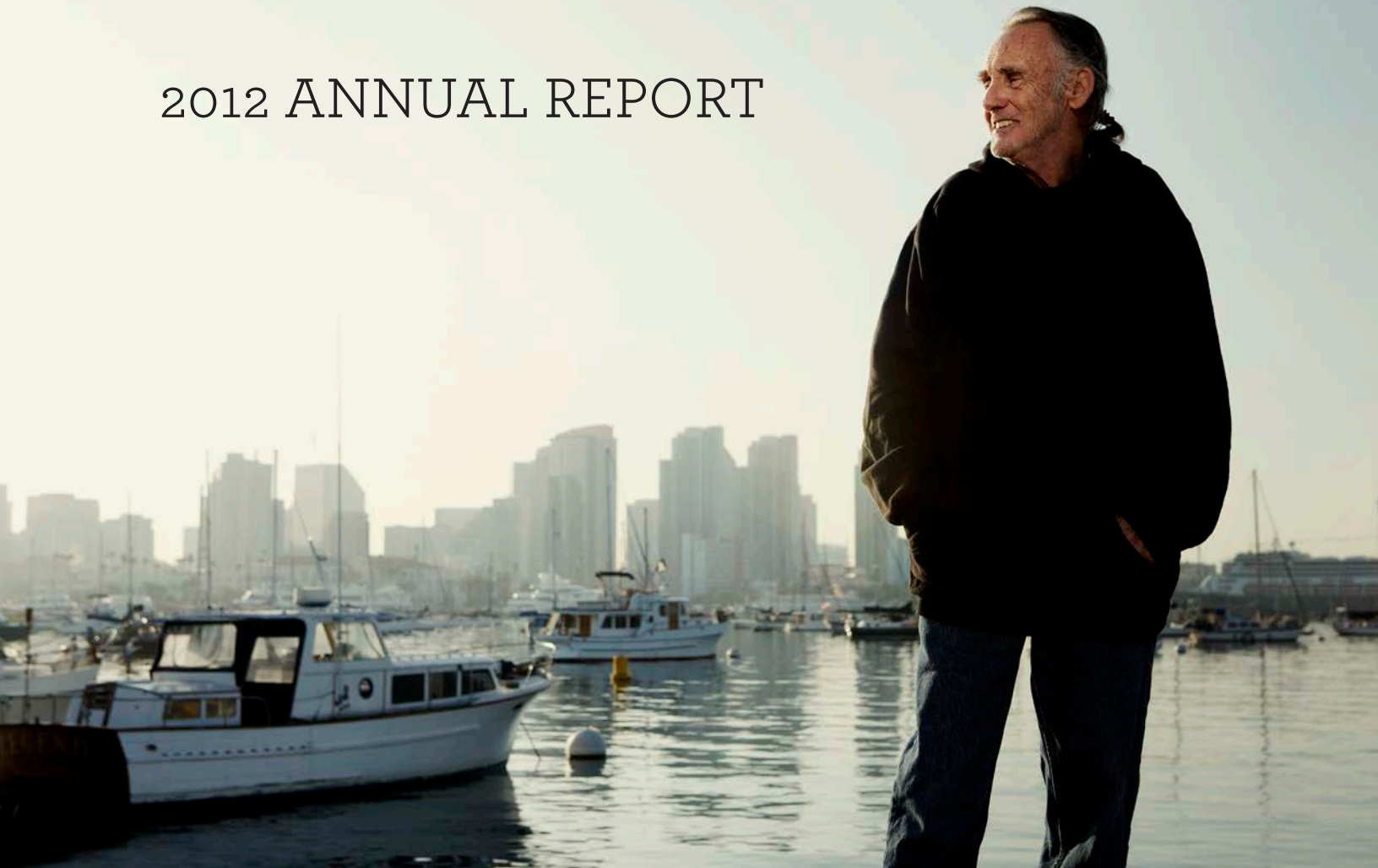


2012 ANNUAL REPORT



The Campaign to End Homelessness in Downtown San Diego

An unprecedented opportunity to change communities and lives





On a single night in 2012 there were . . .

