

Listing of Community Reasons for “Why” We Do This Work:

- We aspire to be a compassionate and equitable community where everyone belongs and matters
- To ensure that individuals and families can live with dignity and safety, free from victimization
- To ensure that we must re-prioritize, invest and re-allocate the necessary resources to end homelessness
- Individually: suffering and premature death, safety and well-being, and showing compassion
- Public concerns: safety, environmental and financial costs of homelessness
- Personally: family members
- Human rights and dignity
- Being formerly homeless for more than two years myself
- Too many places people “fall through the cracks”
- Everyone deserves a home -- no matter their circumstances
- For future generations
- Benefit to community
- Economics
- Public health benefit
- Dignity and respect for all
- Needs to be done
- Community impact: economics, social stress, families, solution-focused, empowerment
- We need prevention
- Being humane
- It’s my job
- Everyone deserves a better quality of life
- Protect water quality for the region
- Improves the quality of life for all residents
- Eliminating inequality
- People have value -- they are part of our tribe
- All in it together -- in spiritual sense
- We all want to help the community
- Sense of self-fulfillment
- When everyone is thriving, the community works better
- Every human being has capacity to live, grow, and should be given the opportunity to change and do so
- Has to be collaborative
- “Our” mission fits under the “big tent” agenda
- The promise of collective impact -- we are better together
- Collective impact shows improved outcomes
- Right to housing
- Dignity and belonging
- We are all stakeholders in this community
- The impact of people not having housing is community-wide
- It can impact us personally (i.e. family members and friends who do not have a safe place to live) to create more widespread problems (i.e. economic impacts)
- Overall community quality of life is impacted
- Economic component -- more expensive to have homelessness than to address the crisis
- Humanitarian concern for people
- Who are we as a community? How do we treat our most vulnerable?
- People looking past, not at, people experiencing homelessness -- to solve you have to see
- Connection

Outline for our Day Together

1. Why we are gathered

2. Ground rules

3. Ending homelessness is possible

4. Motivation & System Leadership

5. Shared vision

**6. Identifying opportunities for creative destruction
in our quest to prevent and end homelessness**

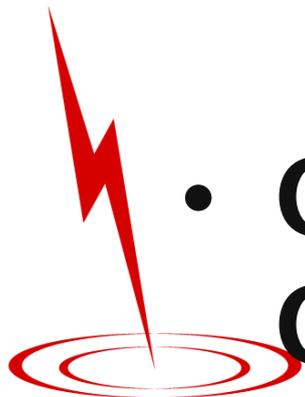




Why We Are Gathered

Objectives For Our Day Together

- **Main currents of thought and practice in ending homelessness**
- **Personal & system motivations and ending homelessness**
- **Understanding the Importance of Shared Vision**
- **Opportunities for Enhancements in Quest to Prevent and End Homelessness**



A Lot Afoot in Reno-Sparks-Washoe

- **Cities, County, RAAH, Service Providers, Funders, General Public *all* have a vested interest in the response and results of ending homelessness**
- **Not uncommon for there to be tensions in how communities respond to homelessness**



Participation

- **What you put into it is what you will get out of it.**
- **Small group facilitators will help ensure voices are heard and no voice dominates.**
- **There are specific exercises and conversations that will need your input.**



