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Franciscan Outreach Launches New Brand Identity

Check out our NEW website:
www.franoutreach.org

Study Identifies Barriers to Housing for Long-Term Shelter Stayers

Throughout the year, Franciscan Outreach serves more than 7,600 of our city's most vulnerable residents. Through our daily interactions with guests at our five service sites across Chicago, we meet people where they're at and provide them with the guidance and assistance they need so they're able to make positive changes in their lives.

In an effort to provide assistance based on the needs of our guests, we noticed a growing trend of people staying at our two largest shelters for extensive periods of time. In fact, one-quarter of the 382 people staying at our shelters each night have been staying there for three years or longer.

This is a growing trend among other homeless service providers in Chicago and around the country. People who have extensive shelter stays have become known as "long-term shelter stayers" or LTSS. While people who are LTSS may represent a small proportion of the larger population of people who stay at shelters, they account for a disproportionate amount of shelter bed utilization.

Looking to understand this trend, we connected with Dr. Molly Brown, Ph.D. of the Department of Psychology at DePaul University whose research includes examining the reliability and validity of vulnerability assessments for individuals experiencing homelessness, Housing First outcomes, and trauma-informed care practices within homeless service organizations. Dr. Brown was interested in exploring the barriers to housing experienced by people who are LTSS.

We also joined together with other homeless service providers for a focus group series on strategies to serve individuals who are LTSS. The response indicated a broad interest across

the community in addressing the needs of people who are LTSS.

We invited Cornerstone Community Outreach, from Chicago's North Side, to participate with Franciscan Outreach in a qualitative study conducted by Dr. Brown, Camilla Cummings, M.A. and a team from the Department of Psychology at DePaul University. The study aimed to identify the barriers that influence the ability of LTSS to transition to permanent housing.

The 18-month research study began in 2017 and concluded in 2018. It included one-on-one qualitative interviews with shelter guests identified as staying in a shelter for three years or longer. The study questions focused on LTSS' experiences with seeking housing, their housing goals, their experiences receiving shelter services, and their perceptions of their barriers to housing.

The DePaul team presented the research findings in March 2019. The study findings were grouped in four broad categories that identified the reported barriers to housing by LTSS participants. These categories are displayed on page 4.

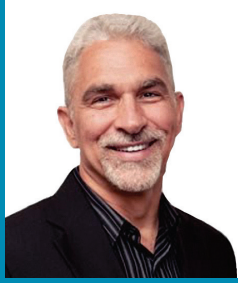


Dr. Molly Brown, Ph.D.



Camilla Cummings, M.A.

Continued on page 4



A Message from Ed Jacob, Executive Director

Dear Friends,

Welcome to the new Franciscan Outreach! After a year-long brand-building process, we are very excited to roll out the new Franciscan Outreach brand identity.

Over the last year, our development department teamed up with Neiger Design & Marketing to conduct extensive brand research, including interviews with key stakeholders, a brand survey, and workshops with board members and staff. The research was instrumental in shaping our new mission, vision and core values – see page 7.

As part of the research process, we developed consistent brand messaging that is rooted in our Franciscan history of welcoming and serving all men and women who are marginalized and homeless. We aligned our messaging with a new visual identity, including our new brand mark. The brand mark includes the tau cross, a Franciscan symbol, in the center to represent the heart of our organization and is designed within a housing structure to represent the path we're helping people navigate – from receiving help to finding hope of a new home. The tagline, A Path from Help to Hope, incorporates this idea and also encapsulates our new mission and vision – see page 7.



In this newsletter, named **Positive Path**, which also aligns with our new messaging. We're also introducing the use of iconography to visually describe our comprehensive system of support that we provide to our guests throughout our five service sites – see page 6.

Along with this newsletter, the new Franciscan Outreach brand is being launched with our new website. Please visit our new website at our same web address: www.franoutreach.org.

We will be showcasing our new brand for all to experience at our fourth annual **Spring Gala** on **June 12, 2019** at the elegant Drake Hotel. This year, our Spring Gala is going to be very special as we will honor Old St. Patrick's Church and its Social Action Ministry for the wonderful work they're doing to benefit individuals and families living in underserved communities, like North Lawndale. Fr. Tom Hurley, OSP pastor, will be accepting the Franciscan Outreach Community Impact Award – see page 3.

