



Create a dedicated public funding source for rental assistance

For Halloween 2017, Twin Cities metro residents spent \$260 million on candy, costumes, and decorations.

\$260 million. For one day.

Now consider that it would cost \$700 million a year to provide rental assistance to every single family who needs it in the metro. That's three Halloweens. And every child, every senior, every parent, every young adult, every family could have a roof over their head and a door to answer when neighbors come to trick-or-treat. Imagine if we could inspire people to invest in rental assistance for families who are currently at risk or experiencing homelessness at a cost that's merely three times what they would spend for a few hours of fun.

BEACON BOLD CAMPAIGN:

Organize to create a dedicated public funding source for rental assistance.

This funding source, approved by the Minnesota state legislature:

- **Would produce at least \$100 million a year** for the Twin Cities metro area – a winnable amount that plants the seeds for the \$700 million that is needed
- **Covers the entire metro area** – not just a single city or county
- Focuses significant resources on **households who make \$25,000 a year** or less

What will change as a result?

This approach will:

- Provide the **long-term stability** cities and towns need to plan for and create affordable homes
- **Target funding** to ensure the housing needs of extremely low-income households are met
- Include investment in ongoing **rental assistance** so families who move into supportive housing can afford to stay there
- Reinforce our **value of collaboration** as communities across the region share in the overall health and vitality of the region

What will it take to win?

- A leadership and congregational commitment that can **build grassroots support**
- Determination and perseverance to run **a multi-year campaign**
- A **broader collaborative of congregations**, in both numbers and geography
- Building our organization capacity to **work in alliance with others**

*Is your congregation willing to join other Beacon congregations in **acting boldly**?*

*Will your congregation commit to doing what it takes to create a dedicated funding source – **starting by creating a Beacon Leadership Team**? Contact your congregational organizer to begin.*



Create 100-150 new homes with family supportive services

Many of us know from our work with Families Moving Forward that the need for homes for families in our communities is tremendous. The length of stay in shelter has gone up dramatically because it's so hard for families to find a place they can afford – especially large families or families with multiple barriers to stability.

Family supportive housing includes on-site services designed to meet the needs of families who live there. (Think 66 West for families.) On-site services often include employment assistance, budgeting and financial literacy, child development, parenting support and life-skills training. The Beacon collaborative already has 19 supportive homes for families at Audubon Crossing, Third Avenue Townhomes and Cedar View, with 10 more in development at Cranberry Ridge. Our outcomes demonstrate that supportive housing helps families transition from long-term homelessness to long-term stability.

BEACON BOLD CAMPAIGN: Create three housing developments – 100 to 150 new homes – for families transitioning out of homelessness.

- In **locations across the Twin Cities**: Scott County, North Minneapolis, Suburban Hennepin County
- With **on-site services** to help families maintain stability
- **May focus on a particular population**; for example a parent may have a serious and persistent mental illness, or be in recovery from addiction. Services could focus on those specific needs

What will change as a result? Who benefits?

- **Families** benefit from the stability of homes. They are safer, experience increases in income, and see improvements in health and wellness.
- **Children** with stable homes do better in school and are healthier. They are much less likely to experience homelessness as adults.
- The **community** benefits. For every \$100,000 invested in supportive housing services, the public realizes \$141,000 in combined net savings from lower program use and additional public revenue from taxes paid by participants.

What will it take to win?

- A leadership and congregational commitment to **build awareness and support** for addressing family homelessness and creating homes for families
- **Building relationships with community leaders and public officials**; showing up for small and large meetings with public officials
- **Public funding as well as financial support** as congregations and individuals are able

*Is your congregation willing to join other Beacon congregations in **acting boldly**?*

*Will your congregation commit to doing what it takes to create 100 to 150 new homes for families – **starting by creating a Beacon Leadership Team**? Contact your congregational organizer to begin.*