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Community Shelter Board announces Day to End Homelessness

Campaign with WBNS-10TV and the Dispatch Broadcast Group responds to deepening poverty

Columbus, Ohio – The Community Shelter Board today announced Day to End Homelessness, a campaign to raise money to house adults and families who are experiencing homelessness. With emergency shelters over capacity, Day to End Homelessness responds to the growing need for the community's support.

"9,000 of our neighbors faced disaster in the form of a housing crisis last year and sought relief at the doorstep of a shelter. Most never imagined losing their job, their savings and their home," said Michelle Heritage, executive director of CSB.

The Day to End Homelessness campaign invites community members to become a Housing Hero by giving just \$1 a day – a \$30 monthly repeat contribution by credit card – to help people get off the streets and into housing.

For the fourth year, WBNS-10TV and other members of the Dispatch Broadcast Group are teaming with CSB to promote the campaign through its vehicles, including The Columbus Dispatch and WBNS-10TV. Stories and ads began appearing on January 11 and will culminate in a day-long telethon on Wednesday, January 22.

"We all have a responsibility to open our hearts to people who never imagined they would need our help. We can all help make sure that victims of poverty don't become victims of the streets. We are proud to help spread the word about the need for stable housing to end homelessness," said WBNS-10TV president and general manager, John Cardenas.

Donations can be made online anytime at www.daytoendhomelessness.org or by calling the 10TV phone bank on Wednesday, January 22.

MORE

Trends underscore the significant need:

- < People are turning to shelters in record numbers. Over the last three years, the Community Shelter Board's shelters have served 65% more families and 14% more single men and women.
- < More than 2,400 children were homeless last year.
- < 67% of families entering emergency shelter have never before experienced homelessness.
- < On too many nights, adults have nowhere to go – turned away from shelters that are filled to capacity.
- < Poverty continues to be a problem in Columbus with rates as high as 20% – that's one out of every five people. Our housing is becoming increasingly expensive – topping Cincinnati, Nashville, Indianapolis, Kansas City, Minneapolis and other cities that we benchmark ourselves against.

"A dollar a day is about the same as a daily cup of coffee. But that's all it takes to shelter a family and help them into secure futures and stable homes. If we all help just a little, everyone will have a safe place to call home," Heritage said.

Community Shelter Board, established in 1986, is a public-private partnership organization that creates collaborations, innovates solutions, and invests in quality programs to end homelessness in Columbus and Franklin County. Community Shelter Board oversees an annual budget of \$13 million to support homeless programs and services. Last year, these programs served more than 9,000 people. Community Shelter Board is funded by the City of Columbus, the Franklin County Board of Commissioners, the United Way of Central Ohio, The Columbus Foundation, Nationwide Insurance Foundation, American Electric Power Foundation, the U.S. Department of Housing and Urban Development, the State of Ohio, and other public and private investors.

WBNS-10TV is a member of The Dispatch Broadcast Group, which also includes WBNS-AM//FM in Columbus and WTHR-TV in Indianapolis, Indiana.

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