633,782

homeless people in the United States. 394,379 homeless individuals and 239,403 homeless in families.

10,013

homeless in San Diego City and County. 7,755 homeless individuals and 2,258 homeless in families.

869

homeless individuals on the streets of downtown San Diego.

Dear Campaign Supporters and Partners:

San Diego's visionaries, stakeholders, elected leadership, and business community have recognized that ending homelessness in downtown San Diego is critical to a thriving economy as well as a vibrant living and working environment. The Campaign to End Homelessness in Downtown San Diego is a collaborative funding effort and an effective place-based strategy to end homelessness in downtown San Diego.

Launched in December 2009, the Campaign is a part of the National 100,000 Homes Campaign that has housed over 50,000 people since July 2010, and is guided by a local Leadership Team with more than 60 members, including key partners from:

- The U.S Department of Veteran Affairs San Diego Healthcare System
- The County of San Diego and its Health and Human Services Agency
- The City of San Diego and its two agencies, the San Diego Housing Commission and Civic San Diego
- LeSar Development Consultants, the Campaign initiator and neutral convener;
- United Way of San Diego, the County's regional leadership entity on ending homelessness; and
- Individual and corporate donors, downtown business leaders, elected officials, public safety officers, hospitals and health clinics, local universities, philanthropy, advocates for veterans, and experts in affordable housing, supportive services, homelessness, and workforce development.

The Campaign's mission is to end homelessness downtown with the strategy of moving the most vulnerable members of our community off the streets and into permanent affordable housing and linking them to rental assistance and supportive services. This is a nationally proven strategy for the homeless to leave the streets, achieve housing stability, and become integrated members of San Diego's community.

Phase 1 of the Campaign was a successful pilot program wherein 148 homeless people achieved housing stability. In just 15 months, this phase housed approximately 15% of the downtown street homeless and was financed primarily with local public resources.

Phase 2 of the Campaign institutionalized our efforts and housed an additional 92 homeless persons in just three days. This phase reached full capacity by housing 100 homeless persons in early 2013.

The Campaign is now ready to embark on Phase 3 and to take our successful strategies and efforts to scale. We aim to completely end homelessness for the remaining 800 people that live on the streets of downtown San Diego and the additional 400 people that live in its immediate environs. The Campaign aspires to reach this goal by 2015.

With our unprecedented level of collaboration and coordination of multi-partner resources, the Campaign to End Homelessness in Downtown San Diego is demonstrating that, working together, the San Diego community can house, support, and end homelessness. As we embark upon our ambitious plan to end street homelessness in downtown, we thank our partners for their continued support. We hope you will join us as we transform our community and change lives.

Sincerely,



Morgan Dene Oliver
CEO OliverMcMillan
Co-Chair, Campaign
Leadership Team & Chair
of United Way of San Diego
Home Again Institute



Kris Michell
President and CEO
Downtown San Diego Partnership
& DSDP Foundation



Robin Madaffer
Co-Chair, Campaign Leadership
Team & DSDP Executive
Committee Board Member



Jennifer LeSar
Campaign Coordinator & CEO,
LeSar Development Consultants

Who are the chronically homeless?

