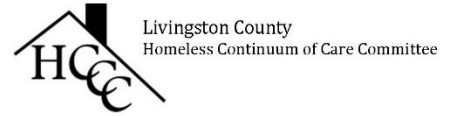


FOR IMMEDIATE RELEASE



**Contact:**

Amy Johnston,  
Community Collaborative Planner  
810.772.4827 | [ajohnston@cmhliv.org](mailto:ajohnston@cmhliv.org)

October 29, 2020

**November is Homeless Awareness Month**





***Livingston County Homeless Continuum of Care is celebrating Homeless Awareness Month with a Social Media Campaign - Here is what you need to know!***

National Homeless Awareness Month is a time to **Be informed** by understanding homelessness happens here in Livingston County. **Advocate** for change in our community and reduce stigma around homelessness. **Donate** your time or funds to help support Livingston County residents experiencing homelessness through the Homeless Continuum of Care’s partner agencies.

The HCCC kicked off their awareness-raising efforts with a T-Shirt sale aimed at raising awareness of homelessness in our community and raising funds to support those who are experiencing homelessness. If you purchased your Homeless Awareness Month T-shirt, we encourage you to wear your Homeless Continuum of Care shirt and participate in our community awareness day, **Wednesday, November 11, 2020**, and use the hashtags #endhomelessnesslivco and @homelessccc on your social media platforms. We want to thank those who helped us exceed our goal. We sold 60 t-shirts! If you missed the opportunity to purchase a t-shirt, please wear purple on November 11 as purple is the color of homelessness awareness.

The theme of this year’s campaign is: **Be Informed. Advocate. Donate. The Keys of Change!**

The social media campaign will have a key theme each week. The themes are as follows:

-  November 2: Understanding that homelessness is a problem in our community
-  November 9: Learning who is impacted by homelessness in Livingston County
-  November 16: Highlighting the agencies working on homelessness in our community and how can you help
-  November 23: Sharing success stories from our community

For more information, please visit: <https://www.livgov.com/hscb/Pages/homeless.aspx> or @homelessccc

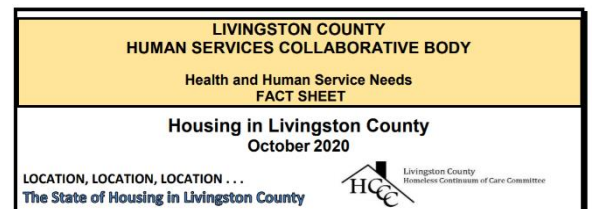
“Homeless Awareness Month is about bringing awareness to this problem. Many people believe it does not happen here in Livingston County. I can assure you it does. This month is a time to be informed. Understand the problem and the unique causes of homelessness in our community. Advocate for change and for funding. Donate your time to understanding, volunteer with a local agency, or donate money to support these efforts. These are the keys of change which will improve the lives of those in our community,” said Amy West, the Street Outreach Specialist at Livingston Family Center and a member of the Homeless Awareness Month Committee.

Liz Welch, a member of the Homeless Awareness Month Committee and Community Investments Director at United Way also shared, “There are very dedicated agencies working hard to make sure those who need housing resources in Livingston County have the support they need. Please consider sharing the campaign messages and wearing the Homeless Continuum of Care t-shirt or the color purple on November 11. This will help educate our community about homelessness here in Livingston County.”

As part of Homeless Awareness Month – Be Informed, the Homeless Continuum of Care released its updated Housing Fact Sheet. Which can be found online here:

<https://www.livgov.com/hscb/Documents/Housing%20Fact%20Sheet.pdf>.

The Housing Fact Sheet seeks to increase community awareness of the state of housing in Livingston County. The future of Livingston County lies in its ability to provide a broader array of housing options to meet the changing needs of its residents and attract younger generations.



To learn how Livingston County Homeless Continuum of Care is helping those in need or to better understand the problem, visit: <https://www.livgov.com/hscb/Pages/homeless.aspx>, or check out <https://www.facebook.com/HomelessCCC>. To obtain more information, contact Amy Johnston at 810.772.4827 or at [ajohnston@cmhliv.org](mailto:ajohnston@cmhliv.org).

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