



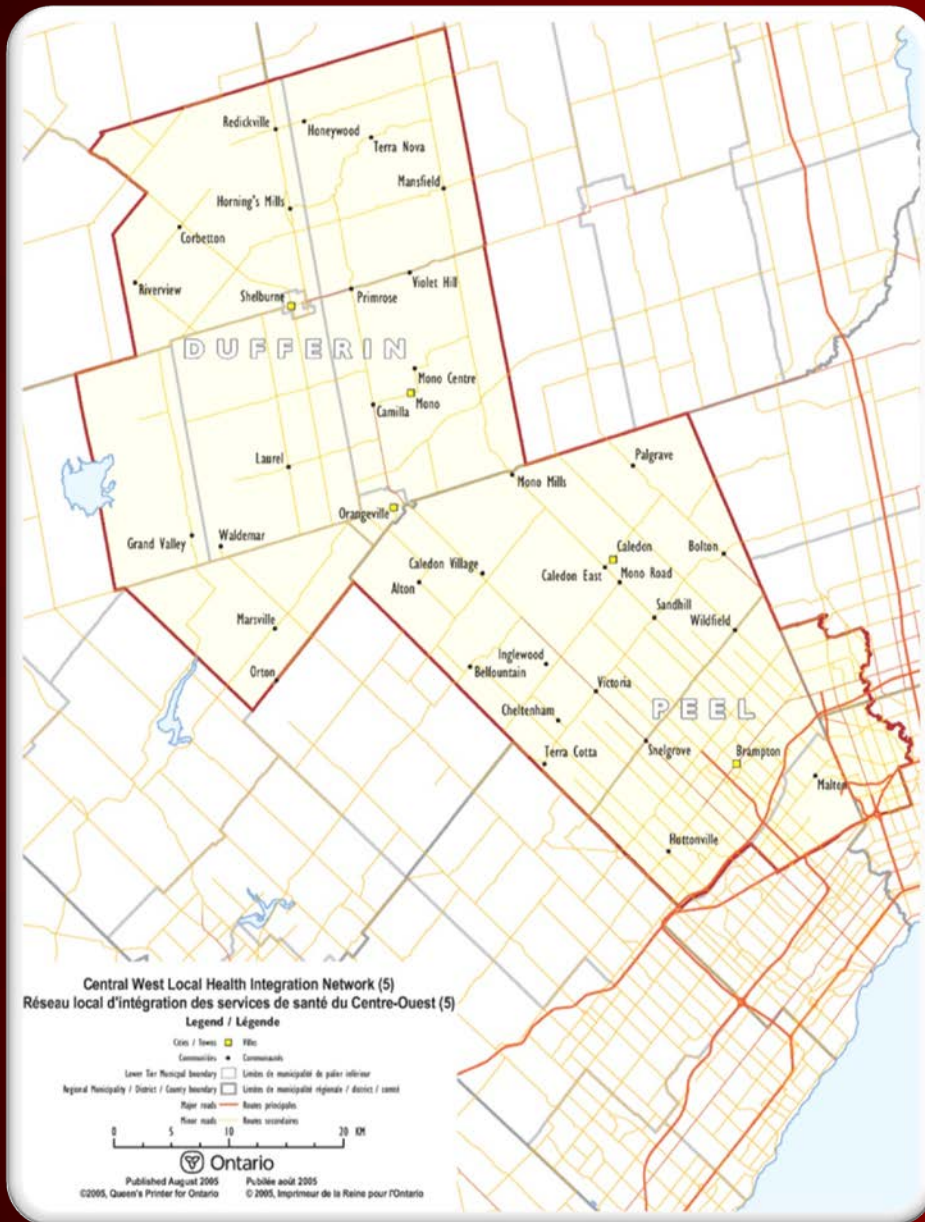
Canadian Alliance to End Homelessness  
Lessons from 20,000 Homes Campaign:  
Bright Spots & Challenges  
October 26, 2017

Presented By:

Anna McGregor, Program Manager Housing, County of Dufferin/Community Entity  
Cory O'Handley, Senior Manager, Services and Housing In the Province (SHIP)

# Dufferin County

- Population 57,000
- Land 1,486.31 km<sup>2</sup> (573.87 sq mi) - just over the quarter the size of P.E.I
- Takes up 70% of the Central West Local Health Integrated Network landscape
- Represents only 6% of the population
- Very limited transportation (Orangeville only "limited") and NO public transportation north of Orangeville



# Why Count?

- Dispel the myths.....Really Homelessness ... Not Here!
- Who is Homeless – what does it look like in a small community?
- Increase Visibility
- Challenge Mindsets

# The Hard Facts: Homelessness Nationally





# The Cost!!

## Affordable and supportive housing are cost effective.

The average daily per diem for affordable housing in Canada is less than that of an emergency shelter, acute hospital bed, psychiatric hospital bed, or jail.

