



National Alliance to  
**END HOMELESSNESS**

**ENDING HOMELESSNESS: THE TIME IS NOW!**

**July 9-11, 2007**

Hyatt Regency Washington on Capitol Hill  
Washington, DC

# THE NATIONAL ALLIANCE TO END HOMELESSNESS

*Twenty-five years after homelessness exploded on the scene in the early '80s;*

*Seven years after the National Alliance to End Homelessness announced A Plan, Not a Dream: How to End Homelessness in Ten Years;*

*The time is ripe, to shift into a new gear and accelerate toward our vision of a nation without homelessness.*

The time is marked by opportunity to make substantial new progress. New programmatic solutions are moving individuals out of homelessness and into housing faster every day. More communities are committing to achieve progress and show results in the form of fewer people without a place to live. People who work with Congress speak of a new day, including a new interest in housing the poorest Americans.

The time is coming for a new sense of accountability, for everyone involved to accomplish the goals they've set out - ending the scourge of homelessness. Hundreds of communities have committed to do so. The federal government has expressed it as a policy priority. Public, private, and nonprofit sectors have embraced the call.

Increasingly, all involved in this struggle are discovering what to do and how to make progress.

*It's time for a new push.*

*It's time for communities to put to work the practices they know work.*

*It's time for policymakers to know what their part is.*

Please join the National Alliance to End Homelessness and a thousand other leaders from around the country in Washington DC on July 9-11 for our annual conference on ending homelessness. This is the place to meet, share, and learn about the best people doing the best work, from effective day-to-day practices to overall system design, to policy initiatives and priorities. Join us so that we can learn from each other and inspire each other.

**Ending Homelessness: The Time is Now!**

# 2007 Annual Conference - Schedule at a Glance

*for more information see pages 5-16*



## MONDAY, JULY 9, 2007

**8:00 am - 5:00 pm: Registration**

**9:00 am - 12:00 pm: Pre-conference Meetings (Invitation Only)**

**12:00 pm - 1:00 pm: Lunch on Your Own**

**1:00 pm - 1:45 pm: Opening Plenary/Keynote Speaker**

**2:00 pm - 5:15 pm: Half-Day Institutes**

- 1.1 Courting Congress - Beginning to Intermediate Advocacy and Lobbying
- 1.2 Rural Homelessness: The RHISCO Project
- 1.3 What We Know, Where We Go: AIDS Housing
- 1.4 Treating Trauma: Strategies for Programs and Service Systems

**2:00 pm - 3:30 pm: Workshops/Roundtables I**

- 1.5 What Gets Measured, Gets Done: Performance Measurement
- 1.6 Basics of Housing First for Families and Children
- 1.7 Keep Youth at Home: Early Intervention and Prevention Services
- 1.8 One Community: Integrating Homeless, Special Needs, and Affordable Housing
- 1.9 Hitting the Pavement: Engaging People on the Street
- 1.10 Working to Recover: Employment, Mental Illness, Addiction, and Housing
- 1.11 Federal Policy Agenda: Ending Homelessness for Families and Children
- 1.12 Healthcare Matters: Funding and Providing Health Services
- 1.13 Becoming a Landlord Part I: Housing Development

**3:45 pm - 5:15 pm: Workshops/Roundtables II**

- 2.5 Delivering for Families and Children: Community-Wide Housing First

- 2.6 A Lighter Touch: Service-Enriched Housing for Families with Children
- 2.7 Enumeration Station: Conducting Better Point-in-Time Counts
- 2.8 Fair Housing: It's the Law
- 2.9 Working as a Team: Cross-System Collaboration to End Youth Homelessness
- 2.10 Come on In: Low Demand Housing
- 2.11 Who's the Boss? Overseeing Plan Implementation
- 2.12 New Partners: Child Welfare Strategies for Ending Homelessness
- 2.13 Becoming a Landlord Part II: Special Topics

**5:15 pm - 7:00 pm: Reception**

## TUESDAY, JULY 10, 2007

**8:00 am - 9:00 am: Continental Breakfast**

**8:00 am - 5:00 pm: Registration**

**9:00 am - 10:30 am: Workshops/Roundtables III**

- 3.1 Responding to Domestic Violence
- 3.2 Making Headlines: Getting Attention in the Media
- 3.3 Whose Backyard Is It Anyway? Overcoming NIMBY
- 3.4 Obtaining and Leveraging Rural Resources
- 3.5 Keeping Families and Children Housed: Emergency Prevention
- 3.6 Top of the Class: Education and Career Development for Homeless Youth
- 3.7 Generations: Stable Housing for Seniors
- 3.8 Maximizing Consumer Decision Making
- 3.9 Win, Win: Working with Your PHA
- 3.10 Second Chances: Housing and Services for Reentering Prisoners
- 3.11 From the Front Line: Insights from Case Managers



# 2007 Annual Conference - Schedule at a Glance

*for more information see pages 5-16*

3.12 Use Your Compass: Navigating Service Systems for Your Clients

3.13 Creative Change: How One Community Re-Shaped the Status Quo

**10:30 am - 10:45 am: Break**

**10:45 am - 12:15 pm: Workshops/Roundtables IV**

- 4.1 Hot Off the Press: New Research on Homelessness
- 4.2 Voices Carry: Consumers and Tenants Advocating
- 4.3 A Piece of the Puzzle: Transitional Housing
- 4.4 Developing Housing in Rural Areas
- 4.5 Aiming for the Bulls Eye: Targeting and Assessment Tools
- 4.6 Discovering Pride: Challenges and Opportunities for LGBTQ Homeless Youth
- 4.7 Vital Mission: Ending Homelessness Among Veterans
- 4.8 The Key to Ending Chronic Homelessness: Scattered Site Approaches
- 4.9 Get it Done: Partnerships that Get Results
- 4.10 Safe Exits: Moving from Institutions to Communities
- 4.11 Cognitive Impairments in Homeless Individuals
- 4.12 Design for Results: Developing a Ten Year Plan
- 4.13 Stable Source of Income: Benefits and Employment

