



Annual Report 2020

# HEADING HOME



SAVING LIVES | SAVING MONEY | MAKING SENSE

## OUR VISION

We envision experiences of homelessness as rare, short-lived and nonrecurring.

## OUR MISSION

It is the mission of Heading Home to fulfill our vision through a unified voice of advocacy, prevention and service; and to be an innovative convener, collaborator and educator about homelessness in the community.



## DEAR FRIENDS,

2019-2020 was quite a year for Heading Home. While we continued work to achieve our vision that experiences of homelessness are rare, short-lived, and nonrecurring, we doubled down in response to the COVID-19 pandemic. Our shelter services for families, women, and men expanded from two locations to five. Additionally, through community collaboration to keep safe those most at-risk, we provided support staff at two COVID-isolation hotels for people experiencing homelessness. We increased prioritized outreach to high utilizers of emergency systems living on the streets through a collaboration with UNM Hospital. And, throughout it all, housing remained our focus and we continued to house and support people in housing. All totaled, staff worked over 10,000 hours of overtime during the onset of the pandemic to ensure that people were still able to receive the help that we can offer!



Internally, we grew as well. We added a long-needed human resources position to our staff, welcomed new accounting and advancement staff, and trained a specialized COVID-response staff team who work with clients with COVID-19 and those with symptoms. We began the process of reigniting our core values as a precursor to updated strategic and business plans. We initiated a new training structure to better coach and enable staff to professionally improve performance. Like most organizations, we also adapted to new remote connections for ongoing meetings and conversations.

These active responses to our new realities are emblematic of Heading Home's agility and resourcefulness. We respond to real-time needs while adhering to the guiding north star of our vision and values. We are proud of the staffs' ability to think creatively and to face challenges with solutions. Our partnerships in the community—civic, nonprofits, business, and community members—make it possible for us to play a critical role in addressing homelessness and housing issues. We are grateful to you, our supporters, who make this possible. Thank you for taking the time to read this snapshot of Heading Home's work. We look forward to another strong year in partnership to advance achieving our vision together.

With deep gratitude,

Dennis Plummer  
Chief Executive Officer

Joseph Olson  
Board Chair

# Prioritized Outreach

ABQ StreetConnect is Heading Home's outreach initiative focused on people experiencing homelessness who are the highest utilizers of emergency services and care. The aim is to establish ongoing relationships that result in permanent

supportive housing for these clients, many of whom suffer from severe behavioral health issues. The program provides case management, intensive navigation of housing and support services and access to disability benefits (SSI/SSDI).



**Referral from  
First Responders**



**Behavioral Health  
Assessment & Triage**



**Case management,  
Benefit Acquisition**



**Placement in  
Appropriate Housing**



**Ongoing  
Support**

Annette is in her late fifties and has struggled with severe depression, Bipolar, post-traumatic stress, and substance use disorders. She became a high utilizer of emergency services and despite her medical and physical degeneration became comfortable with living in survival mode on the streets. When ABQ StreetConnect Navigators first engaged with Annette, she was afraid of what life off the streets would be like for her and her two dogs.

After building trust with Annette, our ABQ StreetConnect Navigators supported her by accompanying her to healthcare appointments and ensuring she received her monthly psychiatric medications. Our Navigators also helped Annette obtain clothes, food, benefits and ultimately, housing.



# Emergency Housing

Heading Home is the largest provider of emergency housing services in New Mexico. The Westside Emergency Housing Center (WEHC) is the largest year-round facility for families, women and men experiencing homelessness. The Albuquerque Opportunity Center (AOC) campus hosts two programs: Men's Emergency Overnight Housing and

24/7 Respite Care. The two programs share an outdoor garden, computer lab, storage area, showers, laundry facilities, medical examination rooms, a library and a classroom area. Both WEHC and AOC offer transportation to and from their facilities, case management and community supportive services.



**Provide  
Transportation**



**Intake &  
Welcome**



**Safely Transition  
Towards Housing**



**Support &  
Access to Services**



**Identify Barriers,  
Set Goals**



**Successfully  
Move Into Housing**



Jim came to Albuquerque from out of state with no connections in the area and needed a safe place to stay. Following a heart attack, Jim started staying at the Albuquerque Opportunity Center.

On his first night at the Albuquerque Opportunity Center, Jim met with our Exit Planner who connected him to resources. He then found a job and started working towards getting housing. Jim is a very driven person and set up markers for success for himself. He shared with staff that his heart attack set him back a week, but with support from the staff at the Albuquerque Opportunity Center, he quickly got back on track to save enough money for his own place. The resources and staff at the Albuquerque Opportunity Center were crucial in supporting Jim on his journey home.

# Permanent Supportive Housing

Housing is the solution to homelessness and our aim is to transition all of our clients into permanent housing. Our two permanent housing programs, Albuquerque Heading Home and Families Heading Home, utilize a Housing First

approach that prioritizes those most in need and stabilizes them through affordable housing and case management. An independent study showed that it's 31.6% cheaper to house the chronically homeless than to leave them unhoused.



