

IMPORTANT: If you are ever approached by a member of the media, please refer all questions to the CEO, Karen Santilli.

When speaking to the public, to peers, and even to your friends and family about Crossroads Rhode Island, this pocket guide should be at your fingertips so that you are representing the organization in a consistent manner. When someone is looking for statistics or clarification on services, refer to this guide to ensure you are communicating accurate and up-to-date information.

HOW TO USE THIS GUIDE.

Crossroads RHODE ISLAND

is the leading organization effectively solving homelessness by practicing evidence-based methods to secure stable homes for individuals and families.

WHAT IS THIS?

Crossroads Rhode Island has worked hard to define exactly what we do in a concise and meaningful way. We have come up with specific language to use and statistics to support our statements to avoid confusion and help the public understand our services, motivations, and goals.

You are a leader in this community and in this organization. This guide will help ensure that we all recognize our unified goals and that we are all speaking in the same voice.



QUESTIONS?
Contact Patricia Campellone
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Crossroads RHODE ISLAND

MESSAGING POCKET GUIDE

2016



What is Housing First?

- › A nationally recognized and proven approach to solving homelessness.
- › Provide housing first, and combine that housing with supportive services.
- › Far too often we treat the symptom of homelessness instead of the root causes.
- › The only lasting solution to homelessness is permanent housing.
- › The widening gap between the demand for affordable housing units and the supply of affordable housing has created a housing crisis.

SUPPORT POINTS:



- › Housing First approaches involving permanent supportive housing tend to be much less expensive for taxpayers than allowing people to remain homeless.
- › Research shows that once a person is housed, their chances of becoming successful at finding and maintaining employment, getting medical attention, treating addictions, and improving other aspects of their life are exponentially better.
- › Crossroads' cost to house individuals and families is in line with national standards.

What services do we provide?

- › Crossroads Rhode Island is the leading provider of services that transition homeless individuals and families into stable housing.
- › The vast majority of homeless individuals and families fall into homelessness after a housing or personal crisis.
- › We also operate multiple emergency shelters to best serve clients in crisis.
- › We provide individualized attention to each person or family experiencing homelessness.
- › Crossroads' fully integrated education and employment services provide individualized education, job training, and support to homeless and at-risk individuals.

SUPPORT POINTS:



- › It is unacceptable that each year there are thousands of Rhode Islanders without a place to call home.
- › Crossroads currently owns and operates housing units throughout the state and has an expansive network of property owners we work with to house clients.
- › Crossroads is the only homeless service provider in the state that offers emergency services 24/7.
- › Crossroads has an active street outreach team that identifies, monitors, and educates homeless about the programs available to them. In 2015, our outreach team moved 45 individuals who were living on the streets into their own apartments.

How are we solving the problem?

- › We move Rhode Island families and individuals from homelessness to stability.
- › We make the experience of homelessness as temporary as possible by helping families and individuals secure stable homes quickly.
- › Crossroads Rhode Island is working to increase the number of affordable housing units available to end and even prevent homelessness. However, Crossroads' has a limited budget and additional funding is needed to continue to solve homelessness.

SUPPORT POINTS:



- › In 2015, 693 households have secured and maintained stable homes, which includes 1,364 formerly homeless men, women, and children.
- › Since 2015, nearly 90% of the individuals and families that have secured housing with the help of Crossroads continue to retain that housing.
- › The average length of stay for individuals in our emergency shelters has declined by 20%.