

Zero: 2016

Ending Homeless

**STRENGTHENING COMMUNITIES
ENDING HOMELESSNESS**

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Who We Were

The 100,000 Homes Campaign was a national movement of change agents working together to house 100,000 vulnerable and chronically homeless individuals and families by July of 2014. We did it!



Who we are:

Zero

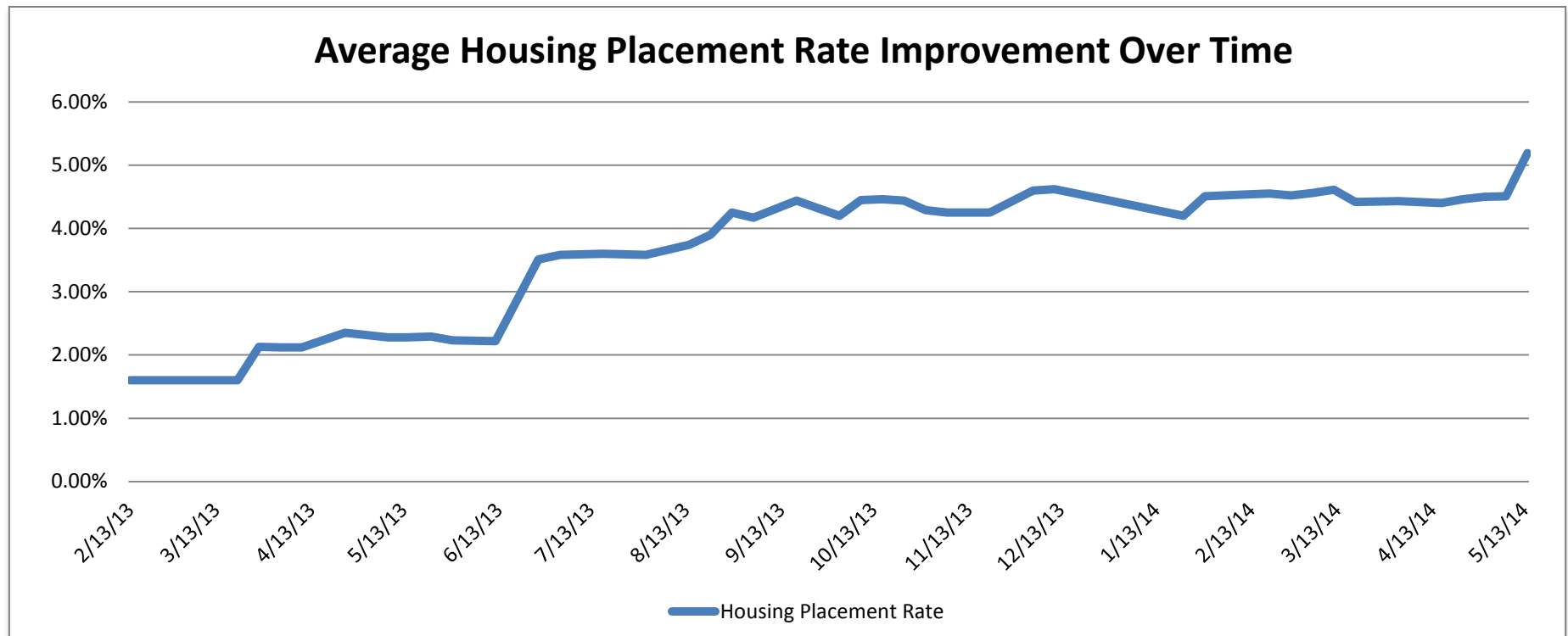
What stays the same





What changes:

Average Campaign Housing Placement Rate



What changes:

Commitment to END veteran and chronic homelessness

100k Homes Model



This model spread the idea;