**12:30 pm - 2:00 pm: Lunch/Keynote Speaker**

**2:15 pm - 4:15 pm: Workshops/Roundtables V**

- 5.1 Follow the Dollar: Conducting Your Own Cost Studies
- 5.2 All Politics Is Local (and State)
- 5.3 Preventing Homelessness in Rural Areas
- 5.4 Designing a Local Housing Subsidy Program
- 5.5 Taking Stock: Managing Supply of Shelter and Transitional Housing
- 5.6 Building Blocks: Youth Housing Models with Services
- 5.7 Stop the Revolving Door: Jails and Homelessness

- 5.8 Intensive Service Models for Families: Targeting and Design
- 5.9 The Total Package: Housing and Serving Homeless Children
- 5.10 Cultural Competence
- 5.11 Financing Affordable Housing: An Introduction
- 5.12 HUD Homelessness Programs: Better Policy, Better Funding
- 5.13 Helping People with Substance Use Disorders Stay in Housing

**6:00 pm:**

**Networking Dinners**

*(Optional, Arranged by Interest Area, Payment on Your Own)*

## WEDNESDAY, JULY 11, 2007:

**8:00 am - 9:15 am: Continental Breakfast**

**8:00 am - 9:15 am: Expert Roundtables**

**9:30 am - 11:00 am: Workshops/Roundtables VI**

- 6.1 Special Delivery: Home-Based Case Management
- 6.2 Wow Them on the WWW: Online Strategies for Nonprofits
- 6.3 Rural Homelessness Counts
- 6.4 Using Data to End Homelessness for Families and Children
- 6.5 Supporting the Personal Development of Young Mothers
- 6.6 Moving On From Permanent Supportive Housing
- 6.7 It Doesn't Take Much: Low-Cost Interventions
- 6.8 Private Sector Partnerships to End Homelessness
- 6.9 One Stop Centers: Avoiding Pitfalls
- 6.10 Housing in the 110th Congress
- 6.11 The Big Shift: Organizational Culture
- 6.12 Lasting Relationships: Working with Landlords
- 6.13 Dedicated Revenue: State and Local Housing Trust Funds

**11:15 am - 12:45 pm: Lunch/Conference Closing/Hill Briefing**

MONDAY, JULY 9, 2007

## 2:00 pm - 5:15 pm: Half-Day Institutes

### 1.1 Courting Congress - Beginning to Intermediate Advocacy and Lobbying

It is time for the federal government to make ending homelessness a top priority by providing communities with the necessary resources to continue making progress. Advocates have worked with Members of Congress to educate them on local strategies, to increase funding, and prevent cuts to important programs. This training institute will focus on how to be successful in federal advocacy by crafting a compelling message and building on-going relationships with your Senators and Representatives. Participants in this training will:

- Prepare for visits with Congressional offices;
- Learn how to build and strengthen relationships with elected officials;
- Discuss strategies for influencing Members of Congress to support important programs; and
- Plan for advocacy activities for the rest of the year.

### 1.2 Rural Homelessness: Learning from the RHISCO Project

This half-day workshop will offer an inside look at the first year of the National Alliance to End Homelessness' Rural Homeless Initiative of Southeast and Central Ohio (RHISCO). This innovative venture brought together 17 rural and Appalachian counties of Ohio to collaborate on regional strategies and develop Ten Year Plans to End Homelessness. With a focus on rural themes and regional cooperation, workshop speakers will highlight lessons learned during 2006 and provide insight into promoting and improving planning to end homelessness in rural communities.

### 1.3 What We Know, Where We Go: AIDS Housing

This institute will highlight findings from the National Housing and HIV/AIDS Research Summit series and discuss how this research can shape the future of affordable and supportive housing practice and policy. The research findings presented will focus on HIV/AIDS and difficult-to-house populations, including people returning from prisons and jails; people with multiple challenges such as mental health illness, substance use disorders, and physical disabilities; domestic violence survivors; and others. Workshop speakers and participants will discuss existing planning and priority-setting mechanisms where this new information can be incorporated, including Ten Year Plans to End Homelessness, the Consolidated Plan, and the Continuum of Care, among others. Participants will have the opportunity to brainstorm plans of action on how they can use the volumes of new research findings to influence public policy in their own communities.

### 1.4 Treating Trauma: Strategies for Program and Service Systems

Homelessness is a traumatic experience. The loss of home, community, stability, safety, friends, and routines is outside the realm of everyday experience and is highly stressful. The experience leaves one feeling vulnerable, overwhelmed, and out of control. For most, the stress of being homeless is compounded by past traumatic experiences, such as catastrophic illness, violence, combat, abrupt separations, or physical and sexual abuse. Traumatic stress can affect every aspect of a person's life – their ability to form and sustain healthy relationships, decision-making, physical and mental health, and maintaining housing and employment. Understanding how to work within these dynamics is critical to making services and programs more effective, facilitating recovery, and promoting housing stability. This mini-institute will provide participants an understanding of how traumatic stress affects people experiencing homelessness and outline concrete strategies to make programs and service systems trauma-informed and more responsive and effective.



## Workshop Descriptions

### 2:00 pm – 3:30 pm: Workshops/Roundtables I

#### **1.5 What Gets Measured, Gets Done: Performance Measurement**

It is more critical than ever for programs to measure and articulate their effectiveness. Both for funding purposes and for effective planning, communities must be able to assess whether their systems of care are successfully meeting the needs of people who are homeless and be able to track that success over time. This workshop provides introductory-level guidance on creating a performance measurement system.

#### **1.6 Basics of Housing First for Families and Children**

Across the country, Housing First has been instrumental in helping families transition more rapidly out of homelessness. This introductory workshop will provide an overview of the Housing First approach, explore various program models, and provide guidance on how to achieve the organizational culture shift needed to transition to a Housing First approach. Workshop speakers will also discuss what outcomes Housing First providers should be tracking to monitor the effectiveness of their program.