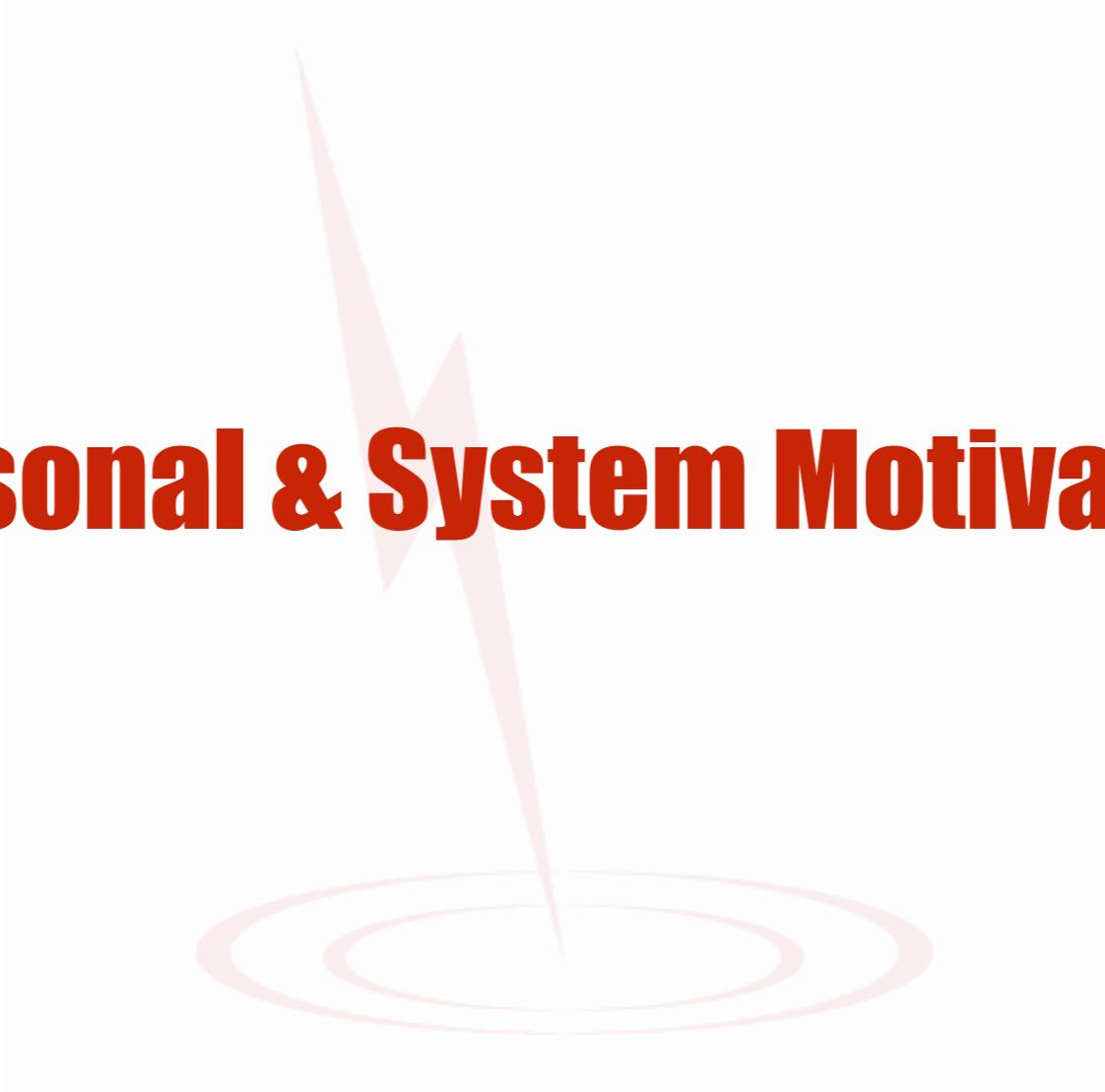
What is Asked

- Share your thoughts and expertise.
- One person speaks at a time.
- Open to different points of view.
- Seek clarification without judgment.
- Stay focused on the purpose of *this* gathering.





**Ending Homelessness
Is Possible**



Personal & System Motivation

Myths Impede Success

What we think about those who are homeless can interfere with our planning and success factors in implementation. For example:

- More than a quarter of all residents live in poverty.**
- About 4% live with Serious Mental Illness. 62% receive no treatment or counselling.**
- About 6.5% live with alcohol dependence and/or addiction. 94% receive no treatment or counselling.**
- About 2.5% use other illicit drugs. 92% receive no treatment or counselling.**





