for this pipeline.

2. TARGETING SERVICES FUNDS

- a. The L.A. County Board of Supervisors passed a motion endorsing Home For Good and directing the Chief Executive Office to explore how Departmental funds can be directed to permanent supportive housing.
- b. The Department of Veteran Affairs and Supervisor Yaroslavsky launched Project 60 to house 60 chronically homeless veterans by linking VASH vouchers with community service providers.
- c. The Homeless Funders Group signed on to Home For Good and is exploring how private sector funders can partner with the Task Force in Home For Good implementation.
- d. Santa Monica released a Request for Proposals for Community Development Grant funds. To align with Home For Good, they focused on the Housing First approach and targeted funds to support permanent supportive housing for chronically homeless people.
- e. United Homeless Healthcare Partners is coordinating training for homeless services providers with Social Security Administration, Disabilities Determination Services, and SSI/SSDI Outreach, Access, and Recovery (SOAR) in order to increase the number of homeless residents receiving disability income and medical benefits.

3. TARGETING CAPITAL & OPERATING SUBSIDIES

- a. The Housing Authority of the City of Los Angeles (HACLA) and the L.A. Housing Department coordinated the Permanent Supportive Housing Program Notice of Funding Availability, as part of the City's Affordable Housing Trust Fund, to award 374 project-based vouchers for 7 permanent supportive housing projects in the City of Los Angeles.
- b. HACLA approved expansion of Citywide Shelter Plus Care grant to provide 433 additional supportive housing vouchers under current contracts.

Home For Good is an action plan to end chronic and veteran homelessness by 2016, and create a path to end homelessness for all people. Launched in November 2010, Home For Good was created by the Business Leaders Task Force, a group of 22 business leaders committed to end homelessness in our region brought together by United Way of Greater Los Angeles and the L.A. Area Chamber of Commerce.

For more information on Home For Good, go to www.homeforgoodla.org, and join the conversation on [Facebook](#) and [Twitter](#).