In addition to our brand research, we worked closely with Molly Brown, Ph.D. and her team from the Department of Psychology at DePaul University on an 18-month research study aimed to identify the barriers that influence the ability of long-term shelter stayers to transition to permanent housing. The DePaul team presented the research report in March 2019, which is the focus of the feature story in this newsletter, see page 1. For the full research study report, visit www.franoutreach.org/resources

As you read in the feature story, **Lee Lane** is a Franciscan Outreach long-term shelter stayer. Lee was staying at the shelter in North Lawndale during the polar vortex Chicago experienced last January. Our shelter operated as a warming center and remained open 24/7 during the record-breaking cold weather.

The week after Chicago's deep freeze, we received a big surprise when **Governor JB Pritzker** stopped by our shelter in North Lawndale. He wanted to tour the facility and express his gratitude to us for remaining open during the dangerously cold weather.



Gov. Pritzker at the shelter on Harrison St.

Governor Pritzker remarked, "In the midst of last week's deep freeze, organizations like Franciscan Outreach kept their doors open and provided vital services when their communities needed it most. We all owe you a debt of gratitude."

Finally, as we communicated through our Fall Newsletter and eNewsletters, we sold our property in Wicker Park, known as the Marquard Center, and we relocated our administrative office to the Pilsen neighborhood. Our new address is **717B W. 18th St.**, which is the former rectory of Providence of God Church – see the back panel of this newsletter and our website for information about all our locations.

I hope you enjoy seeing our new brand work as it rolls out over the next few months. Our goal is to strengthen our brand in an effort to increase recognition and build greater support for our mission.

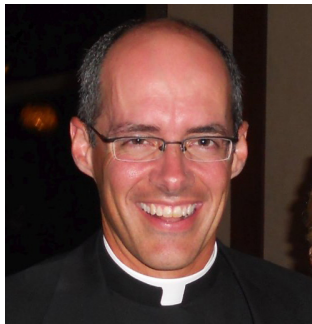
We're so grateful for your ongoing support of our mission. With your generous commitment, Franciscan Outreach is able to provide **A Path from Help to Hope** for our neighbors in need.

Together, we're making a difference.

Ed Jacob



Franciscan Outreach Awards Old St. Patrick's Church



Fr. Thomas J. Hurley

Please join us for Franciscan Outreach's fourth annual Spring Gala on June 12, 2019 at the Drake Hotel in Chicago. We are privileged to honor Old St. Patrick's Church with the Franciscan Outreach Community Impact Award. Fr. Thomas J. Hurley, OSP Pastor, will receive the award on behalf of the outstanding work Old St. Patrick's is doing through its Social Action Ministry. Through direct service, community development, and advocacy, the work of the Social Action Ministry benefits individuals and families living in underserved communities.

"The extraordinary work that the Old St. Pat's Social Action Ministry is doing in North Lawndale and in other underserved communities exemplifies the very essence of the Franciscan Outreach Community Impact Award. Franciscan Outreach has been a grateful recipient of this support for decades," says Ed Jacob, Franciscan Outreach executive director.

The Franciscan Outreach Community Impact Award has been established to recognize extraordinary individuals, organizations and institutions making significant contributions to help vulnerable people who are living in disadvantaged communities access the critical resources they need to improve their lives. This award has been created to acknowledge those who are making exceptional efforts to strengthen underserved communities, promote a culture of inclusion and affirm the human dignity of all members of society.

Franciscan Outreach

Spring Gala

Wednesday, June 12, 2019

The Drake Hotel

Tickets \$180 • \$1,800 table of 10

For more information, visit:
www.franoutreach.org/gala

To purchase tickets, or to sponsor the event, visit www.franoutreach.org/gala or contact Laura Reilly, Development Director at 773.278.6724, ext. 2021 or via email at laura@franoutreach.org

Thanks to our generous sponsors!

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Kathryn and Brett Galley

James and Jill Kramer

Patrick and Sara Nash

Categories: Reported Barriers to Housing

1

INDIVIDUAL-LEVEL BARRIERS:

Participants identified economic resource issues (e.g., lack of income, or employment), health factors (e.g., physical and mental health issues), criminal justice system involvement, and ineffective strategies for seeking housing as barriers to housing.

2

INTERPERSONAL-LEVEL BARRIERS:

Participants identified a lack of social support and mistrust (e.g., numerous encounters with service systems influence their ability to trust) as two key barriers to housing.