**Coordinated  
Entry  
Prioritization**



**Housing  
Intake  
Application**



**Case Management  
Assignment With  
Partner Agencies**



**Housing  
Voucher  
Issued**



**Search For  
Housing &  
Sign Lease**



**Continued  
Support  
Services**



**Discharge to  
Independent  
Housing**

The Begay family is an example of how providing housing for people translates to providing healthcare for people. Before they were connected with Heading Home, they lost their housing, employment, and support network. The family was living without electricity or running water. When their new baby was born with critical health challenges, their living conditions did not support the necessary medical equipment to keep him alive. Heading Home received a referral for the family just before Child Protective Services was going to take custody of their baby due to their lack of housing.

Families Heading Home provided the family with housing and continued support. The Begay family is housed, healthy, happy, and proud of all they have been able to accomplish.



# Philanthropy

Ruth, Diane, and Katie Ogawa represent three generations of Heading Home supporters. Each of the Ogawa women have contributed in their own way through their professional connections, resources, and volunteer time.

Together they have facilitated countless furniture donations, spearheaded annual fundraisers, contributed financially, and advocated for our clients.

# Volunteers

Volunteers are an integral part of how Heading Home fulfills its vision. We provide meaningful opportunities for individuals, organizations, and corporations to contribute to our solutions to homelessness. Activities for volunteers include making face coverings-something Kathleen (pictured above) helped with during the Covid-19 pandemic- moving furniture, gardening, social support for individual clients, and group activities like assembling "Welcome Home Baskets" for our clients. There's a fit for everyone!



# Your Return on Investment for FY 2020



Through All Heading Home Programs

## EMERGENCY HOUSING

	CLIENTS SERVED
ABQ Opportunity Center	792
24/7 Respite Care	215
Westside Emergency Housing Center	3,369

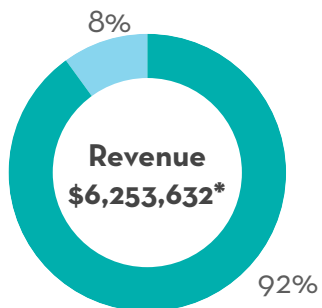
## PERMANENT SUPPORTIVE HOUSING

ABQ Heading Home	167
Families Heading Home	116

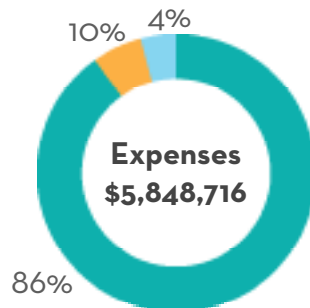
## PRIORITIZED OUTREACH

ABQ StreetConnect	121
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## Financials



\$5,677,258	\$479,057
Contracts	Grants & Contributions



\$5,058,931	\$611,583	\$178,202
Programs	Admin	Fundraising

\*Other Revenue \$97,316 < 2%

# Heading Home Board

**Joseph Olson, Chair**  
Bank of the West

**Laurel Nesbitt, Vice Chair**  
Disability Rights New Mexico

**Stella Chan, Secretary**  
PNM

**Ray Ziler, Treasurer**  
DreamSpring

**Katie Douglas, Director at Large**  
UNM Family Medicine Resident

**Chris Armijo**  
Core 4 Agency

**Micheal Bowen**  
Waterstone Mortgage

**Scott Cameron**  
University of New Mexico School of Law

**Joseph Griego**  
Care Tactics CPR

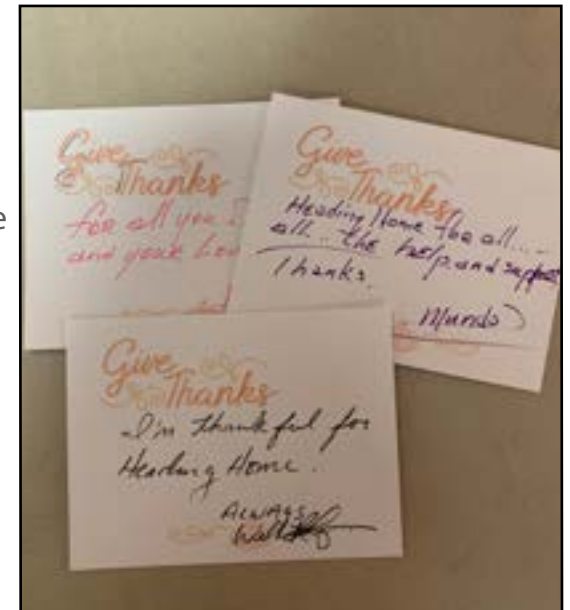
**Trey Hammond**  
La Mesa Presbyterian Church

**Robin Dozier Otten**  
RDO Strategic Consultants

## Thank You

We know that the solution to homelessness is housing. Through your support, together we have saved lives and money by housing those most in need in our community.

Collaboration is at the core of our work in the community. We thank the many individual donors, foundations, corporations, and institutions that supported Heading Home's work in 2020.



**We are grateful to all of you!**



workpla  
campaigns, you c  
designate your gift for  
Heading Home!

HEADING HOME  
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HEADING HOME ORG

GET INVOLVED



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Please contact us at [info@HeadingHome.org](mailto:info@HeadingHome.org) to find out how you can be part of this community-wide solution to homelessness and find us on social [@HeadingHomeNM](https://www.instagram.com/HeadingHomeNM).