

# 2023 VA Permanent Housing Conference Dallas

Engaging Unsheltered Veterans in Housing Services

# Who is in the room?

- **SSVF Staff**
- **HUD-VASH Staff**
- **VA leadership**



# OUTREACH & ENGAGING UNSHELTERED VETERANS

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*Senior Director of Veteran Services*

**Volunteers of America Mid-States**

# OVERVIEW OF VOA MID-STATES SERVICE AREA

## Our SSVF Program:

- Operating since 2011
- Currently have 2 SSVF grants: Jefferson County, KY & Clark & Floyd Counties in IN / Multi-State Grant (three state coverage)
- Serving 950-1100 households (multi-state) and 240-275 households (Jefferson/Clark & Floyd) per year
- Spans 8 VAMC coverage areas
- Covers both rural and urban areas

# OVERVIEW OF VOA MID-STATES SERVICE AREA

## VAMC Coverage:

- Lexington, Louisville, Mountain Home, Nashville, Marion, Cincinnati, Beckley, and Huntington

## Four State Coverage:

- Kentucky (Urban/Rural): 5 offices, 80 counties (3 CoCs)
- Tennessee (Urban/Rural): 3 offices, 25 counties (4 CoCs)
- West Virginia (Rural): 2 offices, 20 counties (3 CoCs)
- Indiana- (Urban): 1 office, 2 counties (Clark and Floyd)

# OUTREACH STRATEGIES

**URBAN & RURAL**

**NON TRADITIONAL**

**SURVEY**

**TRADITIONAL**

**COORDINATION**

**EQUITY**

**INCREASE VISIBILITY  
& ACCESSIBILITY**

## Surveys

- Landlord associations
- Apartment complexes
- Community partners
- Hotels

## Coordination

- VA
- Community Partners
- Law enforcement/first responders

## Non-traditional

- Uber/Lyft
- Pharmacy
- Pizza delivery

## Increase Visibility and Accessibility:

- Weatherproof lawn signs
- Car magnets
- Outreach business cards
- Billboards (w/digital information transfer)

## Equity

- Team Case Management
- Diversity committee
- Cultural competency



MID-STATES

Are you a **Veteran** experiencing  
**Housing Crisis?**

**859-254-3469**

Call us, we may be able to help  
you resolve your crisis.



MID-STATES

[www.voamid.org](http://www.voamid.org)

Have you ever served in the military?  
Are you experiencing a housing crisis?

Call (865) 524-3926  
ext. 260, 261, 262

Volunteers of America provides case management to connect qualified Veterans in housing crisis with needed services to bring stability to them and their families.



Have you ever served in the military?  
Are you facing a housing crisis?

**Supportive Services for Veteran Families**

Volunteers of America Mid-States provides case management to connect veterans with needed services and temporary financial assistance to bring stability to their families.



- Services or Referrals provided for:
- Housing Stability Planning
  - Employment and training services
  - Transportation services
  - Individualized budget planning
  - Income support services
  - Legal services
  - Other supportive services, including third-party payments to landlords, utility companies, moving companies, and eligible child care providers

All services are **FREE** to Veterans  
**Knoxville**

Serving Anderson, Blount, Campbell, Claiborne, Cocke, Grainger, Hamblen, Jefferson, Knox, Loudon, McMinn, Monroe, Morgan, Roane, Scott, Sevier and Union Counties in Tennessee

511 North Broadway,  
Knoxville, TN 37917

(865) 524-3926  
ext. 260, 261, 262

or contact  
Program Manager  
Tommy Brooks  
TommyB@voamid.org

[www.voamid.org](http://www.voamid.org)

Have you ever served in the  
military?

Are you experiencing a housing  
crisis?

Call 681-238-5962



Supportive Services for Veteran Families





**OUTREACH IS  
EVERYONE'S JOB**



# GROUP DISCUSSION



**COMMUNITY  
CHALLENGES**



**HOW CAN YOUR COMMUNITY BE  
THE MOST SUPPORTIVE AND  
RESPONSIVE TO UNHOUSED  
VETERANS?**



**HOW CAN DATA BE UTILIZED TO  
INFORM SUCCESSFUL OUTREACH?**



**WHO SHOULD BE INVOLVED IN  
COORDINATED OUTREACH?**



**EFFECTIVELY ENGAGING THE  
COMMUNITY**



**CULTURAL COMPETENCY  
(MILITARY, URBAN/RURAL)**



# THANK YOU



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