Young adults



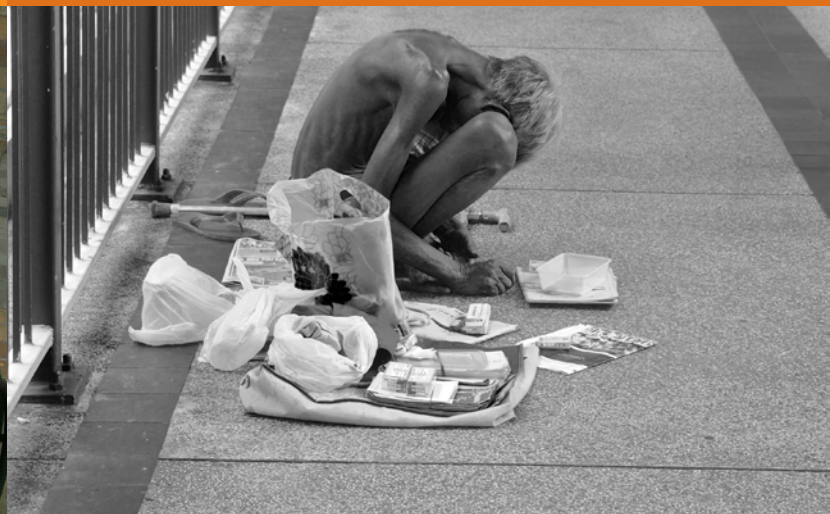
Families



Seniors



Disabled



Veterans



Single moms





In 2012, there were approximately **850** homeless persons living on the streets of downtown San Diego.

Their average length of homelessness is **8 years**.

The estimated annual costs associated with homeless ER visits, inpatient hospitalizations, and nights in jail is **\$36,624** per person. This projects to approximately **\$38 million** for such costs per year for the downtown unsheltered homeless population.

Research shows an average of **60% reduction** in healthcare costs after one year of housing with services.

Permanent supportive housing costs approximately **\$27,000 per person** per year in San Diego for those with the most acute needs of housing and service supports - if unsheltered homeless persons were provided with permanent supportive housing, this would equate to millions of dollars of savings.



Modeled After a National Campaign 100,000 Homes

**100,000
HOMES**

We are a part of the 100,000 Homes Campaign, a national movement of communities working together to find permanent homes for 100,000 of the country's most vulnerable and chronically homeless individuals and families by 2015. The 100,000 Homes Campaign is coordinated nationally by Community Solutions and supported by a broad base of national and local partners, including the Conrad N. Hilton Foundation, Bank of America and Chase Bank. Our local campaign follows the 5-step methodology of this national Campaign, which includes:

1. Build the local team

San Diego's Campaign is guided by a diverse Leadership Team of more than 60 community leaders from business, government, philanthropy, academic and technical assistance, first responders, health care, and social service sectors.

2. Clarify the demand

In September of 2010, San Diego Campaign held a Registry Week during which volunteer survey teams systematically canvassed every part of downtown and counted 1,040 homeless people – 737 of whom participated in a detailed survey.

3. Line up the supply of housing and services

The San Diego Campaign has utilized dedicated federal housing vouchers, public social services funding and philanthropic contributions to house vulnerable adults, families, and veterans.

4. Move people into housing

The data gathered during Registry Week helped match people to the housing, neighborhoods, service models, and rental supports that best fit their needs and eligibility.

5. Help people stay housed

Once a person moves into permanent housing, continued case management and wraparound services are provided. National housing retention rates are 90-95% in the first program year and 80-85% in the second program year.



The Four Phases of the Campaign to End Homelessness in Downtown San Diego

Phase 1: The Pilot Phase

End homelessness for 125 people in downtown San Diego.

Result

Fifteen percent, equal to 148 people, of the downtown street homeless population were housed.

Phase 2: The Institutionalization Phase

House an additional 100 homeless people and institutionalize our coordination strategies

Result

Housed 92 homeless persons in just three days and reached full capacity of 100 housed in early 2013.

Phase 3: Take Efforts to Scale Phase

End homelessness for the remaining 800 people in downtown San Diego and the 400 people in its immediate environs.

Goal

Raise public and private capital to fund appropriate housing and support services, and expenses to end homelessness in Downtown San Diego.

Phase 4: The Regionalization Phase

Regionalize the Campaign's proven methodology to end homelessness in San Diego County.

