

1. Main Nav – no updates
2. Artboard – 1
  - a. MISSION & VISION
    - i. Housing Kent is a growing network of public and private organizations working together to eliminate housing insecurity for people in Kent County disproportionately impacted by racial disparities. With a specific emphasis on Black and Latinx children and families, we will accomplish this by focusing on the entire spectrum of the housing system – from people without housing to those housed by choice. The current system was built for a different time. We're building a new one that centers on equity and the voices of those with lived experience. Our approach will develop a comprehensive housing system that results in a one-third reduction of children and adults needing to access the homeless system in Kent County. We're redefining the path home and advancing a collective movement to ensure that all children in Kent County have access to economic prosperity through quality education, family, and community support.
3. Homepage – 1 / Homepage
  - a. THE PROBLEM
    - i. The number of people who are homeless in the Kent County homeless system grew by 37% between 2017 and 2019, with the most significant growth seen in families with children. Sharp breaks in the data along race and ethnicity exacerbate this economic vulnerability.
  - b. OUR VISION
    - i. In 2020, Kent County was ranked the 6<sup>th</sup> worst county in the nation for equitable homeownership. We believe our Common Agenda and Roadmap can change that. What if Kent County became the most equitable county for housing by 2042?
  - c. Recent News + Updates
    - i. Just insert blog title
    - ii. Just insert blog title
    - iii. Just insert blog title
  - d. Partner with Housing Kent to Affect Real Change for Kent County Residents
    - i. Your input and participation are vital to this movement. We welcome community members, organizations, and businesses in all sectors to connect with us. We're looking for people to serve on our community-based councils to address the different aspects of housing insecurity. You might also serve on multiple committees, including finance, community partnerships, fundraising, and data measurement.
4. The Housing Crisis

- a. What if Kent County became the most equitable county for housing by 2042? It's an ambitious goal, but we believe our Common Agenda and Roadmap will get us there. But we can't do it alone – we need your partnership now more than ever.
    - i. From 2017-2019, the number of people in the Kent County homeless system grew by 37%. Over two-thirds of that increase were children and adults in families. Nearly half of them were African Americans.
  - b. Partner with Housing Kent to Affect Real Change for Kent County Residents
    - i. Your input and participation are vital to this movement. We welcome community members, organizations, and businesses in all sectors to connect with us. We're looking for people to serve on our community-based councils to address the different aspects of housing insecurity. You might also serve on multiple committees, including finance, community partnerships, fundraising, and data measurement.
5. Homelessness Blog Article
- a. Blog Post on the Rise of Homelessness in Kent County
    - i. Does this blog exist? If so, let's input the title of where it says "Blog Post on the Rise of Homelessness in Kent County"
    - ii. The lorem ipsum allows for 280 words of the blog to be shared on this page. Can edit it down to that once I have a copy of it!
    - iii. Just insert date and blog title
    - iv. Just insert date and blog title
    - v. Just insert date and blog title
6. Our Approach
- a. It is not the mountain alone but our midst toward it and others while we climb
    - i. To reach our goal of becoming the most equitable county for housing by 2042, we must work together. We'll achieve transformational change through critical activities (our shared vision and goals), guiding principles (our families and children), and values about how systemic change happens (our open dialog, our commitment). Milestones toward which our county can collectively strive.
  - b. Redefining the Path Home Requires Voices of Lived Experience
    - i. Housing Kent recognizes the value in raising the voices of people with lived experience in the homeless system. Data and impact are north stars for our work but who better to teach and guide us than those who've lived it?
  - c. No Single Organization is Responsible for any Major Social Problem, Nor Can Any Single Organization Solve It
    - i. Rather than searching for a silver bullet, our community recognizes the complexity of our challenge and we're responding in a collaborative and aligned manner. We're a coalition of representatives from many sectors with deep, vested interest in eliminating housing insecurity.
  - d. Partner with Housing Kent to Affect Real Change for Kent County Residents

- i. Your input and participation are vital to this movement. We welcome community members, organizations, and businesses in all sectors to connect with us. We're looking for people to serve on our community-based councils to address the different aspects of housing insecurity. You might also serve on multiple committees, including finance, community partnerships, fundraising, and data measurement.