#### **1.7 Keep Youth at Home: Early Intervention and Prevention Services**

With at least one million youth on the streets and in shelter—and thousands more leaving juvenile justice and mental health facilities and child welfare systems—the problem of youth homelessness continues to grow. Preventing youth homelessness before it occurs is a critical part of ending homelessness among youth. This workshop will explore effective models and approaches that intervene early in the lives of vulnerable youth. Workshop speakers will include service providers, public planners, and researchers who will discuss effective models for preventing youth homelessness.

#### **1.8 One Community: Integrating Homeless, Special Needs, and Affordable Housing**

Housing developers are increasingly recognizing the advantages of integrating special-needs housing within affordable housing developments. During this session, housing development experts and service providers will describe specific examples of housing developments that combine affordable housing, permanent supportive housing, and special needs housing.

#### **1.9 Hitting the Pavement: Engaging People on the Street**

Getting people to come in off the street can be difficult. Learn about effective strategies for engaging people on the street, breaking down social isolation, and getting them back into permanent housing. This workshop will examine different engagement strategies for homeless providers and look at how to create positive roles for police officers and other public safety workers who often find themselves on the frontline of homeless outreach.

#### **1.10 Working to Recover: Employment, Mental Illness, Addiction, and Housing**

For many people who experience homelessness, once they stabilize their housing, the next step is to find employment. For people with mental illness or substance use problems, employment can help support the recovery process. This workshop will present effective employment programs for people with disabilities, with a focus on how employment assists recovery.

#### **1.11 Federal Policy Agenda: Ending Homelessness for Families and Children**

Learn about the Alliance's legislative proposal for ending family homelessness, including what the federal government can do as a partner in the campaign. This workshop will explore policies and programs to end family homelessness, including expanding housing, appropriate services, and programs that help families increase their earnings.



### **1.12 Healthcare Matters: Funding and Providing Health Services**

Homeless people suffer from high rates of mental and physical health problems that are often exacerbated by living on the streets and in shelters. Health Care for the Homeless (HCH) programs and other health services agencies help address the health care needs of homeless populations. This workshop will explore effective strategies for providing healthcare to people who experience homelessness, including how to tap Medicaid and other funding streams to pay for these programs.

### **1.13 Becoming a Landlord Part I: Housing Development**

In many cities, affordable rental housing is scarce and, as thousands of affordable housing units go offline each year, the stock continues to dwindle. Out of necessity, homeless providers are getting into the housing development business. This interactive institute will explore innovative ways to acquire or develop a stable housing stock and give tips to programs looking to own rental properties.

## **3:45 pm – 5:15 pm: Workshops/Roundtables II**

### **2.5 Delivering for Families and Children: Community-Wide Housing First**

A handful of communities are adopting community-wide Housing First approaches. In these communities, all families seeking shelter are immediately assessed for Housing First services. The adoption of a community-wide Housing First strategy allows for system-wide reductions in shelter demand and targeting transitional and permanent supportive housing resources more efficiently. This workshop will feature jurisdictions that have pioneered community-wide Housing First programs.

### **2.6 A Lighter Touch: Service-Enriched Housing for Families with Children**

Many low-income families benefit from services that help them become more self-sufficient and meet the needs of their children. Service-enriched housing—linking housing and services—is a model that is catching on in affordable housing communities, though programs do not usually target homeless populations. This workshop will examine service-enriched housing models and explore how homeless providers can leverage this valuable resource for families who are exiting homelessness.

### **2.7 Enumeration Station: Conducting Better Point-in-Time Counts**

Getting accurate counts of homeless people is a difficult but important process. The value of the counts goes beyond fulfilling a HUD requirement. Communities can use homeless counts to increase public awareness, attract resources that lead to the eradication of the problem, and help program administrators and policymakers to understand the needs of people who experience homelessness. This workshop will highlight effective count strategies for different types of communities.

### **2.8 Fair Housing: It's the Law**

Fair housing laws protect different classes of people, including those with disabilities. This workshop will examine strategies to help individuals and families access housing in the private rental market. Workshop speakers will provide an overview of fair housing laws and offer guidance on how providers can combat housing discrimination.



## Workshop Descriptions

### **2.9 Working as a Team: Cross-System Collaboration to End Youth Homelessness**

This workshop will highlight regional and local initiatives that have achieved cross-system collaboration through partnerships to end youth homelessness. Workshop speakers will discuss various models of consolidated intake, data collection, formal relationships between nonprofit organizations, and models of collaboration in different states. A discussion about how to replicate success in your community will follow speaker presentations.

### **2.10 Come on In: Low Demand Housing**

If you let them in, they will come. Increasingly permanent supportive housing projects are targeting the hardest to serve and the most treatment-resistant individuals. Presenters will describe how supportive housing projects can lower their barriers and house people with the most challenging health and substance use problems.

### **2.11 Who's the Boss? Overseeing Plan Implementation**

As communities are implementing their plans to end homelessness, one of the biggest lessons they're learning is that oversight of plan implementation is critical. Who should be in charge of making sure that strategies are implemented, funding is secured, and outcomes are measured? How many staff does it take? What qualifications should they hold? What authority should they have? Workshop speakers will address these questions and more.

### **2.12 New Partners: Child Welfare Strategies Around Ending Homelessness**

Across the country, there are new partnerships emerging between homeless service providers and local child welfare agencies. These partnerships are designed to improve services to families experiencing homelessness and help families transition back into housing. This workshop will examine some of these innovative partnerships. In addition, panelists will review new opportunities to build housing and child welfare partnerships to serve at-risk families with the anticipated release of Family Unification Program vouchers.

### **2.13 Becoming a Landlord Part II: Special Topics**

This workshop will explore special issues in housing development. Topics will include green housing, designing space that tenants can be proud of, and partnering with HOMEAID to reduce development costs.





TUESDAY, JULY 10, 2007:

**9:00 am – 10:30 am: Workshops/Roundtables III**

### **3.1 Responding to Domestic Violence**

Like other families experiencing homelessness, victims of domestic violence require immediate shelter assistance and linkages to appropriate transitional or permanent housing and support. Within this context, providers must be attentive to safety issues and the effects of recent violence on the lives of women and children. This workshop will examine how homeless shelter and Housing First providers are improving their services to families fleeing domestic violence.

