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About Home Again

Learn More, Spread the Word, Open a Door

Home Again is San Diego County's Plan to End Chronic Homelessness (PTECH) outreach and prevention public awareness campaign.

The chronically homeless are defined as people who are continuously homeless for one year or without shelter four or more times in the past three years. They often have some sort of disability. Although the chronically homeless are a minority of the overall homeless population, they drain significant resources – including legal, medical and emergency services – at a high cost to the community.

Home Again is based on the 10-Year Plan and “Housing First” models that have been successful in cities nationwide. The program advocates providing affordable housing integrated with supportive services to help move – and keep – the chronically homeless off the streets and into stable living and working situations.

Funding

Funds raised by Home Again will be spent on permanent supportive housing and services for the chronically homeless throughout San Diego County. Funding sources include personal and corporate donations, grants and public funding.

Campaign

San Diegans will learn about chronic homelessness issues through the Home Again campaign and are urged to support the program with donations of time, advocacy and/or money. The campaign slogan, “Open a Door,” will be strengthened with a Web site: (<http://www.homeagainsd.org>), public service announcements and events. A green key will be given to those who contribute as a symbol of support for the cause.

Open a Door

“Open a Door” is Home Again's campaign slogan. A home is the first step in helping the homeless. It's a solution that provides opportunity, hope and dignity. If we start now, we can end chronic homelessness in San Diego and make our community an even greater place to live.

Home Again's goal is to open a door for the estimated 1,600 chronically homeless individuals in San Diego County. By giving a homeless person a home *first*, while simultaneously providing case management, job resources, counseling and medical assistance, it leads to a more productive, safe and stronger community for all. This model also costs taxpayers less money than the traditional process of placing the homeless in temporary housing as they scramble to find services *and* their next place to live.

The Green Key

Home Again's green key is a badge of recognition for individuals who contribute to the cause. People are encouraged to attach it to their key chain to show their support for the chronically homeless population.

How to earn a key:

- Donate – Contribute financially to the cause at <http://www.homeagainsd.org>
- Spread the word – Be a homeless advocate and educate others on how they can support Home Again
- Volunteer – Give your time to Home Again-affiliated agencies, assist in coordinating awareness events and be part of the campaign's public outreach team

About Home Again

Home Again is the homeless outreach and prevention public awareness campaign for San Diego County's Plan to End Chronic Homelessness (PTECH), facilitated by United Way of San Diego County. For more information, visit <http://www.homeagainsd.org>.

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The Home Again campaign's branding, identity, creative and public relations services have been generously donated by Farm (<http://www.farmsd.com>) and JWalcher Communications (<http://www.jwalcher.com>).