



THE 2017 POINT-IN-TIME COUNT SATURDAY, JANUARY 28 (4:30AM TO 9AM)

Point-in-Time (PIT) is a federally mandated, biennial, enumeration and survey to determine the prevalence and characteristics of persons experiencing homelessness in Orange County. PIT helps us better understand who is facing homelessness on a given night so that we can advocate for additional resources to provide services for the homeless population, ultimately ending homelessness in our community.

The PIT team and volunteers conduct a survey of persons experiencing homelessness as individuals and families who are on the street. Personal one-on-one interviews between volunteers and the homeless are conducted to gather information that in turn helps us provide more stable housing options in the region.

Why We Count and Survey

1. To fully understand homelessness in our region, and what it will take to help connect people to secure housing.
2. To better allocate funding, services, and measure outcomes related to homelessness.
3. To meet our reporting obligations to the US Department of Housing and Urban Development (HUD). Data from the PIT helps drive millions of dollars in federal funding to local service providers to address the needs of our community.
4. To generate detailed reports for our community to ensure an accurate understanding of homelessness in Orange County.

Supervisor

Lisa A. Bartlett, Chairwoman, Orange County Supervisor 5th District.

“The homeless population continues to grow and we need to work collaboratively. Each year hundreds of volunteers, staff and stakeholders come together to participate in the Point-in-Time Count. This snapshot raises awareness of homelessness in OC and the need for long term solutions. I look forward to participating again and thank everyone who helped make it happen.”

How You Can Help

This participant packet details the many opportunities available to support the PIT, including opportunities for:

Sponsorships



Donations



Volunteering



For More Information

Visit the website www.pointintimeoc.org or email us at info@211oc.org



2015 POINT-IN-TIME COUNT AND SURVEY RESULTS

On any given night in Orange County, there are approximately **4,452** people who are homeless.

The last Homeless Point-In-Time Count and Survey (PIT) was conducted on the morning of January 24, 2015 and included sheltered and unsheltered counts of homeless. This massive community undertaking included the coordinated efforts of over 800 volunteers, 43 agencies and private and public supporters to canvas 118 pre-identified map areas throughout the County including the Santa Ana River Bed Bike Trail. In addition to the Point-In-Time Count, the survey found the following:

There are 15,291 homeless people living in Orange County over the course of a year and 2,201 are unsheltered individuals and families who live on the street, in a car, or in other places not meant for habitation

- The majority of homeless veterans (80%) are unsheltered
- The majority of homeless individuals with severe mental illnesses (65%) are unsheltered

Among Orange County's...unsheltered:

- The average age of adults is 47
- 7 in 10 are male
- 5% are transitional age youth (18-24 year olds).

In comparing 2015 data to data collected during the 2013 PIT, the survey revealed a 16% decrease in number of homeless individuals and families who were in a sheltered environment – a significant improvement. The data also showed a 66% decrease in the number of chronically homeless individuals counted. There was also a 48% decrease in unsheltered homeless.

While the County shows improvement, there still remains a dire need to provide shelter for the homeless population to meet the goal of ending homelessness in Orange County.



Everyone Counts



WE NEED YOUR HELP



OUR GOAL IS 1,500 VOLUNTEERS IN 2017!

Join 211OC for this exciting opportunity to quantify and help end homelessness in Orange County! The Point-in-Time (PIT) count is a biennial tally of people without a home on a particular night. The next PIT occurs on January 28, 2017. The results of the count shape the County's approach to ending homelessness.

HELP US END HOMELESSNESS!

We count because we want to understand homelessness in our community in order to end it. This "Point-In-Time" count provides vital information that guides and shapes the way we approach and solve homelessness in Orange County.

We need an estimated 1,500 volunteers to help by being counters and volunteer deployment site staff during the count and survey on the morning of January 28, 2017. The count and survey will occur on the streets throughout the entire county.

Field Teams: Identify and count homeless in predetermined mapped areas.

Support Crew: Work at Deployment Centers to support the field crews.

VOLUNTEER TRAINING

Prior to the count, all volunteers will be required to participate in training. New volunteer trainings run approximately 3 hours. An abbreviated training will be offered for all returning volunteers. There will be a variety of days and times these trainings will be offered in the months leading up to the count. We are also happy to schedule trainings for corporate groups at their offices (within Orange County) or to host trainings at 211OC's office in Santa Ana.

For more information,
please visit us at
www.pointintimeoc.org/
Please Volunteer Today!



Everyone Counts



YOU CAN COUNT ON ME!



SPONSORSHIP

\$25,000 Title Sponsor

- Most prominent name & logo placement on collateral materials related to event
- Brand awareness reach to over 3 million population, 34 cities, County Supervisors and over 1,200 service provider agencies
- Logo placement inclusion on event signage at deployment centers
- Name recognition in all press releases related to pre, during, and post event
- Logo placement on 211OC website
- Direct link to sponsor website from 211OC website
- Logo placement on Point-in-Time (PIT) website and social media outlets
- Direct link to sponsor website from Point-in-Time (PIT) website
- Sponsor highlight in event e-Communications pre, during, & post event
- Helps to underwrite homeless guide wages and survey costs

\$15,000 Gold Sponsor

- Prominent name & logo placement on collateral materials related to event
- Brand awareness reach to over 3 million population, 34 cities, County Supervisors and over 1,200 service provider agencies
- Logo placement inclusion on event signage at deployment centers
- Name recognition in all press releases related to pre, during, and post event
- Logo placement on 211OC website
- Direct link to sponsor website from 211OC website
- Logo placement on Point-in-Time (PIT) website and social media outlets
- Direct link to sponsor website from Point-in-Time (PIT) website
- Sponsor highlight in event e-Communications pre, during, & post event
- Helps to underwrite event costs for food & supplies for deployment centers, transportation vouchers, field kits (ponchos, beanies, socks, etc.)