### **3.2 Making Headlines: Getting Attention in the Media**

The media plays a critical role in promoting your organization as well as its greater advocacy agenda. One well-placed newspaper article or op-ed can give a tremendous boost to your organization's goals of ending homelessness. Learn how to craft a compelling message, create a news hook, and set the stage for groundbreaking coverage. Workshop participants will get tips on how to write press releases, op-eds, and letters to the editor.

### **3.3 Whose Backyard Is It Anyway? Overcoming NIMBY**

Fear and prejudice about affordable housing, particularly for people with special needs, can quickly erupt into strong community opposition and lead to major road blocks in developing housing for homeless people. This workshop will present successful programmatic and community-based strategies to overcome NIMBY (Not in My Backyard) and how to turn concerned neighbors into supportive partners.

### **3.4 Obtaining and Leveraging Rural Resources**

Rural homeless providers know that with scarce funding for housing and services, they must leverage dollars and become adept collaborators. This session will examine how creative local partnerships can help bring needed services and housing dollars to people that are homeless or at risk of homelessness in rural and small town America.

### **3.5 Keeping Families and Children Housed: Emergency Prevention**

Designing effective homeless prevention programs for families is challenging. This workshop will weave together research and promising practices that can inform program design and planning. The workshop will also examine strategies communities have implemented to achieve more effective targeting.

### **3.6 Top of the Class: Education and Career Development for Homeless Youth**

Successful homeless youth housing, drop-in, and emergency shelter programs often have a component focused on education and career development. Workshop participants will learn about programmatic elements that support youth development through educational advancement and career development. In addition, workshop speakers will provide an overview of federal laws that protect the educational rights of homeless youth.

### **3.7 Generations: Stable Housing for Seniors**

Some communities are seeing an increasing number of frail, elderly individuals in their homeless programs. This workshop will discuss how to prevent homelessness among older Americans and highlight different types of housing and service models that can help older people age with dignity, regardless of special medical, mental health, or social needs.



## Workshop Descriptions

### **3.8 Maximizing Consumer Decision Making**

Consumer choice is often a critical ingredient for success in achieving housing stability and treatment. This workshop is designed for caseworkers and program directors who serve people with mental illness, developmental disabilities, and substance use disorders and who are trying to maximize consumer or tenant participation.

### **3.9 Win, Win: Working with Your PHA**

After a period of declining resources, many Public Housing Authorities (PHAs) have more resources to serve all populations of homeless people, including families, youth, veterans, and people with disabilities. This workshop is intended for homeless assistance providers, who will learn not only how to acquire more housing resources for their clients, but also how they as providers can help PHAs be more effective, creating a mutually beneficial partnership.

### **3.10 Second Chances: Housing and Services for Reentering Prisoners**

Far too many individuals who leave prison become homeless, either immediately after discharge or after intermediate, temporary housing placements. This workshop will discuss housing models and services that are effective in preventing homelessness and reducing recidivism among individuals leaving prisons. It will also address the Second Chance Act, a bill that would provide states with additional reentry resources.

### **3.11 From the Front Line: Insights from Case Managers**

Models of how to engage and work with clients who have a substance use disorder or mental health issues are numerous and often conflicting. Front line caseworkers have valuable insight on the pitfalls and advantages of different approaches. This panel of case management professionals will discuss these strategies for serving clients in a variety of housing settings. The workshop speakers will focus on how to overcome day-to-day challenges.

### **3.12 Using Your Compass: Navigating Service Systems for Your Clients**

Homeless providers can link and partner with services that already exist within the community, including services offered through local welfare, child welfare, health, and mental health agencies and services offered by United Way or other community-based nonprofits. Workshop speakers, representing these government and social service agencies, will discuss the scope of their work and how to connect with similar programs in your community.

### **3.13 Creative Change: How One Community Re-Shaped the Status Quo**

Moving from meeting about ending homelessness to implementing an action plan is always difficult, but communities are overcoming the obstacles and finding new ways to solve old problems. This workshop will highlight how one community reshaped complex social systems, such as TANF, health, mental health, and local governments, to serve clients better.

### **10:45 am – 12:15 pm: Workshops IV**

#### **4.1 Hot Off the Press: New Research on Homelessness**

This workshop will provide conference participants the opportunity to hear about research on homelessness that is paving the way towards policies and programs that are more effective. Conference participants will have the opportunity to interact with the leading researchers in the field and hear from policy experts about implications of research findings.

#### **4.2 Voices Carry: Consumers and Tenants Advocating**

People who are homeless or formerly homeless can use personal stories of success to influence and jumpstart action among policymakers, who can provide the resources necessary to end homelessness. This workshop will discuss how consumers can be effective in advocacy efforts with elected officials at home and in meetings with Members of Congress.



#### **4.3 A Piece of the Puzzle: Transitional Housing**

Congregate and scattered site transitional housing models are a significant resource in responding to family homelessness. This workshop will examine research on transitional housing and how to manage expectations around program outcomes. This interactive session will explore how transitional housing providers play an important role in ending family homelessness and responding to other service needs.

#### **4.4 Developing Housing in Rural Areas**

The resources to support affordable housing development are different in rural areas and may be unfamiliar to homeless providers. This workshop will cover the major federal programs that can help with rural housing development and provide an overview of emerging strategies for addressing the housing needs of very low-income people.

#### **4.5 Aiming for the Bulls Eye: Targeting and Assessment Tools**

Early targeting and assessment helps link homeless people with the interventions that will help end their homelessness quickly and can minimize the time they spend in shelter by helping them rapidly access permanent housing. This workshop will examine the tools communities have developed to assess the housing and service needs and to target resources wisely.

#### **4.6 Discovering Pride: Challenges and Opportunities for LGBTQ Homeless Youth**

National data indicate that gay, lesbian, bisexual, and transgender youth are disproportionately affected by homelessness. Workshop panelists will review research findings concerning the prevalence of this problem and negative outcomes for LGBTQ homeless youth, learn about programs that offer either LGBTQ oriented or inclusive policies, and explore programs and systems that competently and positively serve sexual minority youth.