Primary Motivations

Motivation

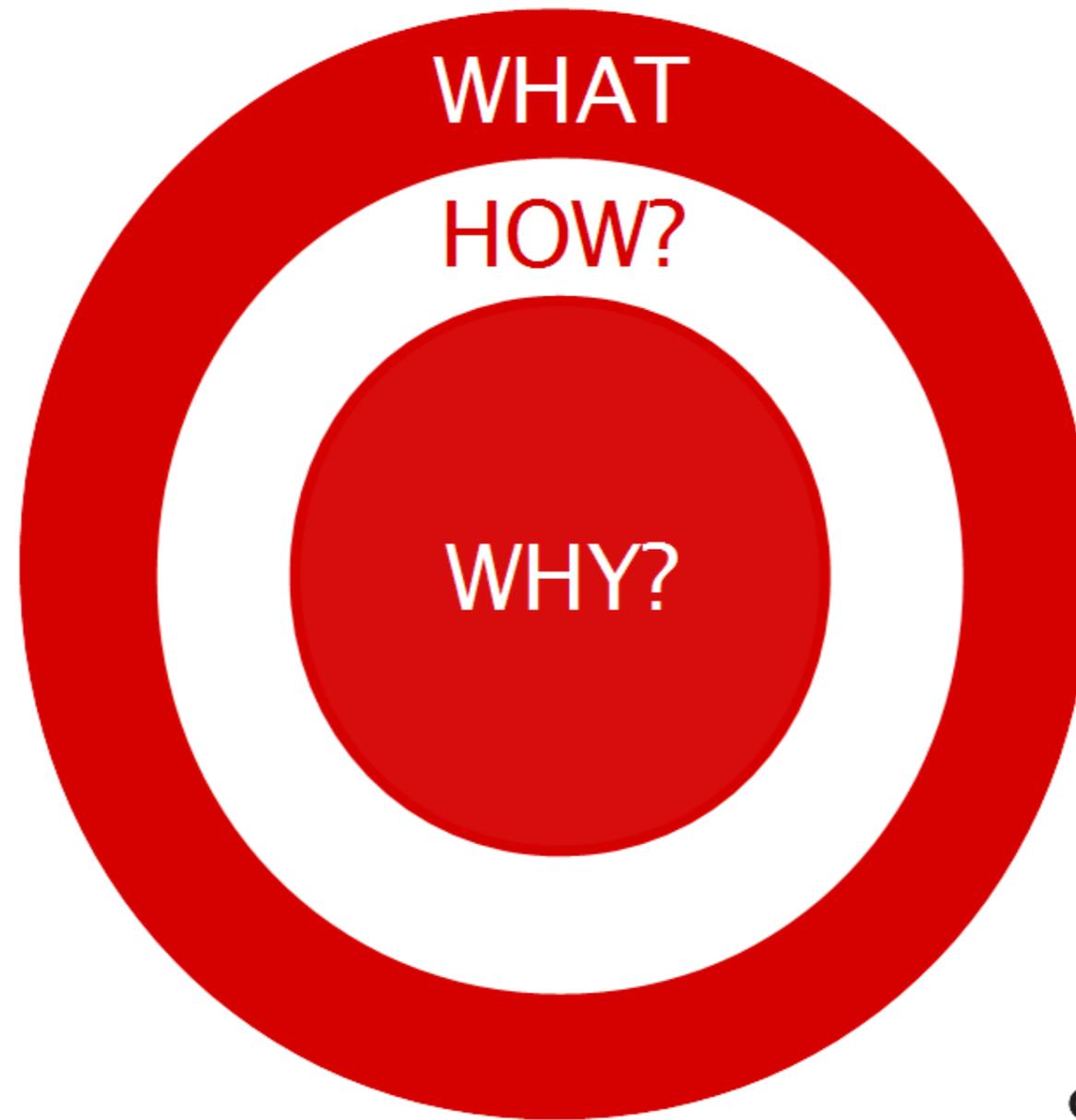
Calling

Personal Morality

Economics

Public
Concern/Nuisance

Motivation



You Could Be Given All the Technical Assistance in the World - And Be No Closer to Ending Homelessness

Ending homelessness is part science and part art.

- *The science part is easy.* You can learn all of the technical aspects of ending homelessness.
- *The art part is hard.* In which ways do you connect emotionally with others that share your pursuit of ending homelessness? In which ways do you sway the behaviors of others through emotion? Does this happen with authenticity and vulnerability?



Turning Motivation Into Action

If you want your motivation to work, you have to attach a meaning to it.

1. **What are you going to focus on?** Now give it a meaning...a meaning that produces an emotion.
Why that meaning?
 2. **What are you after?** Don't talk targets or goals...talk about the change you really want realized. **Why not realize the change you desire?**
 3. **What is your map to get there?** If you don't have a map you will not arrive where you want to be. Point in the general direction then keep tweaking. Take action sooner rather than later. **Why wait?**
 4. **What is going to fuel you?** What will keep you going? What is the reward? How are you nourished?
Why does that nourish you?
- 

Do People In Your Community Believe What You Believe?