Goal

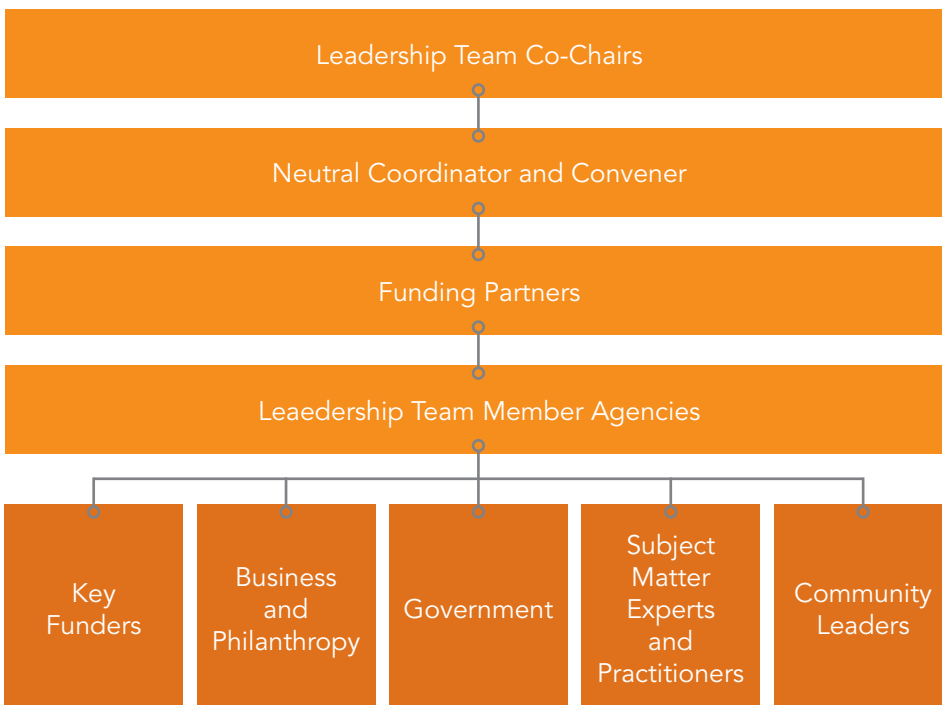
Regionalize the Campaign's proven methodology to end homelessness in San Diego County.

Governed by an Impressive Leadership Team



The Campaign Leadership Team is led by Co-Chairs Dene Oliver, CEO of Oliver McMillan and Robin Madaffer, DSDP Executive Committee Board Member. The Campaign is governed by a Leadership Team of more than 60 community leaders which is made up of a diverse and multi-sector group of representatives.

The Campaign Leadership Team signifies an unprecedented dedication and coordination of the efforts and expertise of community leaders to spur the ending of homelessness in downtown San Diego. The Leadership Team continues to add important stakeholders and partners to the Campaign.



We have multiple working committees dedicated to the Campaign's efforts

Public Sector Resources Steering Committee

This Committee, comprised of public sector agency representatives and funders, drives the process of securing and planning for public sector commitments of rental assistance and service subsidies. This team represents a unique and unprecedented partnership between Federal, County and City agencies.

Private Sector Resources Steering Committee

This Committee, comprised of downtown business and philanthropic leaders, is leading the fundraising efforts to raise the seed capital needed from the private sector to take the Campaign into Phase 3 and end homelessness in downtown San Diego by 2015.

Lead Provider Organizations Steering Committee

These lead agencies work collaboratively and directly with clients on a long-term basis to provide housing, enable access to services, and help them re-enter and remain stable in the community:

- Mental Health Systems, Inc. Center Star ACT Program
- Community Research Foundation Downtown IMPACT Program
- U.S. Department of Veteran's Affairs

Cost of Ending Homelessness Financial Advisory Committee

LeSar Development Consultants is working with Campaign partners to create a comprehensive financial model to forecast the true cost of ending homelessness downtown. This will demonstrate the economic and cost savings benefits of providing housing and wrap-around services to the homeless. The committee is being formed to guide the development of this model.

The committee will be comprised of downtown business leaders, permanent supportive housing and homelessness technical experts, economists, public sector resources representatives, public health experts, and will be staffed by LDC's team of finance, policy and research experts.