#### **4.7 Vital Mission: Ending Homelessness Among Veterans**

Though veterans of the U.S. military are entitled to a number of services and benefits, veterans are overrepresented in the homeless population. This workshop will explore solutions to homelessness among veterans with a focus on program and housing models, resources available from Veterans Affairs and other agencies, and Congressional efforts to better address homelessness among veterans.

#### **4.8 The Key to Ending Chronic Homelessness: Scattered Site Approaches**

Put together a few tenant based vouchers, a consumer oriented service team, a Housing First philosophy, and what do you have? A powerful strategy for ending homelessness for people with serious mental illness and substance use disorders. Pioneered by the Pathways to Housing Program in New York, this Housing First strategy has been successfully replicated in dozens of cities. Workshop speakers will describe some of the challenges they encountered and how they implemented a successful Housing First program targeting chronically homeless individuals.

#### **4.9 Get it Done: Partnerships that Get Results**

Everybody recognizes the importance of partnerships, but few people have a strategic framework for engaging in those partnerships. Presenters at this workshop will describe models of partnership to end chronic homelessness, how those partnerships are formed, and how they are structured to obtain maximum benefit.

#### **4.10 Safe Exits: Moving from Institutions to Communities**

Discharge planning from state institutions is critical for homelessness prevention. Stable housing should be a major component of all discharge planning. Workshop participants will hear from state officials to learn how they connect exiting clients with housing and what messages you can take back home to work with your state officials to influence them to adopt effective discharge planning policies.



## Workshop Descriptions

### **4.11 Cognitive Impairments in Homeless Individuals**

Cognitive impairments and the resulting challenges among Iraq veterans have been a hot topic in the news lately. However, cognitive impairment has long been a challenge for the homeless community. These impairments can be caused by multiple factors and are often undetectable without proper screening. Once identified, appropriate and quality treatment can quickly end homelessness for these individuals and help them gain access to benefits such as SSI. Workshop speakers will discuss current research and screening tools geared to homeless men and women.

### **4.12 Design for Results: Developing a Ten Year Plan**

This workshop will cover the development of a plan to end homelessness from start to finish presented by communities that have done it. Planning steps include enlisting the right stakeholders, developing the work plan and structuring committees, researching needs and best practices, refining strategies, and maintaining momentum. Workshop speakers will also discuss how to ensure that the plan moves from paper to action and how the process changes their community.

### **4.13 Stable Source of Income: Benefits and Employment**

Having a stable source of income is necessary to secure and maintain housing. The challenges are in connecting people that are able to work with employment or training that will help them to move into careers that sustain them in permanent housing and connecting those that cannot work with the benefits that will support them. This session will examine promising strategies for long-term income stability for those that are likely facing multiple obstacles.

### **2:15 pm – 4:15 pm: Workshops/Roundtables V**

#### **5.1 Follow the Dollar: Conducting Your Own Cost Studies**

The effects homelessness has on a community can sometimes be quantified with a dollar amount. Cost analysis is a powerful tool for program administrators who make decisions on how to allocate scarce funding for housing and services and for advocates who are seeking to demonstrate a case for ending homelessness. This workshop will explore how to perform a cost study with different levels of sophistication from back of the envelope estimates to rigorous research studies.

#### **5.2 All Politics Is Local (and State)**

States and municipalities have been successful in developing innovative ways to create affordable housing and fund local homeless assistance programs. In addition, they have raised homelessness on the local and state agendas. Workshop speakers will share how they implemented local and state strategies for ending homelessness and offer guidance on how to develop relationships with state and local policymakers.

#### **5.3 Preventing Homelessness in Rural Areas**

In small cities and rural communities there are often fewer dedicated homeless service providers and the reality is that in many areas there may not even be a shelter for those facing homelessness. Preventing homelessness before it occurs is even more important in areas with limited homelessness services. Making effective use of mainstream systems of care to prevent homelessness for those at risk is part of that response.



#### **5.4 Designing a Local Housing Subsidy Program**

Almost all of the communities showing progress in ending homelessness have initiated some type of rental assistance program that subsidizes housing for people who are homeless. These programs vary size and scope, with some offering one-time cash infusion, some offering ongoing shallow support, and others offering deeper subsidies. Learn about key considerations in designing a local housing subsidy program and where to find the funding to make it a reality.

#### **5.5 Taking Stock: Managing Supply of Shelter and Transitional Housing**

One ongoing challenge in the movement to end homelessness is managing the supply of shelters and transitional housing during a shift to a Housing First system. This session will highlight how to plan ahead and efficiently increase or decrease the supply of shelter to reflect fluctuating demand and how to assure that transitional housing is being put to the most effective use.

#### **5.6 Building Blocks: Youth Housing Models with Services**

Housing is a key ingredient in the effort to end youth homelessness. There are a number of housing and service models that show promise in helping homeless youth attain and maintain stable housing. Workshop speakers will explore housing models and supportive services, their design and scope, and funding options.

#### **5.7 Stop the Revolving Door: Jails and Homelessness**

For years, homeless advocates, providers, and local officials have recognized the nexus between homelessness and jails—the costly and detrimental cycle that is difficult to break. A number of communities have formed interventions to help put an end to sharing time between jail and the street. Workshop presenters will describe these approaches and how to replicate them in other communities.

#### **5.8 Intensive Service Models for Families: Targeting and Design**

A small subset of homeless families requires additional services to help them exit homelessness. This workshop will examine the strategies communities use to identify those with more intensive service needs. The workshop will explore how housing and service interventions have developed or been enhanced to promote better housing and family outcomes.

#### **5.9 The Total Package: Housing and Serving Homeless Children**

Homelessness can be particularly hard on children. This workshop will examine service strategies designed to minimize the detrimental effects of homelessness on children and promote child well-being. Strategies to enhance stability and consistency in the lives of children will be explored. This workshop will examine how providers can ensure children are receiving appropriate supportive services through coordination with school liaisons, Head Start programs, and partnerships with other public systems.