## 7. Accountability Partners

- a. We're a collective impact organization, bringing people together from all sectors strategically to achieve social change. Our partnerships continue to grow, and we invite you to grow with us. We're forward moving, we challenge the status quo, and prioritize the interests of children and families above independent agendas.
- b. Private, Public, Social Sectors
  - i. Which ones should we feature, and which ones are which?
- c. Partner with Housing Kent to Affect Real Change for Kent County Residents
  - i. Your input and participation are vital to this movement. We welcome community members, organizations, and businesses in all sectors to connect with us. We're looking for people to serve on our community-based councils to address the different aspects of housing insecurity. You might also serve on multiple committees, including finance, community partnerships, fundraising, and data measurement.

## 8. Our Team + Board

- a. Our Team
  - i. Together, we foster the cross-sector communication, alignment, and collaboration required to achieve population-level systems change. Whether we're staff, consultants, or board members, we're committed to the sustained operation of the collective impact initiative. It's nice to meet you.
- b. Eureka People
  - i. An expert strategist, facilitator, and advocate, People has led over 200 public, private, nonprofit, and philanthropic organizations in her career. Just as she did in the three-year process of creating Housing Kent's Common Agenda Roadmap, People motivates hundreds of leaders to examine the homelessness crisis and expand their capacity for social change.
- c. Partner with Housing Kent to Affect Real Change for Kent County Residents
  - i. Your input and participation are vital to this movement. We welcome community members, organizations, and businesses in all sectors to connect with us. We're looking for people to serve on our community-based councils to address the different aspects of housing insecurity. You might also serve on multiple committees, including finance, community partnerships, fundraising, and data measurement.

## 9. News + Updates

- a. Blog Post Headline – just insert blog title
  - i. The lorem ipsum allows for 35 words of the blog to be shared - can edit it down once I have a copy of it!
  - ii. Update all blog titles and dates once they're decided on

## 10. Get Involved

- a. A Preliminary Understanding of the Housing System
  - i. Housing Kent is a committed network of community stakeholders creating a more comprehensive housing system driven by community data that prioritizes equitable housing access for all people in Kent County. The community-based approach focuses on the housing continuum from “No-Housing” to “Housed by Choice.”

## 11. For the Media

- a. For the Media
  - i. Housing Kent is a 501(c)(3) organization comprised of a network of 130 (and growing) public and private organizations working together to eliminate housing insecurity in Kent County. We recognize the disproportionate impact of racial disparities, and we're advancing a collective movement to ensure that everyone in our county has access to economic prosperity.
- b. About Housing Kent
  - i. We're a collective impact organization, bringing people together from all sectors strategically to achieve social change. Our mission is to increase access to affordable housing and decrease homelessness for families, children, and youth in Kent County.
- c. Who We Are
  - i. We are community members, organizations, and businesses from all sectors.
- d. What We Do
  - i. We prioritize equitable housing access for all people in Kent County.
- e. Why We Do It
  - i. We believe that low-income children, children of color, and their families deserve economic prosperity and an opportunity to compete in the global economy.
- f. Recent News + Updates
  - i. Just insert date and blog title
  - ii. Just insert date and blog title
  - iii. Just insert date and blog title

## 12. Resources

- a. Featured Resource
  - i. Just insert resource title

- ii. The lorem ipsum allows for 35 words of the resource to be shared here.  
Can edit it down once I know which one we'll use.

- b. All Resources

- i. Can fill these in with dates and titles once I know which ones are chosen

### 13. Careers

- a. Careers

- i. Are you ready to change the world? Housing Kent's hiring. Your time and talents can help us ensure that all children and families in Kent County have an equitable path to economic prosperity. Let's redefine the path home together.

- b. Current Openings

- i. Director of System Building, Grand Rapids, MI
  - ii. A dynamic, self-initiating, detailed-oriented person is needed to provide facilitative, administrative, and technical support to stakeholders and workgroups in advancing strategies outlined in the KConnect Common Agenda and Roadmap. This person should be passionate about building systems, capable of big picture and detail thinking.

### 14. Contact Us

- a. Contact Us

- i. Interested in partnering with us to affect real change for Kent County residents? Your input and participation are vital to this movement, and we welcome community members, organizations, and businesses in all sectors to connect with us. We look forward to hearing from you.