



Fighting Homelessness

Connecting people to resources they need to get housed and stay housed through our Streets to Home program.



A CORPORATE INVESTMENT OPPORTUNITY

FALL 2022

WHY INVEST?

We know that the sooner people move off the streets, the less likely they are to fall back into homelessness. And, once off the streets, a stable income is necessary to maintain stable housing.

United Way's Streets to Home is a program that sets people experiencing homelessness on a path of upward mobility. It moves them into housing and quickly connects them with employment so they can stay housed.

HOW IT WORKS

1. A United Way outreach worker connects with a person or family experiencing homelessness.
2. The outreach worker helps them identify and address barriers to housing, using flexible dollars to break down those barriers.
3. They help the person experiencing homelessness find a job and explore any issues that might impede the person from securing employment.
4. Participants are connected to employers who are seeking to hire people for long-term jobs.



A key component of our work in fighting homelessness is recognizing and addressing racial inequities.

People of color—especially Black, Indigenous and Latino people—are disproportionately experiencing homelessness at higher rates than white people in King County.

We're combating these inequities by partnering with 12 provider partners who have a track record of working with Black, Indigenous, and other individuals and families of color, and refugee communities experiencing homelessness and unemployment by connecting them to housing and jobs.



539

people experiencing homelessness moved to permanent housing and were connected to employment just last year. **95%** still remain in their homes after six months.

OPPORTUNITY

Ensuring people have both stable housing and income is necessary in the fight against homelessness. An investment in Streets to Home will let us reduce the number of unsheltered people by quickly connecting them with housing and income. Together, we can reduce homelessness in King County.

INVESTMENT LEVELS

PARTNERSHIP BENEFITS	PREMIER \$50,000	ALL-HANDS \$25,000	CONTRIBUTING \$10,000	SUPPORTING \$5,000
Company acknowledgement in United Way blog post highlighting the program	✓			
Recognition in United Way newsletter(s) highlighting this program	✓	✓		
Company mention on one of United Way's social media platforms	✓	✓	✓	
Company name or logo featured on program webpage throughout the year	✓	✓	✓	✓

We'd love to hear from you about your interest in fighting homelessness in King County. For more information about this program and its impact, please contact your corporate relations manager or **James Modie** at **206.461.4515** or jmodie@uwkc.org.

