

## FOR IMMEDIATE RELEASE

Contact: Claudia Burgin, Associate Director of Communications  
cburgin@housingmatterssc.org  
(831) 458-8020  
Direct: (831) 204-5302



Resolving Homelessness Together

## Housing Matters Exceeds \$8M Fundraising Goal

*Grants and private donations totaling \$9.3M move plans to build 120+ permanent supportive housing units forward.*

**SANTA CRUZ, Calif. — (October 26, 2021):** Housing Matters (formerly Homeless Services Center) today announced that it has exceeded its Building with Purpose campaign goal of \$8M, receiving \$9.3M total in grants and private donations. Launched in June 2021, the Building with Purpose campaign was created specifically to raise funding for Harvey West Studios—a five-story, 120-unit apartment building that will provide permanent and supportive housing for individuals experiencing chronic homelessness.

“Meeting this funding goal in such a relatively short amount of time really reflects a growing engagement and strong commitment to helping resolve homelessness in our community,” said Mer Stafford, Chief Impact Officer at Housing Matters.

Currently, the lack of low-cost and supportive housing in Santa Cruz County perpetuates chronic homelessness. Individuals experiencing chronic homelessness by definition experience prolonged and repeated periods of living unhoused, and struggle with a disabling condition. Their stability relies heavily on access to daily supportive services like medical care and ongoing supportive services, as well as access to affordable permanent housing.

“Harvey West Studios will offer a healing environment where people can feel at home within a shared community,” said Phil Kramer, Housing Matters CEO. “On-site services and the proximity to services co-located on the Housing Matters campus will further support them on their individual paths to health and housing stability.”

Each studio apartment will provide approximately 300 sq. ft. of modest living space. The building will feature high quality, modular construction that incorporates solar and “clean air” technologies to reduce energy requirements and lower environmental impacts. The cutting-edge design will provide a restorative environment that includes gathering areas for residents, landscaped spaces, and onsite medical and behavioral health services.

“Housing is a powerful foundation on which to build health—physically, emotionally, and spiritually,” reflected Housing Matters’ Kramer. “This new building offers the stability that can only come from permanent housing.”

Construction for Harvey West Studios is expected to begin in summer 2022. For more information, or to make a donation, contact our development office at: 831.226.2512.

##

## **About Housing Matters**

*Formerly known as Homeless Services Center, Housing Matters partners with individuals and families to create pathways out of their homelessness into permanent housing. Housing Matters offers shelter programs, case management, and day services—including hot showers, public bathrooms, and a mailroom—to people experiencing homelessness. Our campus shares space with a County-operated healthcare clinic and Dientes, a full-service nonprofit dental clinic, making these services easily accessible to Housing Matters’ guests. Our case management and housing navigation programs help end homelessness for hundreds of individuals and their families every year. Plans to build 120+ permanent supportive housing units are currently underway. Learn more at [www.housingmattersssc.org](http://www.housingmattersssc.org) or connect with us on Facebook, Instagram, or Twitter.*

###