Now we have to scale up

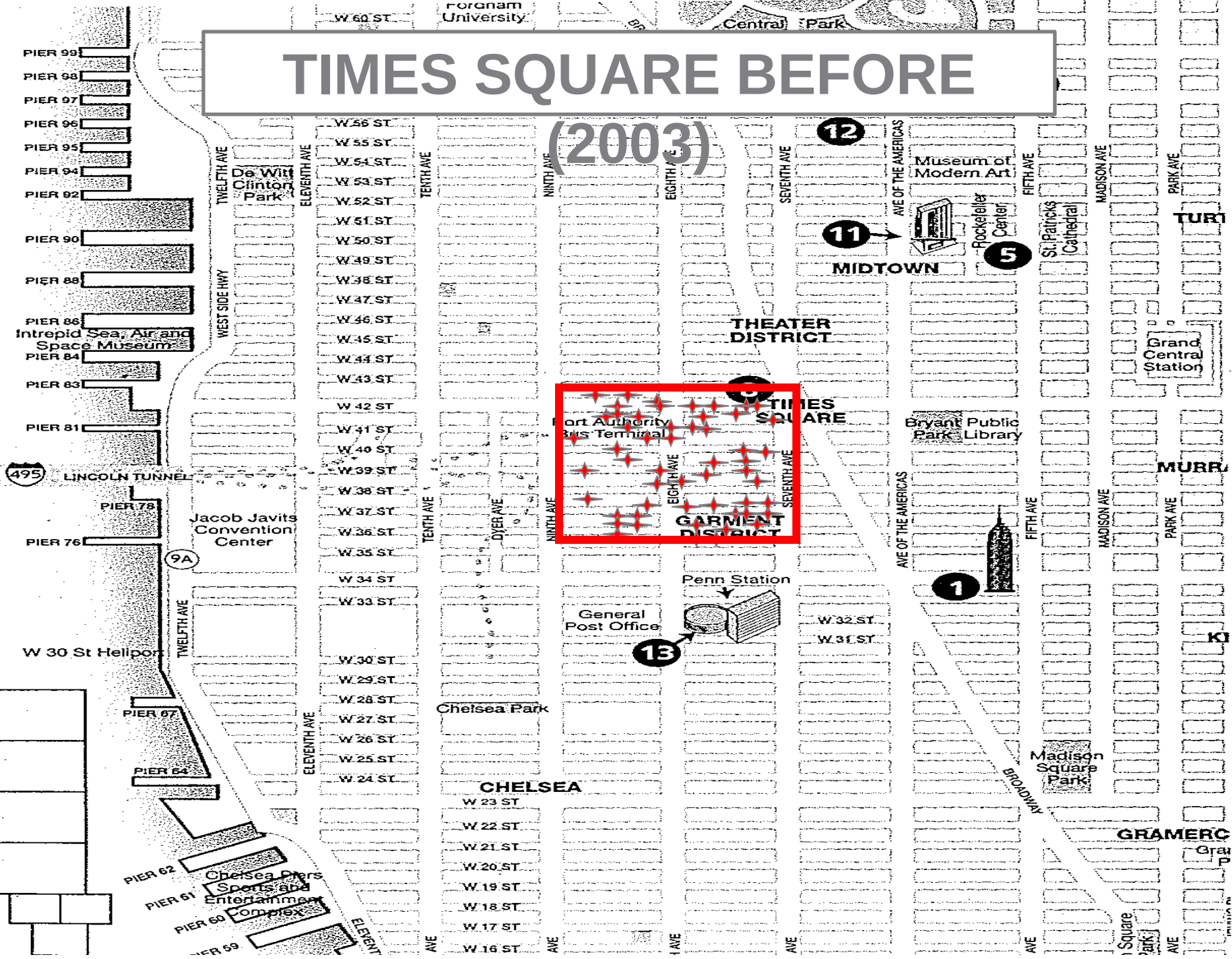
Or go home!

