



SWELLINC.CO
304 S.BROADWAY
LOS ANGELES, CA 90013

Social Post Graphics

1. Housing vs. Shelter	Caption
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Fact of the day:

Only housing ends homelessness

1

Housing is:

A home where people live as long as they choose while paying an affordable rent.

It includes:

 Indoor plumbing

 A kitchen

 Other basic utilities

2

IG

When it comes to homeless policy, understanding this fact is critical.

We all need—and deserve—housing we can afford.

It's time our leaders start advancing policies to make that happen.

Tag Gov. Newsom (@cagovernor) below and tell him the difference affordable housing would make in your life 🙌

FB

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TW (2 tweet thread)

[tweet #1] When it comes to homeless policy, understanding this fact is critical. 🙌

[graphic #1]

[tweet #2] We all need—and deserve—housing we can afford.

Shelter is:

A place where people can stay while they wait for housing.

It includes:

 A bed

 Case management

3

It's time our leaders start advancing policies to make that happen.

Tag @CAGovernor and tell him the difference affordable housing would make in your life.

[rest of graphics]

2. Addressing the May Revise

Caption

If someone promised to give you **\$1000** once or **\$250** weekly for the foreseeable future, which investment would help you more in the long term?



It works the same with homelessness policy.

IG/FB

Homelessness can't be solved with one-off commitments.

To create the affordable and supportive housing necessary to get all of our neighbors off the streets, we need a long term investment that we can count on year after year—year after year.

CA legislators and administration, you have the power to make this happen in our final State Budget this month.

End homelessness for thousands of Californians by establishing an ongoing source of funding for affordable housing.



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Tag: Governor Newsom Asm. Phil Ting, Asm. Vince Fong, Sen. Skinner, Sen. Nielsen, Senate Pro Tem Toni Atkins, Assembly Speaker Anthony Rendon

TW

CA legislators and administration, you have the power to establish a source of ongoing funding for affordable housing in our final State Budget this month.

This is the investment we need to get our neighbors off the streets: an ongoing commitment.

We urge you to make this commitment.

Tag: Governor Newsom Asm. Phil Ting, Asm. Vince Fong, Sen. Skinner, Sen. Nielsen, Senate Pro Tem Toni Atkins, Assembly Speaker Anthony Rendon

3. Insufficient affordable + supportive housing

Caption

We're short over 500,000
affordable homes to support
extremely low-income
Californians.
But we don't have to be.



4. Single-family zoning

IG/FB

Every problem has a solution, and the solution here is clear:

We have to fund affordable housing in our state budget.

That's how we'll end our housing shortage and guarantee that affordable housing is available to everyone who needs it.

California leaders (tag), we're calling on you to prioritize affordable housing in this year's State Budget.

Because everyone deserves access to a safe and stable home.

TW

California leaders, we're calling on you to prioritize affordable housing in this year's State Budget.

That's how we'll end our housing shortage.

Caption

Last year, **three-quarters** of developable land in CA was zoned for single-family housing.



Here's why



Since the early 20th century, single-family zoning has been used to **keep BIPOC out of well-resourced neighborhoods.**



IG

This is what we mean by "homelessness is a policy choice."

 But today our leaders have the power to ensure that **every** community has equitable access to affordable housing—and the stability that comes with it.

Learn more about the steps you can take to help end homelessness: <https://homelesspolicychoice.org>

FB

Exclusionary zoning dramatically reduced the number of homes available statewide—particularly for Black and Indigenous people.

 But today our leaders have the power to ensure that **every** community has equitable access to affordable housing—and the stability that comes with it.

Learn more about the steps you can take to help end homelessness: <https://homelesspolicychoice.org>

TW

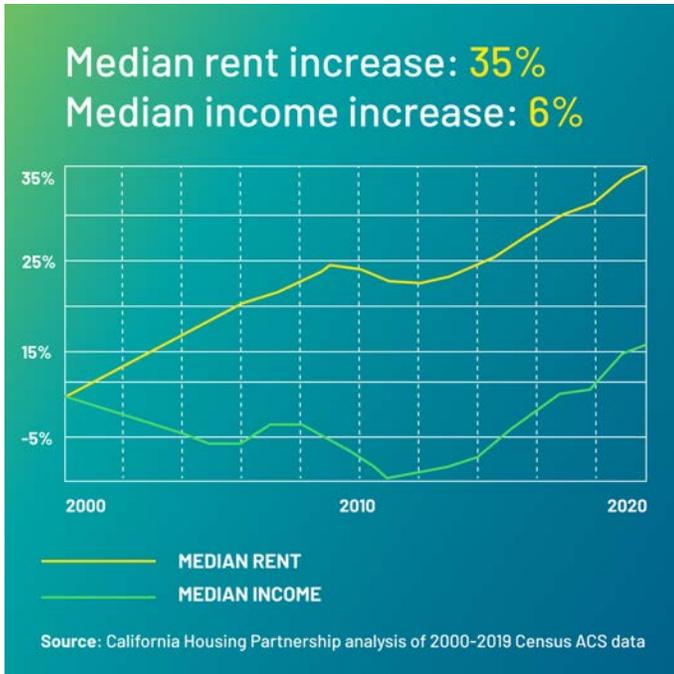
Exclusionary zoning dramatically reduced the number of homes available statewide—particularly for Black and Indigenous people.