#### **5.10 Cultural Competence**

It is critical that homeless service providers — who must address a wide array of cultural differences — offer culturally competent services which value individual uniqueness and demonstrate the capacity to deliver services in line with the beliefs, values, and practices of those served. In this interactive workshop, participants will learn about the importance of cultural competence and acquire the skills necessary to apply that understanding to their work.



## Workshop Descriptions

### **5.11 Financing Affordable Housing: An Introduction**

This workshop will provide participants with a general overview of how to finance affordable housing. The course will cover how to read real estate proformas and general information regarding different financing sources for affordable housing, including CDBG, HOME funds, grants, low-income housing tax credits and bond financing. Workshop participants will learn the basics of how to put together financing to house formerly homeless individuals—whether you are developing 5 units or 105.

### **5.12 HUD Homelessness Programs: Better Policy, Better Funding**

The HUD Continuum of Care under the McKinney-Vento Homeless Assistance Act is the largest federal program targeted specifically to people who are homeless. This workshop will cover advocacy efforts to provide more money for local programs and examine proposals to change and improve program structure, coverage, and rules to make programs work better.

### **5.13 Helping People with Substance Use Disorders Stay in Housing**

Families and individuals who struggle with substance use disorders often do not stop using on the first few attempts at sobriety. In addition, sometimes people simply choose not to seek treatment. Programs across the country are finding ways to help families and individuals maintain their housing using a harm reduction model. Panelists will describe their programs, housing stability outcomes, and address how they built community support.

WEDNESDAY, JULY 11, 2007

**9:30 am – 11:00 am: Workshop VI**

### **6.1 Special Delivery: Home-Based Case Management**

Housing First and many homeless prevention initiatives rely on home-based case management services to help individuals and families stabilize in housing and access appropriate long-term supports. This workshop will explore home-based models, emphasizing engagement strategies and lessons learned from making the transition from delivering services to homeless people in shelters or on the streets.

### **6.2 Wow Them on the WWW: Online Strategies for Nonprofits**

The internet is increasingly becoming a key tool for nonprofit organizations to increase their visibility and influence, leading to more recognition and resources. This workshop will provide guidance on effective online tools, including blogs, e-newsletters, fundraising tools, and research tools. It will feature speakers from the field of communications and online strategies.

### **6.3 Rural Homelessness Counts**

Reliable data is critical to inform policy and program development and attract the federal and local resources necessary to end homelessness. In sparsely populated geographic areas with fewer homeless specific service providers, however, counting the number of people that are homeless poses significant challenges. This workshop will highlight how some rural communities have overcome the challenges to capturing reliable data and offer guidance to how rural areas can improve their point-in-time counts.



#### **6.4 Using Data to End Homelessness for Families and Children**

Using data to inform program and planning is one of the key strategies promising communities are using to end family homelessness. This workshop will examine how communities are relying on data to inform program planning, including allocating resources, refining interventions, and evaluating outcomes. Speakers will also examine how compelling data can influence local policies and affect change.

#### **6.5 Supporting the Personal Development of Young Mothers**

Young homeless mothers are at high risk of homelessness and have unique housing and support service needs. Many young mothers are in or exiting the child welfare system when they give birth and may be at risk of losing their children to foster care if they are not able to find independent living programs or stable housing and reliable supports. This workshop will explore how to design housing, provide services, and promote self-sufficiency for young mothers.

#### **6.6 Moving On From Permanent Supportive Housing**

Some residents of permanent supportive housing progress in their recovery and become more self-sufficient and they often choose to leave for other housing settings. This workshop will explore strategies for helping people exit permanent supportive housing, including what's next for housing and how to link clients with community supports.

#### **6.7 It Doesn't Take Much: Low-Cost Interventions**

On some occasions, small, inexpensive interventions can prevent homelessness or lengthy shelter stays. This workshop will examine some of the strategies that are being adopted to help minimize reliance on shelter. Strategies examined will include finding housing through the use of housing databases, landlord negotiation and mediation services, and limited financial assistance programs to help individuals and families avoid or exit shelter.

#### **6.8 Private Sector Partnerships to End Homelessness**

The private sector has a critical role to play in ending homelessness. Across the nation, communities are involving private sector stakeholders, including Business Improvement Districts, large corporations, chambers of commerce, and houses of worship, in the movement to end homelessness. This workshop will highlight and explore innovative models for engaging the private sector in efforts to prevent and end homelessness.

#### **6.9 One Stop Centers: Avoiding Pitfalls**

Some cities are developing centralized service centers for people who are homeless or at risk of homelessness. Some of these sites provide controversial services. The sheer number of homeless people frequenting these sites can lead to NIMBYism. What are the benefits and risks of developing such facilities, and if a community is going to build a "one stop" center, what elements need to be in place to make it a successful strategy for ending homelessness?

#### **6.10 Housing in the 110th Congress**

The new Congress is moving forward with initiatives to help low-income Americans secure affordable housing. Participants in this workshop will hear from national advocates and congressional staffers about exciting developments regarding a National Housing Trust Fund, Section 8 Housing Choice Vouchers, and other federal "mainstream" housing programs that will make an enormous difference in the movement to end homelessness.



## Workshop Descriptions

### **6.11 The Big Shift: Organizational Culture**

Embracing a plan to end homelessness often entails a large shift in how the organization functions – how services are oriented and the goals are sought. The organizational culture shift can be jarring for staff, volunteers, board members, and long-time funders. This workshop will examine strategies that have helped organizations to build cohesion as they have transformed in pursuit of the goal of ending homelessness.

### **6.12 Lasting Relationships: Working with Landlords**

Landlords in the private rental market are often reluctant to rent apartments to people who have experienced homelessness, particularly those with poor rental histories. This workshop will focus on how to reach out to landlords, persuade them to rent to your clients, overcome their concerns, and create long term partnerships.

### **6.13 State and Local Housing Trust Funds**

Housing Trust Funds exist in all but a few states across the country and can be an important resource for developing affordable housing. Learn how Housing Trust Funds work, what they typically fund, who gets the money, how to tap the Trust Fund in your state, and how to ensure that the Trust Fund targets funds to the lowest income individuals and those that are currently homeless.

