



# STRATEGIES TO END HOMELESSNESS

## STRATEGIES TO END HOMELESSNESS *BRING IT HOME* CAMPAIGN RECEIVES \$500,000 GRANT FROM THE JACOB G. SCHMIDLAPP TRUSTS

*Public Urged to Give Online at [bringithomecincy.org](http://bringithomecincy.org) to Close the Funding Gap for  
Homeless to Homes Shelters*

CINCINNATI, OH – September 2, 2015 – Strategies to End Homelessness announced a \$500,000 gift from the Jacob G. Schmidlapp Trusts, Fifth Third Bank, Trustee to the **“Bring It Home”** campaign to help close the funding gap and complete the Homeless to Homes shelters. The total funding gap of \$2.7 million was initially announced in June and has since been reduced to \$900,000. Community members are encouraged to give online at <http://www.bringithomecincy.org> to help complete fundraising for the construction of the Homeless to Homes shelters.

Strategies to End Homelessness leads a coordinated system of care for the homeless and those at-risk of becoming homeless throughout Cincinnati/Hamilton County. The Homeless to Homes Plan, adopted by Cincinnati City Council and the Hamilton County Board of Commissioners and implemented by Strategies to End Homelessness, articulates a shared vision and course toward ending homelessness for single individuals. A cornerstone of the Homeless to Homes Plan is improving Cincinnati’s local emergency shelter system with five service-enriched facilities.

“We have supported our community’s Homeless to Homes plan since the beginning and are especially pleased to help bring the shelter facilities portion to completion – this is a proud day for all of us to know that we’re doing a better job of caring for our community’s most vulnerable citizens,” said Heidi Jark, Managing Director of the Foundation Office, Fifth Third Bank.

Formed in 2010, the Homeless to Homes Shelter Collaborative is in the home stretch of fundraising, having raised over \$40 million toward the project expense total of \$42 million. Thanks to the ongoing work of the collaborative, only \$900,000 is needed to finish building the new shelters, which will ensure homeless people have access to high quality emergency shelter and services designed to serve as a springboard out of homelessness for good. The Homeless to Homes Shelter Collaborative includes shelter providers City Gospel Mission, Lighthouse Youth Services, Talbert House, and Shelterhouse (formerly the Drop Inn Center), in partnership with Strategies to End Homelessness and development partner 3CDC.

“The generosity of this community is the engine behind the transformation of our shelter system, from one which once kept people safe in homelessness, to a system that rapidly helps people out of homelessness,” said Kevin Finn, president/CEO of Strategies to End Homelessness.

Two of the five facilities, the Lighthouse Sheakley Center for Youth and Talbert House Parkway Center, opened in 2012. City Gospel Mission opened its new shelter in April of this year and the Esther Marie Hatton Center for Women opened in June. The Rebecca and David Barron Center for Men is scheduled to open this coming October.

For more information about the **“Bring It Home”** campaign, visit [bringithomecincy.org](http://bringithomecincy.org) or contact Strategies to End Homelessness at 513-263-2798.

***About Strategies to End Homelessness***

Since 2007, Strategies to End Homelessness has led a comprehensive system of care to assist the homeless in Cincinnati/Hamilton County. Our promise is to end homelessness in our community. Working in partnership with 30 non-profit organizations, Strategies to End Homelessness coordinates a centralized emergency shelter hotline, homelessness prevention, street outreach, emergency shelter and housing solutions toward the goal of ending homelessness. As a result, our community has seen a 100% increase in the number of people served in supportive housing programs since 2007. Local prevention programs have shown a 92% success rate at keeping those most at risk of losing their homes from entering homelessness. Through the work of Strategies to End Homelessness, Cincinnati is recognized nationally as a leader in implementing innovative and effective programs to end homelessness. Strategies to End Homelessness is funded in part by the City of Cincinnati and Hamilton County, is a United Way Agency Partner, and a Better Business Bureau Accredited Charity. To learn more about Strategies to End Homelessness, and the community's integrated network of homeless services agencies, visit: [www.strategiestoendhomelessness.org](http://www.strategiestoendhomelessness.org)

***About Jacob G. Schmidlapp Trusts, Fifth Third Bank, Trustee***

Over the course of his life, Jacob Godfrey Schmidlapp would employ his business acumen to tremendous success as a grocer, distiller and banker. His founding of Union Savings and Trust Company would later become what is present-day Fifth Third Bank. But Jacob never forgot his humble roots as the son of illiterate immigrants. Appalled by the housing conditions for the working families of the city, he started building low-rent housing projects in 2011. His Cincinnati Model Homes Company was founded on the belief that providing clean, affordable housing options would raise self-esteem among the impoverished, create opportunities for advancement and revitalize the urban core. With this grant to Homeless to Homes, The Jacob G. Schmidlapp Trusts continue Jacob's legacy of enhancing the quality of life for all those who live in Greater Cincinnati.