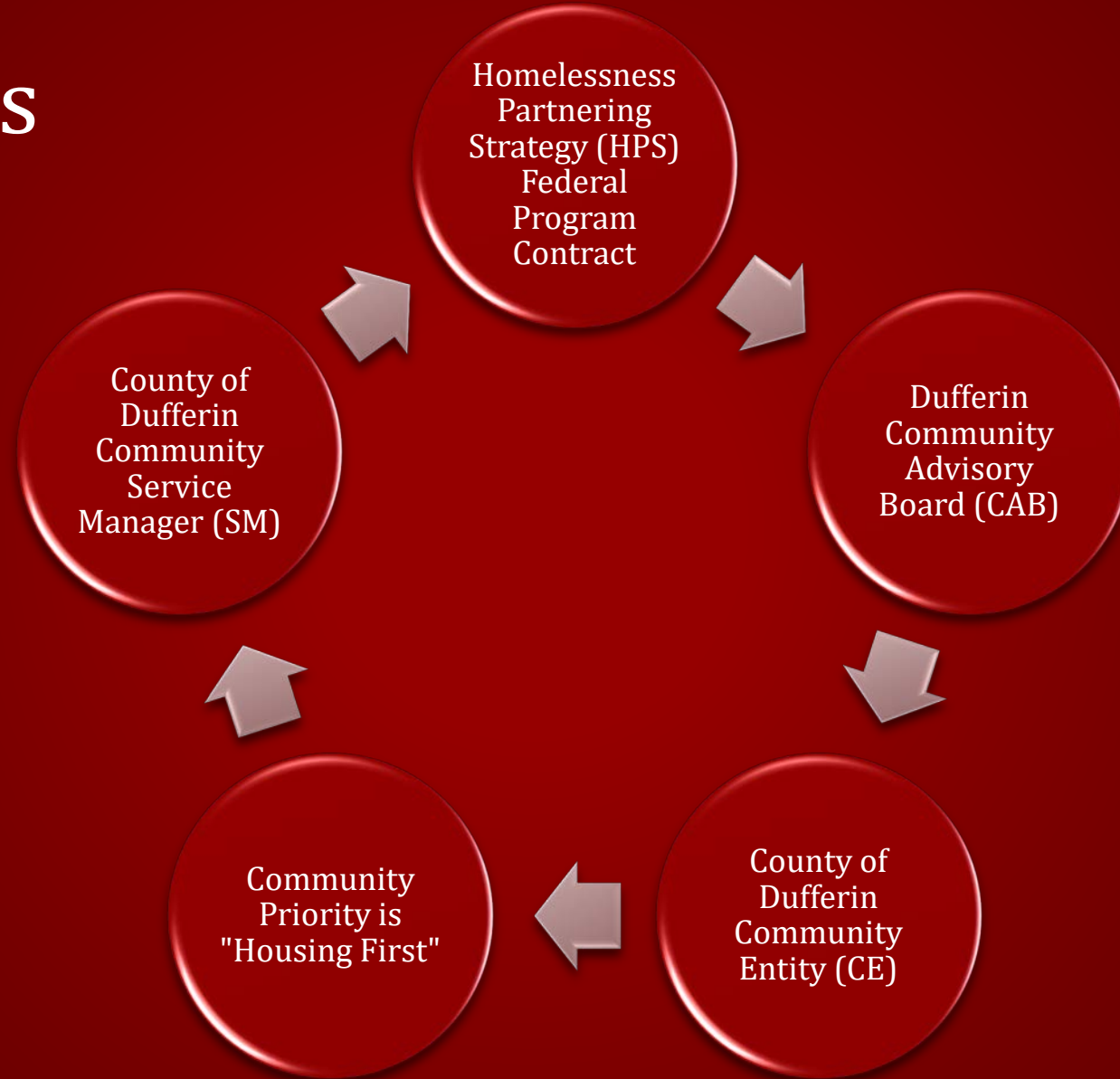
Supportive housing costs between \$31<sup>.50</sup>/day and \$98<sup>.50</sup>/day.<sup>4</sup>

