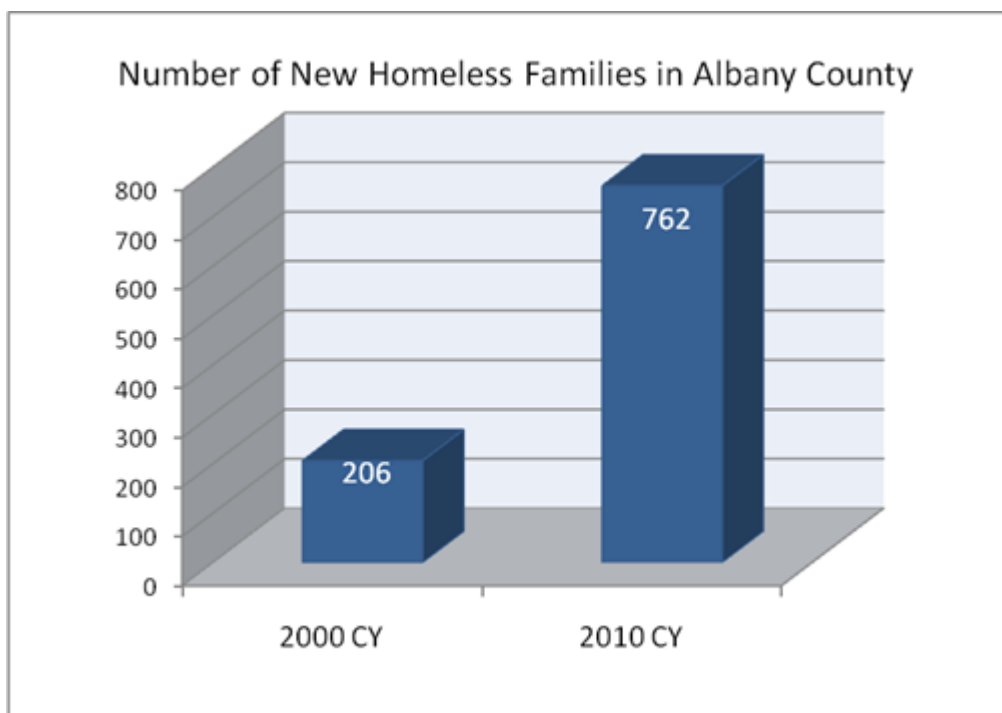




Change for Change Campaign Fact Sheet

Prepared for: The Community Foundation for the Greater Capital Region

- **What:** A three year fundraising campaign for Homeless Family Prevention Funding at the Homeless and Travelers Aid Society of the Capital District, Inc.
- **Why:** The number of homeless families that require emergency shelter has TRIPLED in the last decade. From 206 homeless families in 2000 to **762 homeless families in 2010**, the number of homeless children in Albany County is at a record high. Homeless prevention funding, on the other hand, is at an all time low. In a cost analysis (see below), homelessness *prevention costs our community one-fourth what emergency shelter costs*. It is fiscally prudent to fund prevention. Socially, homelessness prevention is preferable because of the effect being homeless has on a child's physical health, mental health, and academic performance.
- **When:** The campaign will formally launch on June 2, 2011 at 7:30 pm at the WAMC theatre, The Linda. HATAS has booked the theatre to show the HBO Documentary "Motel Kids of Orange County" by Director Alexandra Pelosi. This will be followed by an AmeriCorps VISTA "flip cam" short titled "Motel Kids of Albany County." The evening will wrap up with the campaign launch.
- **Who:** A Change for Change Campaign Committee has been formed and it is Chaired by HATAS Board Members Joe Volpe, Principle, EYP Architecture and Geoffrey Cannon of Cannon, Heyman & Weiss. From the staff level the campaign is supported by the Liz Hitt, Executive Director and Development Coordinator, Maria Grillo.
- **Goal:** \$300,000
- **The Ask:** The campaign is unique because in the words of Sean Casey from Eric Mower and Associates, "it spreads the stress." In realizing the economic condition and current donor abilities, the campaign is seeking **thirty cents a day / \$10 a month from 2,500 donors. This will generate \$300,000 a year.**
- **Program Description:** Change for Change will support (at full capacity) a team of three homeless prevention specialists *and* funds for arrears and ongoing rental support. 143 local families will have their eviction prevented (\$2,093 per family) at full capacity.
- **Agency Experience:** HATAS is a Capital Region not-for-profit dedicated to prevention, shelter, and permanent housing and for 85 years HATAS has worked to safely house our neighbors in need. HATAS serves as the "entry point" for all homeless households in Albany County who seek public support and in this role HATAS has identified the need for prevention funding and programming. In addition to serving as the entry point for homeless households HATAS manages 69 units of housing for formally homeless households.



Prevention 2010 Cost Analysis

Family Homeless Shelter (Traditional)	
Cost per night per family	\$135
Average length of stay	62 days
Average cost of stay	\$8,359
Cost of sheltering 143 families for 62 days	\$1,196,910
Motel Stay	
Average cost per night per family	\$73
Average length of stay	62 days
Average cost of stay (per family)	\$4,526
Cost of sheltering 143 families at a motel for 62 days	\$647,218
Prevention Programming	
Cost per family (on average)	\$2,093
Shelter to Prevention Costs	4:01
Cost of preventing 143 families from becoming homeless	\$299,299