

SOUND	VISUAL	TEXT
Music	Tent or something showing homelessness	
MANY PEOPLE THINK HOMELESSNESS COULD NEVER HAPPEN TO THEM. OR THAT IT'S THE RESULT OF BAD CHOICES. BUT THE TRUTH IS... HOMELESSNESS IS OFTEN JUST ONE CRISIS AWAY	Images of homelessness	
	Photo of Mike	"People don't understand how hard it is to be homeless." – Mike
BEHIND EVERY STORY OF HOMELESSNESS IS A MOMENT WHEN EVERYTHING CHANGED... A LOST JOB... RENT INCREASES... MEDICAL BILLS... DOMESTIC VIOLENCE, UNTREATED ILLNESS THESE ARE THE REAL REASONS PEOPLE LOSE THEIR HOMES. IT'S NOT ABOUT CHARACTER... IT'S ABOUT CRISIS.	Image of homelessness Glimpses of an eviction notice, a hospital bill, etc. Images of homelessness	
	Photo of Mario	"Before this happened, I used to be judgmental about homeless people. Now I know it's not because people want to be homeless - something happened." – Mario

IN CONTRA COSTA ALONE... MORE THAN 14,000 PEOPLE TURNED TO HOMELESS SERVICES LAST YEAR. MOST NEVER IMAGINED IT COULD HAPPEN TO THEM.	Data graphic: 14,000 people in Contra Costa used homeless services in 2024	
TAKE SYLVIA... AFTER LOSING HER MOTHER, SHE AND HER DOGS LIVED IN HER VAN. CORE OUTREACH, SHELTERS, AND HOUSING PROGRAMS HELPED HER MOVE INTO HER OWN APARTMENT, WHERE SHE RECENTLY BAKED HER FIRST CAKE AT HOME IN YEARS.	Photos of Sylvia	
OR MARCO. HE LIVED FOR YEARS IN A RICHMOND ENCAMPMENT, BATTLING ADDICTION. WHEN HIS BABY WAS REMOVED FROM HIS CARE, HE CHOSE SOBRIETY. TODAY, CLEAN FOR 18 MONTHS, HE'S REUNITED WITH HIS CHILD AND LIVING IN STABLE HOUSING THANKS TO COMMUNITY SUPPORT.	Photos of Marco	
AND RUTH, A 21-YEAR-OLD FROM ALAMO.	Photos of Ruth	

REJECTED BY FAMILY FOR THEIR IDENTITY... RUTH FOUND HELP THROUGH OUR HOMELESS SYSTEM OF CARE. NOW, THEY'RE SAFELY HOUSED, THRIVING IN SCHOOL, AND DREAMING OF THEIR FUTURE.		
HOUSING IS TRANSFORMATIONAL.... WHEN PEOPLE FINALLY HAVE A SAFE PLACE TO LAND... EVERYTHING STARTS TO CHANGE.	Housing images (maybe Delta Landing, El Portal, Concord Shelter?)	
HEALING STARTS WITH A DOOR...	Photo of Terrance	Healing starts with a door "Once I cooked food and showered in peace, I was ready to stay." - Terrance
HOUSING GIVES FAMILIES THE POWER TO REBUILD	Photos of Maria	Housing gives families the power to rebuild "I'm doing it for my kids." – Maria
RESPECT BUILDS TRUST, AND TRUST BUILDS SUCCESS.	Photos of Mindy	Respect builds trust. Trust builds success. "I was scared of the whole system but people here are very respectful." – Mindy
HOUSING IS HOPE	Photos of Tavis	Housing can change lives "If I look at myself last year compared to this year, I'm a totally different person. I see brightness now." - Tavis
HOUSING IS HEALING	Photo of John	Housing is healing

		"This program has allowed me to pick my pride back up." – John
A HOME CAN CHANGE EVERYTHING	Photo of Jerrald	A home can change everything "I got a place. I got my own bed. I got everything." – Jerrold
HOMELESSNESS ISN'T INEVITABLE... IT'S SOLVABLE. BUT IT TAKES ALL OF US.	Images of people smiling, in housing, etc.	
GET INFORMED. GET INVOLVED. ADVOCATE. TOGETHER, WE CAN MAKE CHANGE.	Graphic	Get informed. Get involved. Advocate. cchealth.org/h3
	CCH logo & CoC logo	