3

COMMUNITY-LEVEL BARRIERS:

Participants described problems in the community such as gentrification, issues related to race and segregation, and limited housing options based on their life histories (e.g., fear of being displaced from locations with access to jobs, transportation, and services they rely on) as barriers to housing.

4

SYSTEMS-LEVEL BARRIERS:

Participants identified institutional policies (e.g., challenges navigating systems), the “waiting game” of trying to obtain public or subsidized housing, lack of transparency of the system, lack of affordable housing, and systems preventing providers from helping (e.g., larger systematic barriers) as key barriers to housing.

The research study found that participants expressed clear goals for obtaining health care, employment, and housing. However, the barriers cited have made achieving these goals difficult.

The research study concludes with sound recommendations based on the research for service providers to consider. Franciscan Outreach is focusing on the recommendations as part of a plan to develop a Long-Term Shelter Stayers Initiative in 2020.

To access the full LTSS research study report, go to www.franoutreach.org/resources

As people who are LTSS indicate, the multi-layered barriers to housing seem insurmountable. Personal circumstances such as mental health problems, a criminal background or a record of eviction, more often than not, prevent people from housing. And, even if they were eligible for housing and have been entered into the Coordinated Entry System (CES), which matches individuals who are homeless with a housing provider, as of April 2019, there were 8,672 people on the list in need of housing and 766 units available. Of these individuals on the list, 787 were identified as experiencing chronic homelessness.

According to The National Alliance to End Homelessness, chronic homelessness is used to describe people who have experienced homelessness for at least a year, or repeatedly, while struggling with a disabling condition such as a serious mental illness, substance use disorder, or physical disability.

Many housing providers require an income to be eligible for housing. People who have SSI, *Supplemental Security Income*, or SSDI, *Social Security Disability Insurance*, can use these benefits as income. Few housing providers allow people with no income to become housed.

The lack of affordable housing is another serious barrier. According to a 2018 study by the Institute for Housing Studies at DePaul University, there are 182,000 more people who need low-cost rental housing than there are affordable apartments in Cook County.

Even single room occupancy (SRO) units have been in rapid decline and are essentially no longer available for people with low- and fixed-incomes to rent. Over the years, urban renewal and redevelopment efforts have eliminated most of this housing. At one time, SROs were a good option for people with very low-income who could stay there without having to put up a security deposit or sign a lease. Today, these buildings have been converted to upscale hotels and apartments.

8,672

People on CES List for Housing

766

Units Available

– CES April 2019

787

People on CES List
for Housing Are
Chronically Homeless

– CES April 2019

182,000

More People Need
Low-Cost Housing
Than Affordable Rentals
Available



Meet Lee Lane Long-Term Shelter Stayer

Although, it may seem hopeless to find housing for people experiencing homelessness, Lee Lane says, "I've never given up hope. I'm not going to give up on living."

Lee is a long-term stayer who has been staying at the Franciscan Outreach shelter in North Lawndale for four years. In 2015, after serving 18 months in prison for drug possession, Lee was paroled and had no place to go. That's when he found Franciscan Outreach.

"I remember, it was Good Friday, April 3, 2015. I felt it was my lucky day," says Lee.

Although Lee works part-time at an auto-body shop, his criminal background has been a significant barrier to securing full-time employment and housing.

"I did my time and then I get out and I'm still penalized. I'm still doing time. It still plagues me," he says.

At Franciscan Outreach, Lee is working on regaining stability in his life. He has a bed each night, three meals a day and access to the services and resources he needs to make positive changes in his life. Lee meets with his case manager, Charles Whitsett, on a regular basis. Charles encouraged Lee to participate in Franciscan Outreach's Interim Housing Program at the shelter.

As a participant in the Interim Housing Program, Lee is provided with more stability in his life. This program serves up to 20 guests



at a time. It provides participants with 24-hour shelter access and a storage locker; part-time volunteer work to gain marketable skills such as maintenance, culinary, housekeeping and office work; a dedicated case manager, employment assistance; and regular support group meetings.

Lee likes participating in the program. He says, "The work I'm doing lifts my self-esteem." "I was the assistant cook in the shelter kitchen for a while."



Lee Lane consults with his case manager, Charles Whitsett.

"Now I do maintenance work." "I go to the groups for critical thinking and financial literacy. "Charles helps me to work on my goals."

Although Charles entered Lee into the Coordinated Entry System to be matched for housing, Lee is not optimistic about his chances.