What we have learned:

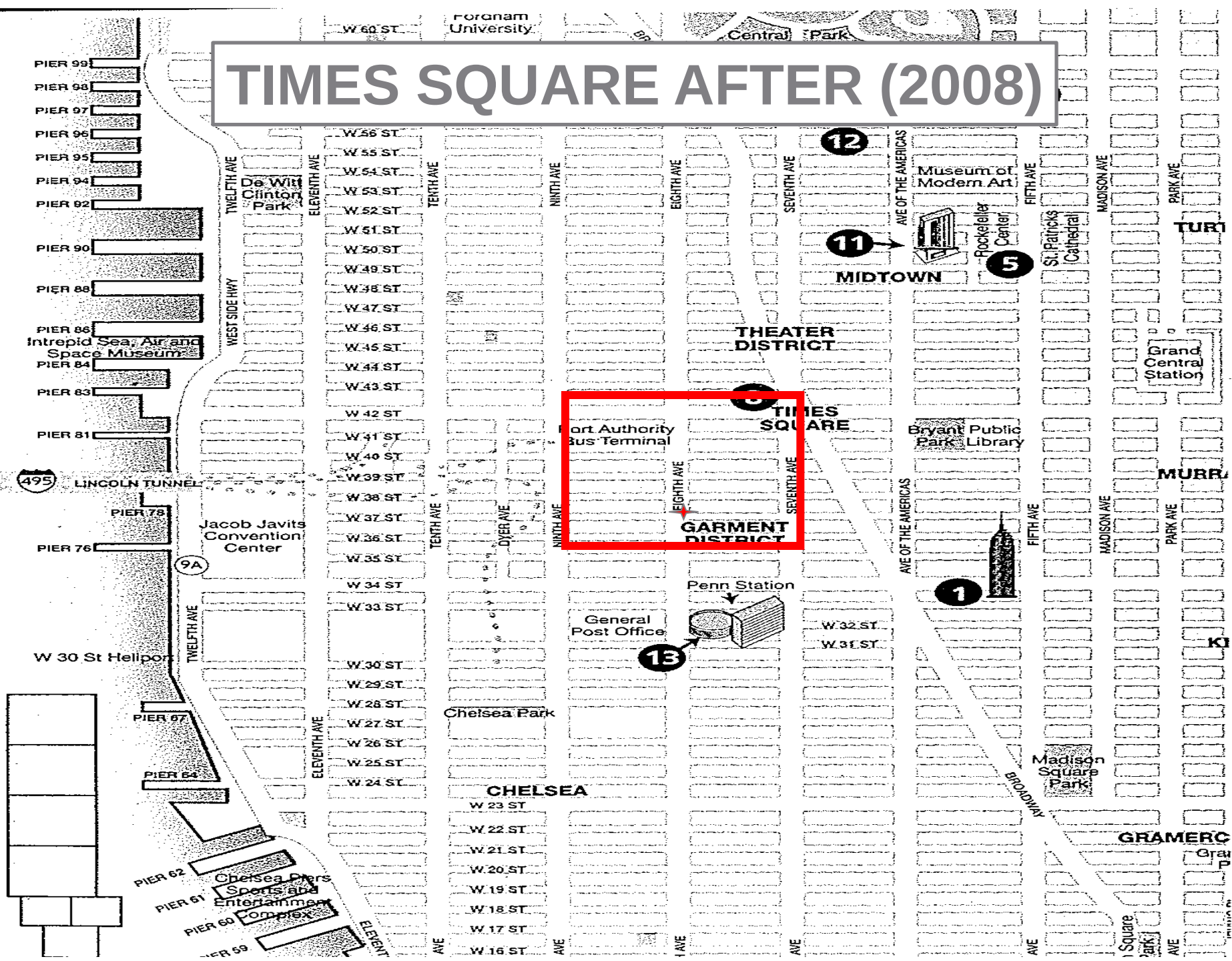
1. Find an idea and start (**prototype**)

*apologies to lean startup

TIMES SQUARE BEFORE (2003)



TIMES SQUARE AFTER (2008)



What we have learned:

1. Find an idea and start (**prototype**)
2. Try it, learn from screw-ups and change (**pilot**)

Charlotte, Denver, Washington, DC, Los Angeles, etc.

Duplicate? Inspire, learn, measure outcomes.

