



Why Local Businesses Should Support the Pasadena Homeless Prevention Program

"The quickest, least costly, and most efficient way to end homelessness is to prevent homelessness from happening in the first place."

(City of Pasadena 10-Year Strategy to End Homelessness)



The Pasadena Homeless Prevention Program helps those Pasadena residents at risk of becoming homeless, including lower-wage employees, to stay housed. It will do so by providing them with the services and resources they need so that they can continue to pay for their housing. It will also provide case management, money management, and other supportive services to help them become more self-sufficient. These households are at-risk because they struggle to pay for their permanent housing each month. As a result of their limited income, they often have to choose between paying their rent or mortgage and paying for other daily living costs such as clothing, food, health care, and transportation. A twice monthly event will connect these at-risk households with services and resources. Ongoing supportive services will be provided as a follow-up once the households have initially connected with the program.

Businesses benefit from this program because it keeps lower-wage earners who are often at risk of becoming homeless from losing their housing. Such persons are employed at wages that make it difficult to pay for their basic housing costs and other daily living expenses for themselves and their children. They are in need

of the kind of supplemental resources described below.

Businesses also benefit from this program because it keeps mentally ill people who were previously homeless from becoming homeless once again. These persons were often the most visible and hardest to reach of all homeless persons, living amidst our businesses, parks, and sidewalks. Today, many are housed but remain at risk of becoming homeless and continue to need the kind of supplemental resources described below to maintain their housing.

Businesses can give to the program by providing in-kind services, in-kind donations, or monetary gifts that will help provide ample supplemental resources to persons at risk of becoming homeless, such as clothing certificates, credit repair, educational resources, food certificates, health care, household item certificates, landlord-tenant mediation, legal services, and rental, transportation (bus passes), and utility assistance.

As an economically diverse community, Pasadena is a vibrant community, supporting a wide range of businesses and their employees.

For more information about this program please contact:

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Local Community Organizations

Local Faith-Based Organizations

Local Government Agencies

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