- Is **their** WHY aligned to **your** WHY?
- Ever wonder why:
 - *Even with all of your hard work the business community would like a different approach?*
 - *Even though you are in the “helping business” and so are they, that you are miles apart from the approach used by other groups?*
 - *Even with all of your efforts you cannot seem to get elected officials to see exactly what the issue is and how to solve it?*
 - *Some people completely reject data and construct an alternate, compelling narrative based upon persuasive opinion?*



When People Cannot Compel People with WHY, they Try Other Strategies

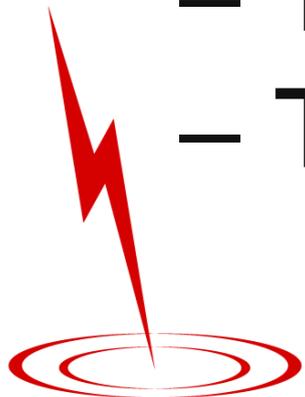
- **If people believe your why, it is because they believe what you believe.**
- **If people believe your why, they will do whatever you need them to because they are bought in.**

 **If you do NOT lead with why, you are naturally inclined to use other, not as effective, strategies...**

The Alternative to Inspiration

The alternative to inspiring people, is to manipulate them:

- Threaten to take away funding**
- Undermine them**
- Publicly humiliate**
- Launch a PR campaign against them**
- Bargain with them**
- Threaten their employment or position**
- Threaten to sue them!**



Why Shaming and Blaming Into Submission Does Not Work

- **Holding people accountable is leadership.**
- **Shaming and blaming (and IGNORING) is NOT leadership.**
- **Accountability is more work, and more effective.**
-  **If you shame and blame it will only call into question your own behaviour.**

Why Do You Want to End/Address Homelessness?

Think for two minutes.

**Some of the people at your table are strangers to you.
Now convince them why you want to end or address
homelessness.**

**Is your reason compelling enough for them to want to
help you? To believe it is worth doing? Are others in
your community inspired to follow you in the pursuit
of ending homelessness? Why or why not?**

Using the flip chart, capture the WHY



The Foundation of a Road Map to End Homelessness

- **Shared vision** across service providers and systems provide the ethical and moral foundation for delivering services, making decisions, and navigating towards intended outcomes.
- Without **shared vision**, services are more likely to work in *their* best interest rather than a collective interest, including that of the program participant.



We believe...

- That ending homelessness is possible.
- In low-barrier, housing first services, that respect human dignity and use a person-centered approach.
- In trust, transparency and accountability.
- In the value of everyone served and that everyone should be served.
- In innovation and the ability to take risks and fail.





5 Core Principles

1. No housing readiness requirements

2. Self determination and client choice

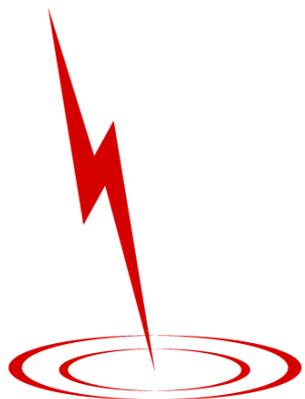
3. Recovery orientation

4. Individualized and client driven supports

5. Social and community integration

We believe...

- In low-barrier services, with rapid access to housing with supports without preconditions, where there is respect for human dignity and use of a person-centered approach.



What Does Ending Homelessness Mean?

An end to homelessness means that every community will have a comprehensive response in place that ensures homelessness is prevented whenever possible, or if it can't be prevented, it is a rare, brief, and non-recurring experience. Specifically, every community will have the capacity to:

- Quickly identify and engage people at risk of and experiencing homelessness.
- Intervene to prevent people from losing their housing and divert people from entering the homelessness services system.
- Provide people with immediate access to shelter and crisis services without barriers to entry if homelessness does occur.
- Quickly connect them to housing assistance and services tailored to their unique needs and strengths to help them achieve and maintain stable housing.



Table Discussion

- Are there any of these beliefs that are show-stoppers for you; you refuse to support it as a belief of the system? If so, why?
- Pick any two of the beliefs. *Why* do you believe this? Take bullet notes.