What we have learned:

1. Find an idea and start (**prototype**)
2. Try it, learn from screw-ups and change (**pilot**)
3. Share it everywhere (**spread**)

100,000 Homes Campaign



What we have learned:

1. Find an idea and start (**prototype**)
2. Try it, learn from screw-ups and change (**pilot**)
3. Share it everywhere (**spread**)
4. Take it to scale (**scale**)*

*apologies to lean startup

ZERO: 2016



Things we learned

Choose a
kick-ass leader

Becky Kanis
is a once-in-a-
generation
leader.

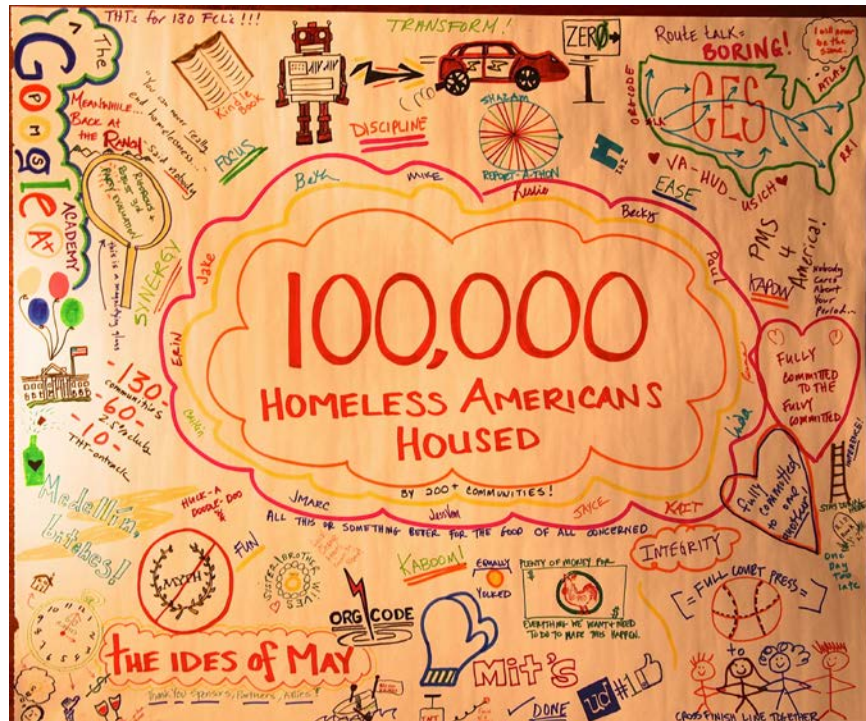


Things we learned

Put together the best team possible



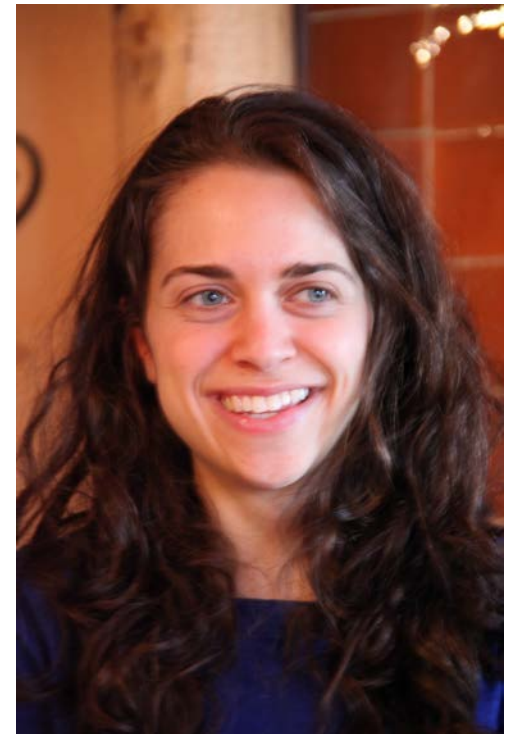
Dream/plan every six months*



Learn, change, grow, kick ass

Things we learned

Let the data nerds
lead the strategy





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Biggest Learning

Communities do the most amazing stuff.

Spread that stuff around.

Then put it on steroids.



Contact me

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National Movement Manager

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This is my job and your call is never an interruption.



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