 But now our leaders can ensure that **everyone** has equitable access to affordable housing.

Learn how: <https://homelesspolicychoice.org>

Today Black and Indigenous Californians experience higher rates of homelessness—due in part to **years of single-family zoning**.

5. Stagnant wages + rising housing costs Caption



TW

The bigger the gap between wages and rents, the more of us fall into housing insecurity and homelessness.

Something has to change.

How have rent increases impacted you?

LINK

IG

The bigger the gap, the more of us fall into housing insecurity and homelessness.

Something has to change.

How have rent increases impacted you? Tell us your story in the comments [↓](#)

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6. Root causes video	Caption
[video]	Let's make policy choices that will *end* our homelessness crisis for good. Learn more: LINK
7. Where did all the money go?	Caption

Over 82% of the 2018 Homeless Emergency Aid Program was spent on emergency shelters

There's just one problem...



When the majority of homeless funding goes to temporary solutions, we don't make meaningful progress.

In fact, the opposite happens.

Shelters play an important role, but we must prioritize the thing we need most:

 Affordable housing.

Download our toolkit to learn more: [LINK](#)

TW

Shelters play an important role, but to see lasting results, we must prioritize the thing we need most:

 Affordable housing.

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[LINK](#)

We need
affordable
housing.

There are **over 160,000** people waiting for affordable housing in California.



There are **over 160,000** people waiting for affordable housing in California.



Photo by: Irfan Khan | Los Angeles Times

People experiencing homelessness are people waiting for affordable housing.

And with our current housing shortage, that often takes years 🕒

Our leaders must (and can) do more to fund deeply affordable housing.

Tag your representative and urge them to take action today 📣

LINK

9. Street engagement

We can reduce the trauma of homelessness through street engagement

What is street engagement? 

What it is:

Individualized support offered by service providers to community members waiting for housing.

What it does:

-  Raises awareness of available resources
-  Builds relationships between people who are unhoused and service providers
-  Gives people who are unhoused space to self-advocate

Caption

Housing is the best way to help our unhoused neighbors—but street engagement is a way we can work to make sure every person experiencing homelessness is seen, heard, and connected with supportive services as they wait for housing to become available.

Download our toolkit to learn more about this and other key homelessness response strategies: [LINK](#)

TW

Through street engagement we can work to make sure every person experiencing homelessness is seen, heard, and connected with supportive services as they wait for housing to become available.

Download our toolkit to learn more: [LINK](#)

10. Newer than you think



11. Not a monolith

Caption

Other things that were created in the 80s?

-  The Walkman
-  Nintendo Gameboys
-  Chicken McNuggets

Most of those don't exist anymore.

Homelessness doesn't have to either.

Learn what we can do to end it: [LINK](#)

Caption

Homelessness is an experience—not an identity

[Learn More](#) →



Tiffany

- Plays chess
- Loves dance recitals
- Has traveled the world
- **Formerly Unhoused**

These formerly unhoused community members are proof that not only are we more than our housing status—but that with access to supportive services and housing, people can thrive.

Because our experiences don't define us.

What's an experience that doesn't define you?

TW

These community members are proof that not only are we more than our housing status—but that with access to housing, homelessness is an experience that can change.

Because our experiences don't define us.

What's an experience that doesn't define you?



Vikki

- Makes candles
- Loves her family
- Fights for women's rights
- **Formerly Unhoused**





Lindsay

- Enjoys meditation
- Loves her rescue dog, Tobey
- Studied psychology
- Formerly Unhoused

Parents
Friends
Artists
Teachers
Students
Writers
Caregivers
Athletes
Pilots
People
experiencing
homelessness

12. Recognizing humanity in language

Caption



Our unhoused neighbors are human, and our language should reflect that ❤️

Let's abandon outdated, dehumanizing terminology and instead adopt people-centered language that emphasize personhood over housing status.

Share this post to help change how we talk about, think about, and address homelessness in CA 🙌

TW

Our unhoused neighbors are human, and our language should reflect that ❤️

Let's use people-centered language to emphasize personhood over housing status, and affirm that people are not defined by their current experience.

RT if you agree.