\$10,000 Silver Sponsor

- Prominent name & logo placement on collateral materials related to event
- Brand awareness reach to over 3 million population, 34 cities, County Supervisors and over 1,200 service provider agencies
- Logo placement inclusion on event signage at deployment centers
- Name recognition in all press releases related to pre, during, and post event
- Logo placement on 211OC website
- Direct link to sponsor website from 211OC website
- Logo placement on Point-in-Time (PIT) website
- Direct link to sponsor website from Point-in-Time (PIT) website
- Helps to underwrite the event cost for needed supplies for Volunteers & Enumerators, and miscellaneous items.

\$5,000 Bronze Sponsor

- Prominent name & logo placement on collateral materials related to event
- Logo placement inclusion on event signage at deployment centers
- Logo placement on 211OC website
- Logo placement on Point-in-Time (PIT) website
- Helps to underwrite transportation vouchers

\$2,500 Community Sponsor

- Name recognition on event signage at deployment centers
- Name recognition on 211OC website
- Name recognition on Point-in-Time (PIT) website
- Helps to underwrite event expense

Sponsorship benefits negotiable



SPONSORSHIP PLEDGE

YES! I/We would like to sponsor/attend the Point-in-Time event:

- Title Sponsor – \$25,000 Gold Sponsor – \$15,000 Silver Sponsor – \$10,000
 Bronze Sponsor – \$5,000 Community Sponsor – \$2,500 Employee Volunteer Engagement

Name _____

Company _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Make check payable to: 2-1-1 Orange County

Mail to:

2-1-1 Orange County,

Attn: Finance Department

1505 E. 17th Street, Suite 108

Santa Ana, CA 92705

**For more information on sponsorships,
please contact Denise Voss at dvoss@211oc.org or (714) 589-2356**



WHAT IT COSTS TO COUNT

It took over 4,000 hours and 800 volunteers working collaboratively to successfully complete the 2015 Point-in-Time County and Survey in Orange County, California. Without the support of Orange County’s service providers, corporations, foundations, and government agencies, we would not be able to succeed. Planning begins approximately 14 months prior to the day of the count. Fundraising and volunteer recruitment begin shortly after. This year, we are excited to educate over 1,500 community volunteers on the issue of homelessness during the preparation and implementation of the PIT. The Count and Survey will result in an updated baseline report on the homeless population that can track our progress towards ending homelessness that will be shared with community stakeholders. Here are the budget estimates for the 2017 PIT.

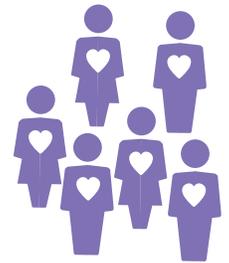


4,000

Volunteer Hours

1,500

Volunteers



2017 POINT-IN-TIME COSTS

PLANNING AND ORGANIZING	\$130,313
HOMELESS GUIDE WAGES AND SURVEY COSTS	\$27,500
VOLUNTEER MANAGEMENT & TRAINING	\$16,000
VOLUNTEER TIME & MATERIALS	\$279,230 (In-Kind)
COMMUNICATIONS	\$15,900
TRAVEL	\$4,300
FINAL REPORT	\$50,000
TOTAL COSTS	\$523,243

Service Provider

Scott Larson, Chair of the Commission to End Homelessness, Executive Director of HomeAid Orange County

“One of the strategic steps being taken by the Commission to End Homelessness in implementing its 10 Year Plan is to fully understand the data surrounding homelessness. The 2015 Point-in-Time Count sought to bring together numerous stakeholders in the process that included not only those who work with the homeless, but elected officials, volunteers and those who are or have been homeless. This regional planning has led to the most robust and effectively implemented PIT in our community and sets the stage for effectively providing the information needed countywide to end homelessness as we see it.”

The 2017 Point-in-Time Homeless Count is a collaborative project between 211 Orange County, Focus Strategies, and our local homeless service providers and non-profit organizations. It will be accomplished with the participation of 1500+ corporate and community volunteers and the continued support from the County of Orange who has made an investment in Continuum of Care efforts as well as the Point-in-Time Count & Survey. This community-wide event touches every corner of the county and secures \$22,000,000 in federal funding for our homeless service providers. The magnitude of the project offers broad exposure for our generous sponsors and underwriters.



YOU CAN COUNT ON ME!



DONATION

I would like to donate the following:

Amount: \$ _____

In-kind item & Quantity: _____

Estimated Fair Market Value (by donor): \$ _____

My Information

Contact Person: _____

Company Name (if applicable): _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Return This Form Via:

Email: Denise Voss at dvoss@211oc.org

Fax: 714-589-2356

Mail: P.O Box 10473, Santa Ana, CA 92711

Attention: Sr. Manager, Development

Make check payable to: 2-1-1 Orange County

Mail to:

2-1-1 Orange County,

Attn: Finance Department

P.O Box 10473, Santa Ana, CA 92711

2-1-1 Orange County is a nonprofit organization with tax ID: 33-0063532

For more information: Contact Denise Voss at dvoss@211oc.org or visit www.pointintimeoc.org