Despite the health and cost benefits of affordable and supportive housing, many people with mental illness are

**homeless,**  
living in substandard housing,  
or stuck in hospital.



# Pressures



# Which Count Methodology?

- Point in Time (HPS) - collects demographic data
- Registry Week 20,000 Homes Campaign – collects demographic data and acuity information
- Hybrid

# Preparation Is Key:

- Budget
- 10 week lead time (minimum)
- Form a Working Group/Leadership Team
- Scope/Aim of Count
- Set Dates for Count, Training and Call to Action
- Marketing, Marketing, Marketing
- Be prepared to face 'Closed Doors'



# To Do List

Week By Week Checklist

“R & D” create documentation/material (available online)

Set Survey Questions

Supplies (T-shirts, bags, misc. items, honorariums/gifts for participants)

Set Up Social Media (Facebook, Instagram, Twitter etc..)

Media Contacts (local press etc..)

Arrange meetings with Elected Officials and Local Agencies

Contact Local Committees

Volunteer Recruitment

Volunteer Training (social services staff desirable)

Photographer/Videographer/Research Writer

Transportation and/or Comfort Van

Geography/Route Planning

Scheduling for the Count (shift patterns etc.)

Location(s) Set Up

Food/Refreshments

Rental of Equipment (i-pads)

Donors List/In Kind Support

Results Reporting/Call to Action

Keeping the Message Alive

# What Did It Physically Look Like

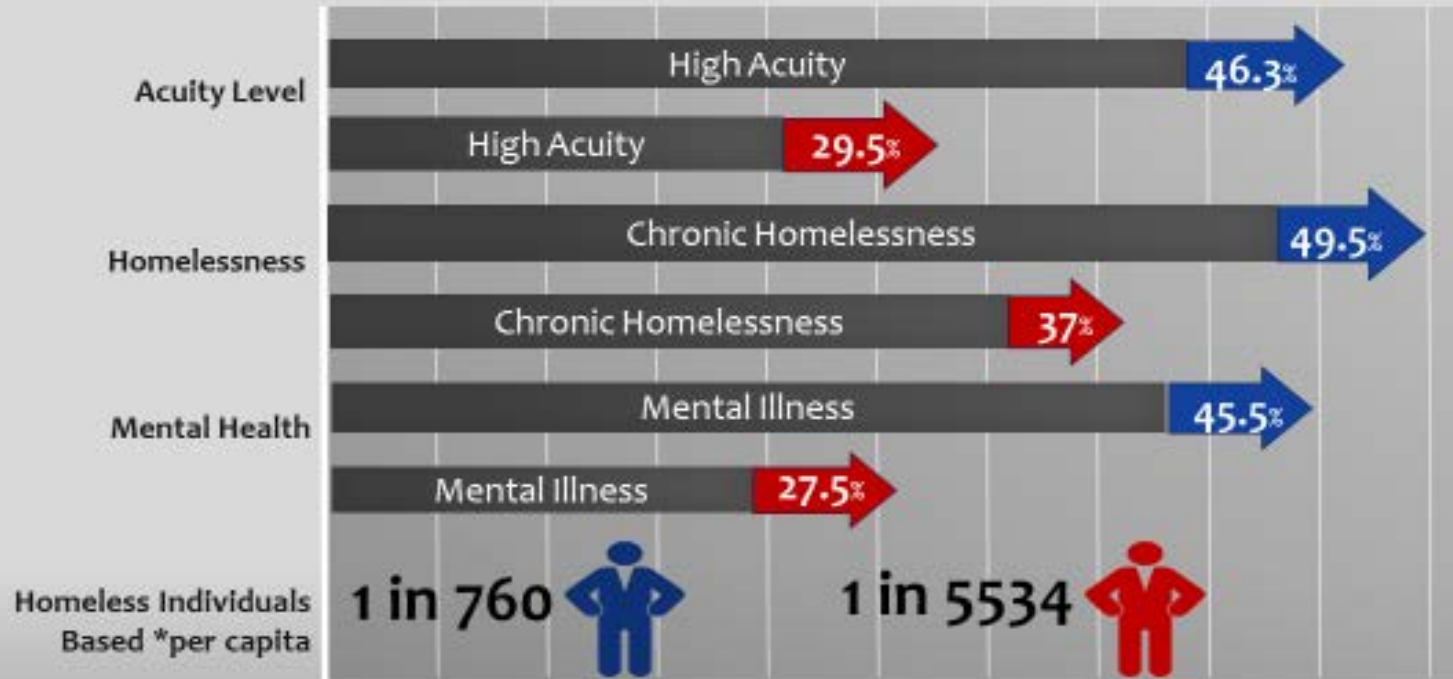
- “Branding”
- All material easily recognizable