*Register for the conference and  
reserve your hotel room on the  
Alliance's website!*

[www.endhomelessness.org](http://www.endhomelessness.org)



## TRAVEL & ACCOMMODATIONS



**All attendees are responsible for arranging their own hotel accommodations.** A block of rooms has been reserved at a special conference rate of \$145 single/double at the Hyatt Regency Washington on Capitol Hill, 400 New Jersey Avenue, NW, Washington, DC. **This room block will sell out, so please reserve your room as soon as possible.** The block of reduced rate rooms will be available for conference participants on or before June 8, 2007.

You can make a reservation at this rate via the web at [https://resweb.passkey.com/Resweb.do?mode=welcme\\_gi\\_new&groupID=94149](https://resweb.passkey.com/Resweb.do?mode=welcme_gi_new&groupID=94149) or directly with the Hyatt at 1.800.233.1234, requesting the National Alliance to End Homelessness conference rate.

The hotel is located in the heart of Capitol Hill, two blocks from the U.S. Capitol and Union Station. The Hyatt Regency Washington is within walking distance of several national monuments and museums, including the U.S. Capitol, U.S. Supreme Court, Library of Congress, Smithsonian's Air & Space Museum, National Gallery of Art, Natural History Museum, American History Museum, and the National Mall.

### Area Airports:

Ronald Reagan National Airport (DCA)

Distance from hotel: 5 miles

Estimated taxi fare: \$14-18 (one way)

Super Shuttle fare: \$13 (one way)

Washington Dulles International Airport (IAD)

Distance from hotel: 27 miles

Estimated taxi fare: \$60-80 (one way)

Super Shuttle fare: \$26 (one way)

Baltimore/Washington International Airport (BWI)

Distance from hotel: 30 miles

Estimated taxi fare: \$63 (one way)

Super Shuttle fare: \$31 (one way)



## CAPITOL HILL DAY INFORMATION

### **Capitol Hill Day**

**Wednesday, July 11, 1:30 pm – 5:00 pm**

Plan to visit the offices of your Senators and Representatives by signing up for Capitol Hill Day in conjunction with the conference. Participants will meet with their Congressional delegation to educate them on their dedication to ending homelessness and call on them to support their work to improve the lives of many individuals, families, and young people in their communities. The Half-day Advocacy and Lobbying Institute will share strategies for making effective visits to Congressional offices and there will be an official report-back session to discuss information on the outcomes of your appointments. Please contact Sarah Kahn at the Alliance if you are planning to participate in Capitol Hill Day at 202.942.8259 or [skahn@naeh.org](mailto:skahn@naeh.org).

### **Capitol Hill Day Appointments**

Call the offices of your Congressional delegation and speak with the scheduler to make appointments with your Members of Congress and/or the appropriate staff person for July 11 between 1:30 and 5:00 pm. All Congressional offices can be reached through the Congressional switchboard at 202.224.3121. If you would like to join Congressional visits with other Capitol Hill Day participants from your state or for help setting up visits please contact Sarah Kahn at the Alliance at 202.942.8259 or [skahn@naeh.org](mailto:skahn@naeh.org).

### **Capitol Hill Day State Captains: Leaders in Ending Homelessness**

Each year, we recruit new and returning State Captains to lead and coordinate the State's lobbying activities. They organize conference participants to join Capitol Hill Day, set up meetings with Congressional offices, ensure that everyone is well prepared with talking points and materials for the meetings, and coordinate effective meeting follow-up. There are meetings for State Captains throughout the conference to make sure that we are helping State Captains with anything they need to make this day fruitful. When you sign up for Capitol Hill Day, you will be notified if your state already has a State Captain. If you are interested in the job, please contact Sarah Kahn at the Alliance at 202.942.8259 or [skahn@naeh.org](mailto:skahn@naeh.org).

### **Assistance Will Be Available**

Staff will be available at the "Advocacy Information Table" next to the Registration Desk to provide you with information on how to participate in Capitol Hill Day and with general information about the Alliance's advocacy campaigns. For assistance prior to the conference, contact Sarah Kahn at the Alliance at 202.942.8259 or [skahn@naeh.org](mailto:skahn@naeh.org)

## SCHOLARSHIP PROGRAM



The National Alliance to End Homelessness has established a Scholarship Program, with two components, to assist homeless and formerly homeless people, as well as individuals who work for organizations that cannot afford to cover the full cost of conference fees or travel and hotel. The first component of the scholarship program is a scholarship valued at up to \$500 to be awarded to consumers and residents to cover travel and hotel costs. The second component of the scholarship program provides organizational scholarship recipients with reduced or complimentary conference registration fees.

Criteria for scholarship awards will be based on financial need, geographic distribution, targeted population(s) served, and the leadership skills the applicant will be able to bring back to his/her community. The number of scholarships available will depend upon total conference funding. Scholarships are not transferable to another individual. Scholarships will be awarded to only one person per organization.

If you are interested in receiving a scholarship, please complete the entire registration form and the scholarship request. Scholarship applications may be submitted at any time up to June 11, 2007. Applications will be considered on a first-come, first-served basis until funds run out. All consumer scholarship recipients will be expected to pay the full \$85 consumer participant registration fee.

Please return the completed scholarship application form as soon as possible and no later than June 11, 2007 to the address below. By applying for this scholarship you are making a commitment to be able to attend the conference from July 9-11, 2007.

Sally Karwowski  
National Alliance to End Homelessness  
1518 K Street, NW, Suite 410  
Washington, DC 20005  
Fax: 202.638.4664  
Email: [conference@naeh.org](mailto:conference@naeh.org)



# SCHOLARSHIP APPLICATION

Name:

Agency affiliation, if any:

Address:

City, State and ZIP:

Phone:

Fax:

E-mail:

Best time and method for reaching you:

1. In no more than 200 words, please describe what you would like to contribute to the conference and what you expect to take back to your community.

