



CONNECTICUT COALITION to
END HOMELESSNESS

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Connecticut Coalition to End Homelessness joins together with CCM and Sustainable CT to Launch State-wide Municipal Campaign

Organizations offers cities and towns across Connecticut a Way to Tackle Homelessness during National Hunger and Homelessness Awareness Week

Hartford, CT, November 16, 2020- The Connecticut Coalition to End Homelessness joined forces this week with CCM and Sustainable CT to announce a statewide effort to engage towns and cities in efforts to end homelessness. The announcement comes at the beginning of National Hunger and Homelessness Awareness Week and offers cities, towns, and their residents concrete ways to impact homelessness in their communities.

The municipal campaign has its roots in efforts launched last year by CCM's Mayors Homelessness Prevention Task Force. Led by Mayor Ben Blake of Milford and Mayor Erin Stewart of New Britain, the task force has engaged mayors and first selectmen around the state in taking action to end homelessness locally. The campaign itself offers towns and their residents a variety of ways to make an impact including passing a resolution committing the town to ending homelessness in the region and taking specific actions which will be rewarded by points under the Sustainable CT certification framework starting in January of 2021.

Towns and cities will have the opportunity to demonstrate their commitment to ending homelessness this week during National Hunger and Homelessness Awareness Week in a number of ways, including holding a virtual town hall focused on municipal services currently available to residents experiencing homelessness, committing to passing a resolution to end homelessness, and designating a municipal staff member to serve as a point-person for efforts relating to homelessness. Towns will also be able to participate by designating a high-school age youth to serve as "be homeful" ambassador who will lead local youth in efforts to end homelessness as part of a larger state-wide initiative championed by youth volunteers.

"Connecticut's towns and their residents are essential partners in the effort to end homelessness," said Dr. Richard Cho, CEO of the Connecticut Coalition to End Homelessness. "We hope that everybody in our state will give thought to how they can play a role in ending homelessness."

Joe DeLong, Executive Director and CEO of CCM, stated, “We are excited to join CCEH and Sustainable CT to proactively address homelessness in our municipalities. This partnership allows each of us to leverage our resources and expertise to reduce homelessness in our communities through achievable and meaningful actions, while raising awareness on this very important issue.”

“Sustainable CT is thrilled to integrate homelessness prevention into its roadmap of actions to support stronger and more inclusive municipalities,” said Lynn Stoddard, Executive Director of the program. “Ensuring that every Connecticut resident has a home is fundamental to promoting thriving, sustainable communities.”

Towns interested in participating can contact Carl Asikainen at casikainen@cceh.org.

About the Connecticut Coalition to End Homelessness

CCEH represents more than 75 members – emergency shelter providers, transitional housing providers, community and business leaders, and strategic partners – who share the goal of ending homelessness. In partnership with communities throughout the state, CCEH advances this goal through leadership, community organizing, advocacy, research, and education. In 2015, CCEH launched the *be homeful* project to help stamp out family homelessness for good by ending homelessness one family at a time. In partnership with businesses through the state, through the *be homeful* project, money is raised to increase shelter diversion, allowing struggling families stay in the comfort of their home. According to research, the best way to help people is to keep them out of the shelter in the first place. Remarkably, through this project, it only costs on average \$1000 to help a family at risk of homelessness remain housed.

About CCM

CCM is the state’s largest, nonpartisan organization of municipal leaders, representing towns and cities of all sizes from all corners of the state, with 169 member municipalities.

We come together for one common mission — to improve everyday life for every resident of Connecticut. We share best practices and objective research to help our local leaders govern wisely. We advocate at the state level for issues affecting local taxpayers. And we pool our buying power to negotiate more cost-effective services for our communities.

About Sustainable CT

Sustainable CT inspires, supports, and recognizes sustainability achievements by Connecticut municipalities. Created by towns for towns, the free program includes a roadmap of sustainability actions, technical support and funding to help towns implement actions, and certification to showcase accomplishments. Currently 112 of Connecticut’s town and cities are participating in Sustainable CT (representing 80% of the state’s population) and 61 municipalities have earned certification, demonstrating successful implementation of a broad range of sustainability actions that promote inclusive and equitable communities, thriving local economies, affordable and diverse housing, vibrant arts and culture, clean transportation choices, land and natural resource stewardship, and more. Sustainable CT’s Community Match Fund has inspired investment of over \$1 million in community-led sustainability projects across the state. Sustainable CT is independently funded and led and administered by the Institute for Sustainable Energy at Eastern Connecticut State University. www.sustainablect.org.