"Because of my background and because of limited housing that's available, it's hard to qualify for low-income housing." "And, I don't have a steady income."

Lee says that he works part-time four days a week and repairs two to five cars per day. Although, he likes working in auto-body repair, at 62, it's difficult work for him.

"I started working when I was just 13 years old. And, I've worked all my life," says Lee. "I'll be 63 in December, so I'll be eligible to retire and collect social security." "I hope this steady income will allow me to get an apartment or rent a room."

Lee says that after four years staying at the shelter, he's ready to move on. But, he also says that he's grateful for the security and everything the shelter has provided him.

"I thank God for this shelter," says Lee.

**"I've never given up hope.
I'm not going to give up
on living."
– Lee Lane**

Program Highlights

System of Support

Franciscan Outreach operates as a system of support for men and women who are marginalized and homeless. Through five service sites, we provide a wide variety of programs and services to address the immediate and long-term needs of our guests.



HEALTHY MEALS

At Franciscan Outreach's three overnight shelters, we serve breakfast, lunch and dinner to our guests every day of the year. We also provide meals to people in the community who don't have enough to eat.



SAFE SHELTER

Franciscan Outreach maintains three overnight shelters with the capacity to serve 382 adult men and women nightly. Shelter guests have access to three meals a day, a dedicated case manager, daily support services, housing programs, and specialized services such as medical assistance and counseling.



CASE MANAGEMENT

Franciscan Outreach case managers provide compassionate care and support to guests as they strive to overcome personal challenges, improve the quality of their lives, and achieve self-sufficiency.

Case managers help guests access:

- Identification
- Public aid
- Health care
- Mental health support
- Substance use disorder treatment
- Employment opportunities
- Legal assistance
- Permanent housing



SUPPORT SERVICES

We provide ongoing support to help guests improve the day-to-day quality of their lives, including:

- **Client Assistance Fund:** provides monetary support to guests for expenses such as clothing for job interviews, fees for IDs, and rental assistance
- **Transportation Assistance:** provides CTA, Pace, and Metra passes to guests so they may attend job interviews, appointments, or training programs
- **Support Groups:** include art groups, financial literacy, empowerment groups, and relapse prevention
- **Daily Support:** includes a mailing address, clothing, showers, laundry, and hygiene products



SPECIALIZED SERVICES

Through collaborations with community partner agencies, guests receive a wide range of specialized services that are important for their health and well-being, including:

- **Medical assistance at our on-site health clinic:**
Rush University Medical Center
- **Mental health support:**
Thresholds and Bobby Wright Mental Health Center
- **Primary health care:** *Heartland Health Outreach and Lawndale Christian Health Center*
- **Substance use disorder counseling and treatment:**
Chicago Recovery Alliance and Haymarket
- **Job training and employment assistance:**
National Able, A Safe Haven, Safer Foundation and Inspiration Corporation
- **Legal assistance and social security disability benefits:**
The Legal Council for Health Justice



HOUSING PROGRAMS

Franciscan Outreach offers two housing programs to guests, including:

- **The Streets-to-Home Initiative** provides subsidized apartments and ongoing case management support.
- **The Interim Housing Program** offers shelter guests stability and the chance to become housing-ready including 24-hour shelter access, part-time volunteer work, a dedicated case manager, employment assistance, and regular support group meetings.



VOLUNTEER PROGRAMS

Franciscan Outreach relies on the generosity and support of hundreds of volunteers through two volunteer programs, including:

- **The Full-Time Volunteer Program** is a year-long experience in communal living and dedicated service for 8-10 young adults from around the world. They live and work at Franciscan Outreach, providing 40 hours of service each week. In exchange, they receive room and board, health insurance and a modest stipend.
- **The Community Volunteer Program** offers opportunities for a compassionate community of volunteers to serve meals to guests, organize donations, lead group activities and provide administrative support.

For more information about Franciscan Outreach programs and services, visit: www.franoutreach.org/programs-services

The YPB is Now the Ambassador Board

The Young Professionals Board (YPB) has a new vision for its role as an active volunteer board. They identify as mission ambassadors for Franciscan Outreach. And, they seek to recruit those who would like serve on the new Ambassador Board to help make a difference.

The Ambassador Board will focus on connecting individuals and organizations with the work of Franciscan Outreach to make a positive impact in the lives of those in need.

Mission

The mission of the Ambassador Board is to raise awareness about the work of Franciscan Outreach, assist in fundraising for the organization, increase public understanding about homelessness in Chicago and recruit individuals willing to invest their time and resources in the organization.