Working Committees

Public Sector Resources
Steering Committee

Private Sector Resources
Steering Committee

Lead Provider
Organizations
Steering Committee

Cost of Ending
Homelessness Financial
Advisory Committee

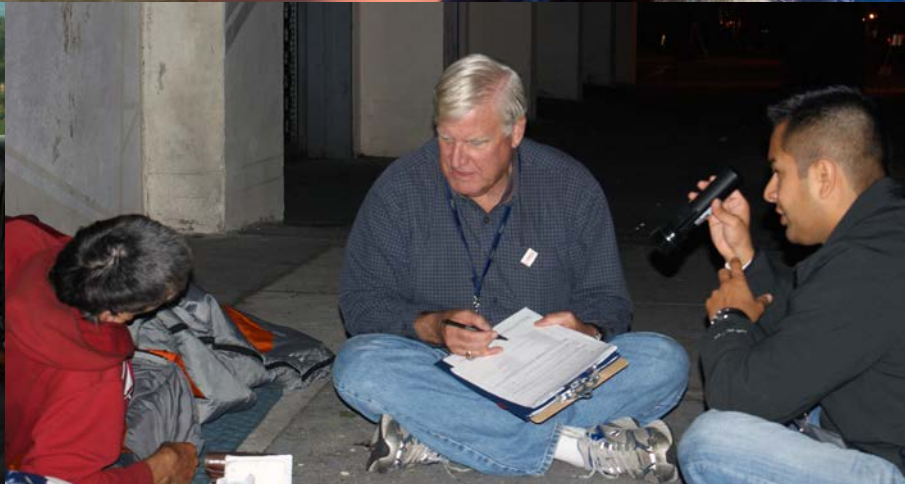
San Diego Story to Date

We believe ending homelessness will save public resources and help spur economic growth and new job creation in downtown.

Based on our 2010 Registry Week survey data, as a downtown community, we spend an estimated \$37,000 per homeless person downtown; this is an expense of \$38 million per year keeping people homeless!

In an era of declining public resources, this is hardly an expense we can afford. These costs include emergency room visits, hospitalizations, and nights in jail. By contrast, providing housing with supportive services cost about \$27,000 a year per person for those with the most acute needs.

We also know that street homeless is a deterrent to economic investment and thus a drag on economic growth. The developments featured on this page will bring needed investment and jobs to our downtown community.



Proven Results

We have ...

- Established and fine-tuned effective strategies that make economic sense and saves money
- Demonstrated that ending homelessness in downtown San Diego is achievable by clearly tracking our progress and quantifying our results
- Fostered unprecedented levels of coordination and collaboration nationally, statewide and locally

As of December 2012:

33% of the downtown street homeless population are off the streets and receiving ongoing supportive services

289 formerly homeless individuals off the streets through the Campaign's efforts

92 people are off the streets through our "Phase 2" efforts (*also known as Blitz Week*)

148 people off the streets through our "Phase 1" efforts (*also known as Registry Week*)

49 people assisted and housed through the Downtown San Diego Partnership's Clean & Safe Navigator Programs



The Path Forward

A variety of public resources are committed to helping end homelessness – but public funding alone is not adequate to meet the magnitude of need. Private investments are critical to support and augment on-going commitments from public agencies.

Additional resources are needed for housing, services and other supports including:

Short-Term Rental Subsidies to cover the cost of immediate, short-term housing arrangements while clients are in the process of securing permanent housing

Funding for Welcome Home “Move-In Kits” for clients to cover costs for furniture, household supplies, deposits, and other expenses to successfully transition clients to stability

Funding for centralized coordination of Campaign activities to maintain cross-sector collaborations, organize and convene the Leadership Team and Steering Committees, and manage Campaign activities.





Support the Campaign

You generous gift can be sent directly to the Campaign's fiscal agent:

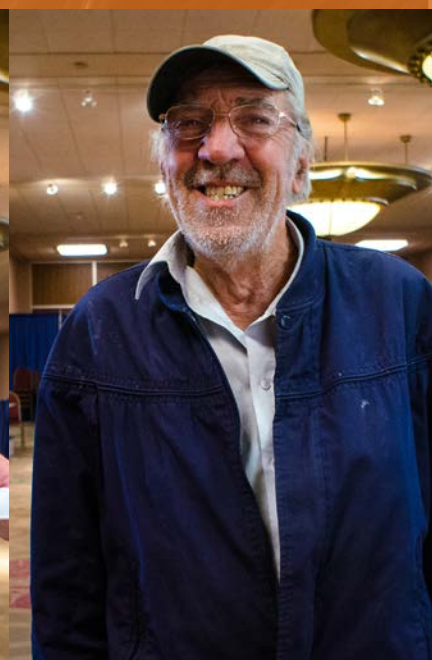
Downtown San Diego Partnership Foundation
c/o John Hanley
401 B Street, Suite 100
San Diego, CA 92101