# The Numbers

<b>Dufferin Count – 2 days</b>	<b>Peel Count – 7 days</b>
101 Surveys	455 Surveys
78 Homeless	262 Homeless
Dufferin Population 57,000	Peel Population 1.3m
0.14% Homeless	0.02% Homeless
<b>Results from the 101 Surveys:</b>	<b>Results from the 262 Homeless:</b>
Aged between 15 to 81 years of age	Aged between 16 to “over 60 years of age”
46.3% High Acuity/Need	29.5% High Acuity/Need
34.1% Medium Acuity/Need	45% Medium Acuity/Need
19.5% Low Acuity/Need	25% Low Acuity/Need

# The Numbers



Dufferin County VS Peel Region

# Results

- Results Report (In-house or hire Writer)
- Call To Action/Forum/Low Down Tracks Screening
- Media
- Facebook/ Twitter etc.
- Council/Municipalities
- Local Committees
- Local Agencies
- Province
- Federal Government



# What Did It Cost - Dollars

<b>Items</b>	<b>After Tax</b>
20K Homes Data Analysis Results Report	\$2,035
Gift Cards	\$2,450
iPad rentals	\$1,994
Reimbursement - Mileage	\$95
Reimbursement - Out of Pocket Expenses	\$261
Staples Order - Stationery etc.	\$122
Training - Food and Refreshments	\$389
T-Shirts and Bags	\$1,351
Web Site Design	\$510
<b>Total</b>	<b>\$9207</b>

# What Did It Cost: In Kind

The 'financial' outlay did not include:

- 477 'Staff/Volunteer Hours' for the 48 hour count
- Leadership Committee – average of 6 people 2 hours per week, for 10 weeks
- Time and Resources for Minutes, Agendas, Meeting space etc.
- Training Preparation and Delivery
- Scheduling Volunteers
- Route Planning
- Planning/Logistics for Satellite sites
- I.T. Set Up (creation of electronic survey, upload to I pads, data collection on excel)

# Use What You Find 'Marketing' No Place Like Home ?

## Smithsonian Seeks \$300,000 to Save Dorothy's Ruby Slippers

By GRAHAM BOWLEY

### Smithsonian launches Kickstarter to repair the *Wizard Of Oz* ruby slippers

By Sam Barsanti [@sambarsanti](#) Oct 18, 2016 • 8:40 PM



The Wizard Of Oz



Judy Garland's ruby slippers from "The Wizard of Oz" are in their eighth decade and in need of repair.  
Smithsonian National Museum of American History  
Mike Pence some...

**\$349,026**

pledged of \$300,000 goal

**6,451**

backers

# Lessons Learned

- Not Everyone will help
  - More 'Face to Face' Engagement/Recruitment
- Logistically challenging
  - More targeted approach in future
  - Mobile Count to reach the smallest areas
  - Employ food trucks to encourage participation
  - Look at additional collection methods, e.g. telephone
- No desire to do a count for counts sake
  - Even if participant won't take part in survey – you made a connection
  - Use all opportunities – gift bag include service contact details
  - Case Management system in place for next count

**WORTH THE HARD WORK !!!!!**



For further details contact:

Anna McGregor, Program Manager  
[amcgregor@dufferincounty.ca](mailto:amcgregor@dufferincounty.ca)

Cory O'Handley, Senior Manager  
[Cory.ohandley@shipshey.ca](mailto:Cory.ohandley@shipshey.ca)

Thank you