For more information about the Ambassador Board, visit www.franoutreach.org/ambassador-board



The Ambassador Board at the Hops for the Homeless event last March

Eligibility

Prospective Ambassador Board members must be socially committed and dedicated to making a difference in the lives of men and women who are marginalized and homeless in Chicago. Ambassadors are expected to participate in fundraising events, service projects, and other volunteer opportunities.

Franciscan Outreach Unveils New Mission, Vision & Core Values

MISSION

To provide healthy meals, safe shelter and critical services that affirm the dignity of men and women who are marginalized and homeless and empower them to gain the stability they need to transition into permanent housing.

VISION

To ensure a positive path forward for people who are marginalized and homeless so they can gain stability and thrive in permanent housing.

CORE VALUES

HOSPITALITY. We compassionately welcome and serve all men and women who are marginalized and homeless, no matter what their life circumstances may be. Every day, we offer healthy meals to those who are hungry, a warm bed for those who need shelter, vital case management for those who need guidance, and access to critical resources for those who need specialized assistance.

SPIRITUALITY. Inspired by the life and teachings of St. Francis of Assisi, we believe every human being deserves to be treated with dignity and respect. We are dedicated to providing compassionate care and support to all our neighbors in need. Unconditional love for all people provides the foundation for our non-judgmental, caring approach. Grounded in the Franciscan tradition, we serve everyone regardless of their beliefs, and we do not conduct or require participation in religious services.

COMMUNITY. We are committed to working together as an inclusive community that welcomes and respects all people, connects individuals with the services and resources they need to enhance their lives, and promotes equal treatment and opportunity for all. We strive to create a caring, safe, and supportive community that embraces and uplifts everyone, especially our most vulnerable neighbors.

SUSTAINABILITY. We are influenced by the teachings St. Francis of Assisi, informing us that we are deeply interconnected and inherently related to all that exists in this world. Aligned with these teachings, we are committed to being responsible stewards of every resource available to us. We are dedicated to connecting people with communities and resources to enhance their lives and to build a more equitable, just, and sustainable world.

OPPORTUNITY. As a system of support, we empower men and women who are marginalized and homeless to make positive changes in their lives. We affirm their inherent dignity and value, and create opportunities for them to navigate a path toward stability, self-sufficiency, and permanent housing. We also strive to take advantage of every opportunity to make a human connection with people who are homeless and with the general public. We seek to increase awareness and understanding about the many challenges that create barriers to housing for people who are homeless, thus reshaping societal perceptions.

Franciscan Outreach

717B W. 18th St.
Chicago, IL 60616

Our Mission

To provide healthy meals, safe shelter and critical services that affirm the dignity of men and women who are marginalized and homeless and empower them to gain the stability they need to transition into permanent housing.

We are supported in part through grants from the Department of Family and Support Services, through the following funding streams: Corporate Funds, Community Development Block Grant, Emergency Solutions Grant, Aviation, and Parking Meter.

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SERVICE SITES

East Garfield Park

At Garfield Community
Service Center

10 S. Kedzie Ave.
312.746.5695

Case Management
Support Services
Specialized Services
Housing Programs

East Garfield Park

At Walls Memorial CME Church

200 S. Sacramento Blvd.

Healthy Meals
Safe Shelter
Guests have access to full
services at the shelter on
Harrison Street.

North Lawndale

2715 W. Harrison St.
773.265.6683

Healthy Meals
Safe Shelter
Case Management
Support Services
Specialized Services
Housing Programs
Volunteer Programs

Pilsen

1856 S. Loomis St.
312.624.8296

Healthy Meals
Safe Shelter
Case Management
Support Services
Specialized Services
Housing Programs

The Loop

At St. Peter's Church
110 W. Madison St.
312.628.1253

Case Management
Support Services
Housing Programs



Administrative Office

717B W. 18th St.
Chicago, IL 60616
773.278.6724
www.franoutreach.org

UPCOMING EVENT

Franciscan Outreach

Spring
Gala

Wednesday, June 12, 2019

6:30-9:30 p.m.

The Drake Hotel
140 East Walton Place
Tickets \$180 • \$1,800 table of 10

For more information or to sponsor the event,
visit www.franoutreach.org/gala, or contact Laura Reilly,
Development Director at 773.278.6824, ext. 2021,
or email: laura@franoutreach.org