Or give at:

www.endingshomelessness.org

For more information on how to get involved or more details on making a contribution, contact:

Jennifer LeSar
Campaign Coordinator
President & CEO, LeSar Development Consultants
Jennifer@lesardevelopment.com
619-236-0612 x100



The Campaign to End Homelessness in Downtown San Diego

Leadership Team

Co-Chairs:

Robin Madaffer, Executive Committee,
Downtown San Diego Partnership
Dene Oliver, CEO OliverMcMillan,
Chair, Home Again

Leadership Team Implementation Coordinators:

Jennifer LeSar, CEO
LeSar Development Consultants
Vicky Joes, Principal,
LeSar Development Consultants
Jessica Lawrence, Associate,
LeSar Development Consultants

Business Community

Representatives:

Kris Michell, CEO, Downtown San
Diego Partnership
Janelle Riella, Downtown San Diego
Partnership
Ryan Loofbourrow, Downtown
San Diego Partnership, Clean and Safe
Program
Marshall Merrifield, Clark Security
Products
Korey Sarokin, Clark Security Products
Monica Ball, Abbott Realty Group

Federal Elected Representatives:

Office of Senator Dianne Feinstein:
Laura McGann
Office of Senator Barbara Boxer:
Zaira Roa
Office of Congresswoman Susan Davis

State Elected Representatives:

Office of Assemblyman
Nathan Fletcher, 75th District
Office of Assemblymember
Brian Maienschein, 77th District:
Brian Maienschein
Office of Assembly Member
Toni Atkins, 78th District:
Dale Kelly Bankhead
Office of Assembly Member
Ben Hueso, 80th District

County of San Diego Elected Representatives:

Office of Supervisor Greg Cox:
Danny Melgoza
Office of Supervisor Ron Roberts:
Stephanie Gioia / Sterling McHale
Office of Supervisor Dave Roberts:
Lindsey Masukawa

City of San Diego Elected

Representatives:

Office of Mayor Bob Filner
Office of Council President
Todd Gloria: Steve Hill
Office of Council President Pro Tem
Kevin Faulconer: Thyme Curtis
Office of Councilmember David
Alvarez: Martha Zapata

Federal Agencies:

Jessica Chamberlain, U.S. Department
of Veterans Affairs
Yolanda Sidoti, U.S. Department of
Veterans Affairs
Frank Riley, U.S. Department of
Housing and Urban Development
Matthew Doherty, U.S. Interagency
Council on Homelessness

County of San Diego Agencies:

Tom Splitgerber, County Veterans
Service Officer
Alfredo Aguirre, Deputy Director,
Health and Human Services Agency,
County of San Diego
Barbara Jimenez, Deputy Director,
Health and Human Services Agency,
County of San Diego

City of San Diego Agencies:

Mathew Packard, San Diego Housing
Commission
Kathi Houck, San Diego Housing
Commission
Keith Corry, San Diego Housing
Commission
Sgt. Rick Schnell, Homeless Outreach
Team, Serial Inebriate Program, San
Diego Police Department
Officer John Liening, Homeless
Outreach Team, Serial Inebriate
Program, San Diego Police Department
Jeff Graham, Civic San Diego
Eri Kameyama, Civic San Diego

Ten-Year Plan Leaders:

Doug Sawyer, United Way of San Diego
County

Regional Continuum of Care:

Pat Leslie, Regional Continuum of
Care Council, Point Loma Nazarene
University

Homelessness Planning, Affordable and Supportive Housing Experts:

Simonne Ruff / Tricia Tasto Levien,
Corporation for Supportive Housing
Dolores Diaz, Regional Task Force on
the Homeless
Susan Riggs Tinsky, San Diego Housing
Federation

Veterans Advocates:

Rear Admiral Ronne Froman, United
States Navy (Ret)

