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Contact: Phil Kramer
(831) 458-6020
pkramer@santacruzshsc.org



Housing Matters Launches Public Campaign to Build Permanent Supportive Housing Project on Coral Street Campus

Project will end chronic homelessness for 120 people in Santa Cruz County

SANTA CRUZ, CA (June 15, 2021) — Housing Matters, a leader in creating pathways out of homelessness and into permanent housing, today announced its “Building With Purpose” campaign, a plan to building 120 units of permanent supportive housing for people experiencing chronic homelessness in Santa Cruz County.

The 5-story residential complex will be located on the Housing Matters campus at 115 Coral Street. Housing Matters is in the final stages of raising funds for the project. The project received full planning approval and building plans will be submitted for approval later this year. Construction will begin in 2022 and the building will be ready for occupancy in 2023.

“We are building the largest permanent supportive housing project ever undertaken in the county of Santa Cruz,” said Phil Kramer, executive director of Housing Matters. “The solution to homelessness is housing. By adding a permanent supportive housing building to Housing Matters’ campus, we are creating 120 units of affordable housing for people experiencing chronic homelessness in Santa Cruz County.”

A virtual launch party and a series of webinars are planned for this summer to introduce the project. Learn more and register here: www.buildingwithpurpose.org.

The project is supported by generous philanthropists, a bank loan, and public and private grants, including a \$2.5 million gift from Central Coast Alliance for Health. Additional funding is needed to support the Building With Purpose project.

“If people are housed, they are more likely to be healthy,” said Stephanie Sonnenshine, CEO of Central California Alliance for Health. “If people are healthy we can focus on prevention instead of really expensive acute care.”

In about 300 sq. ft., each of the 120 studio apartments will provide single individuals modest accommodations. High-quality modular construction will incorporate passive design with low environmental impact, ensuring lower cost and time to build without compromising quality. The restorative environment will incorporate gathering areas, landscaped spaces, and a rooftop deck to foster intentional community and staff interaction. Incorporating essential services onsite will ensure people experiencing chronic homelessness have the support they need to have a stable and comfortable place to call home.

“So often when we think of homelessness in Santa Cruz County, we only see the problems. If we want to look, instead, at solutions, there is hope on the horizon,” said Susan True, CEO of Santa Cruz County Community Foundation.

In the last two years, more than 550 people have found permanent housing with support from Housing Matters.

“A lot of people talk about the need for affordable housing in our community and Housing Matters is doing something about it,” said Cecilia Espinola, Housing Matters Board of Directors President.

Learn more about Building With Purpose, register for a webinar or make a donation here: www.buildingwithpurpose.org.

ABOUT HOUSING MATTERS

Housing Matters partners with individuals and families to create pathways out of their homelessness into permanent housing. Learn more at www.housingmattersccc.org or on Facebook @HousingMattersSC.

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