2. State briefly why you need financial assistance and how much you are requesting.

*By applying for this scholarship you are making a commitment to attend the conference from July 9- 11, 2007.*

## REGISTRATION INFORMATION



### TWO EASY WAYS TO REGISTER:

**Online:** [www.endhomelessness.org](http://www.endhomelessness.org) until **Monday, July 2, 2007 at midnight EST.**

**By Mail:** National Alliance to End Homelessness, Ending Homelessness: The Time is Now!, 1518 K Street, NW, Suite 410, Washington, DC 20005

**Questions:** 202.942.8289, [conference@naeh.org](mailto:conference@naeh.org)

### REGISTRATION DEADLINE

**Register directly online by visiting [www.endhomelessness.org](http://www.endhomelessness.org) until Monday, July 2, 2007 at midnight EST. To receive this registration rate you must register online by midnight EST on July 2, 2007.**

### CONFERENCE REGISTRATION FEES:

All conference registration fees include a continental breakfast and lunch on Tuesday and Wednesday and the reception on Monday night (cash bar).

PLEASE NOTE THAT CONFERENCE REGISTRATIONS ARE NOT TRANSFERABLE BETWEEN INDIVIDUALS WITHIN AN ORGANIZATION. Changes in organizational registrations received after June 18, 2007 will result in a \$100 processing fee and any additional registration fees that may be applicable.



## REGISTRATION INFORMATION

### Early Registration Rate:

**You can register directly online by visiting [www.endhomelessness.org](http://www.endhomelessness.org) until July 2, 2007 at midnight EST.** To receive the early registration rate you must register online by midnight EST on June 11, 2007.

The conference will be held Monday, July 9 through Wednesday, July 11. You are encouraged to register early for substantial savings. The **early conference registration fee will be \$420** for registration forms postmarked by June 11, 2007.

For organizations sending three or more individuals to the conference, the early registration cost for the **first two registrants** to attend the conference will be \$420, **each additional individual** from the organization will pay \$370.

### Regular Registration Rate:

For registration forms postmarked after June 11, 2007 the **conference registration fee will be \$470.**

For organizations sending three or more individuals to the conference, the regular registration cost for the **first two registrants** to attend the conference will be \$470, each **additional individual** from the organization will pay \$420.

### Other Registration Information:

We are pleased to offer a special rate of \$85 for consumer and resident conference participants to attend the conference. Also, please refer to the scholarship program portion of the brochure for further details on how to apply for a conference scholarship.

### Cancellation Policy:

Cancellation requests must be made in writing and received prior to June 18, 2007, to receive a full refund. A \$100 processing fee will be deducted for cancellations received after June 18, 2007. No part of the registration fee will be refunded for cancellations received after July 9, 2007. Refunds are not given for no-shows. No-shows are required to pay the conference registration fee if they do not cancel their registration prior to July 9, 2007. Please send your cancellations to the National Alliance to End Homelessness by email to [conference@naeh.org](mailto:conference@naeh.org) or fax to 202.638.4664.

# 2007 NAEH Conference REGISTRATION FORM

One form per registrant • Federal ID#521299641

## Register online at [www.endhomelessness.org](http://www.endhomelessness.org)

The Alliance accepts the following forms of payment: credit card (Visa and Mastercard only), checks, and purchase orders (government agencies only).

You can register directly online by visiting [www.endhomelessness.org](http://www.endhomelessness.org) until Monday, July 2, 2007 at midnight EST. Registrations will not be complete until payment has been received.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State and Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

## Registration Information:

- |  |   |
|--|---|
| <input type="checkbox"/> Housing Provider    | <input type="checkbox"/> Service Provider                     |
| <input type="checkbox"/> Employment Provider | <input type="checkbox"/> Government Official                  |
| <input type="checkbox"/> Advocate            | <input type="checkbox"/> Consumer/Resident                    |
| <input type="checkbox"/> Executive Director  | <input type="checkbox"/> Funder                               |
| <input type="checkbox"/> Board Member        | <input type="checkbox"/> Other Interested<br>Community Member |

## How did you hear about this event?

- ☐ Internet   ☐ Direct Mail   ☐ Word of Mouth

## Do you require vegetarian meals?

- ☐ Yes   ☐ No

## Pursuant to the Americans with Disabilities Act, do you require specific aids or services?

- ☐ Visual   ☐ Audio   ☐ Mobile

## Would you like to receive updates from the Alliance? (Please be sure to include your email address)

- ☐ Yes   ☐ No

*see reverse for payment information*

## Conference Fees:

Please choose the appropriate fees. **For multiple registrants, please provide one form per registrant.**

Early Registration Rate (received by June 11, 2007):

**Participants:**

☐ \$420

**Additional Participants (third organizational registrant and above):**

☐ \$370

Registration Rate (received by July 2, 2007):

**Participants:**

☐ \$470

**Additional Participants (third organizational registrant and above):**

☐ \$420

Late Registration Rate (received after July 2, 2007):

☐ \$620

Consumer/Resident:

☐ \$85

☐ YES, I WILL PARTICIPATE IN CAPITOL HILL VISITS ON WEDNESDAY, JULY 11.

☐ YES, I WILL BE A STATE CAPTAIN (responsible for helping to coordinate my state's advocacy visits to Capitol Hill).

## Payment Options:

You must complete this section in order for us to process your registration.

### CHECK ONE

☐ Check made payable to National Alliance to End Homelessness is enclosed.

Charge my credit card: ☐ VISA or ☐ MasterCard

Cardholder Name: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Today's Date: \_\_\_\_\_

Cardholder Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

Purchase Order # \_\_\_\_\_

Total Payment Amount \$ \_\_\_\_\_

Mail your registration form with payment to:

National Alliance to End Homelessness  
Attention: 2006 Conference  
1518 K Street, NW, Suite 410  
Washington, DC 20005

Questions? Call 202.942.8289 or email [conference@naeh.org](mailto:conference@naeh.org)



National Alliance to End Homelessness  
1518 K Street, NW, Suite 410  
Washington, DC 20005

NON-PROFIT ORG.  
U.S. POSTAGE  
PAID  
Permit No. 5182  
Washington, D.C.



Register by **June 11, 2007** to Qualify for  
the Early Registration Rate

9999  
Your Name  
1234 Your Street  
Anywhere, USA 99999

[www.endhomelessness.org](http://www.endhomelessness.org)