Workforce Development:

Peter Callstrom, San Diego Workforce
Partnership

Healthcare and Medical Services:

Dr. James Dunford, City of San Diego
Medical Director
Michael Simonsen, San Diego Medical
Services
Jennette Lawrence, Family Health
Centers of San Diego
Ben Avey, Family Health Centers of
San Diego
Judith Yates, Hospital Association of
San Diego and Imperial Counties
Michael Bardin, Scripps Health

Philanthropy:

Michael McConnell, San Diego
Grantmakers
Nancy Sasaki, Alliance Healthcare
Foundation
Anahid Brakke, San Diego Grantmakers
Homelessness Working Group
and Leichtag Foundation/Jewish
Community Foundation

Academic and Research Institutions:

Dr. Thom Reilly, School of Social Work,
San Diego State University

Faith-Based Community:

Joe Zilvinskis, Interfaith Shelter
Network
Ben Montoya / Bruce Menser,
Downtown Fellowship of Churches
& Ministries

Other Community Partners:

John Ohanian, 2-1-1 San Diego
Jami Young, San Diego Community
Information Exchange

Thank you for supporting The Campaign to End Homelessness in Downtown San Diego!



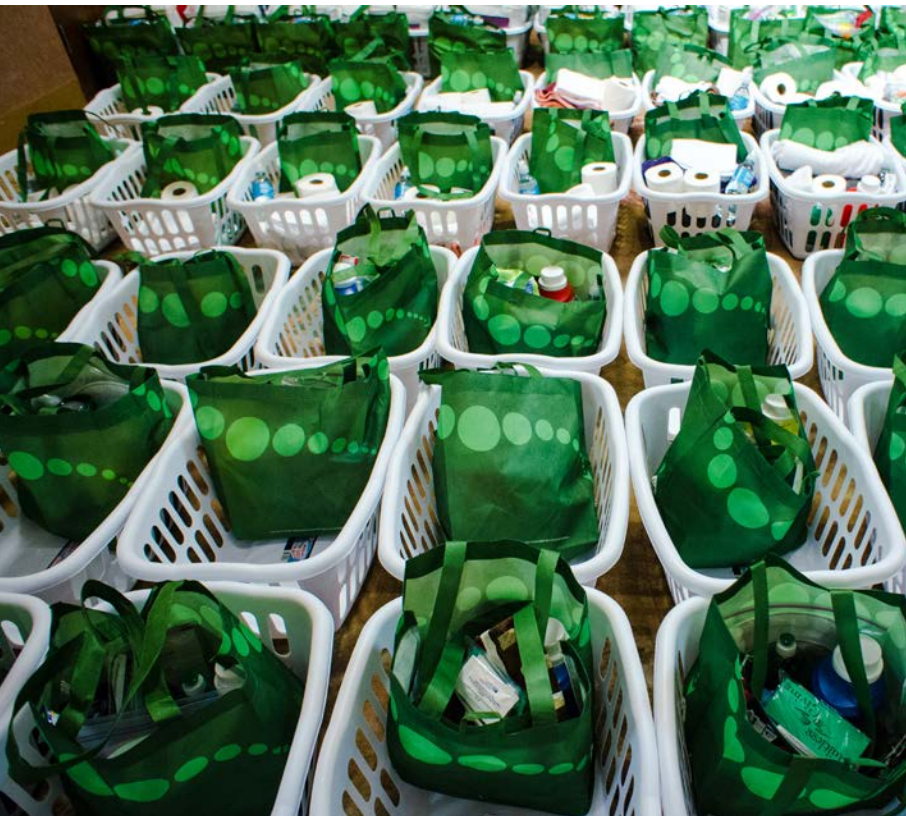
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HOMES



Photography by:

Kristoffer Newsom | RoguePlanetArt.com, courtesy of
LeSar Development Consultants

Dana Neibert, courtesy the United Way of San Diego County



The Campaign to End Homelessness in Downtown San Diego

100,000
HOMES



Photo by Dana Nelbert, courtesy the United Way of San Diego County.

www.endingsdhomelessness.org