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MAKING THE LEAP TO END HOMELESSNESS

JPMorgan Chase to invest in program that supports The Way Home local homeless response system and addresses the affordable housing crisis.

Houston, TX – Citing increased rents and a sharp drop in vacancies after Hurricane Harvey, JPMorgan Chase & Co. has joined with the Houston Housing Authority, Coalition for the Homeless, CSH and the City of Houston to launch the Landlord Engagement and Assistance Program (LEAP), a new initiative designed to boost the availability of affordable rental units by bringing Houston’s landlords together with prospective tenants who are experiencing homelessness. The new initiative was announced at a joint press conference on June 13 at Houston’s City Hall, helmed by Samantha Maggiani, Carolyn Watson, Tory Gunsolley, and Marilyn Brown.

Thanks to a \$300,000 grant from JPMorgan Chase, LEAP will fund a full-time staff person to operate as a liaison to landlords on behalf of The Way Home homeless response system and local housing and services providers. By dedicating staff and offering intensive hands-on support, LEAP will become a one-stop shop for landlord partners, helping them navigate various government agencies and the subsidy process or troubleshooting tenant-related issues.

“Working together, we can provide desperately needed housing for the most vulnerable among us— young people aging out of foster care, the elderly and disabled, homeless veterans and families looking to pull their lives back together after Hurricane Harvey,” said Carolyn Watson, head of philanthropy for JPMorgan Chase in Houston. “Our partnership will do more than address affordable housing. Together, we can change the lives of homeless Houstonians.”

Based on data compiled by the U.S. Department of Housing and Urban Development and the U.S. Census Bureau, Houston ranks third worst in housing availability for extremely low-income households among all major metro areas in the country. This situation has been exacerbated by the aftermath of Hurricane Harvey’s unprecedented flooding in August 2017. Because so many people were displaced and needed housing after the storm, the inventory of available apartment units has drastically decreased causing rents to soar.

“We continue to work with multiple stakeholders to find innovative ways to address Houston’s Affordable Housing Crisis – a crisis exacerbated by Hurricane Harvey, a crisis that disproportionately impacts our most vulnerable Houstonians,” said Tory Gunsolley, President/CEO with the Houston Housing Authority. “The Houston Housing Authority is happy to further The Way Home’s process by hosting the Landlord Liaison position within our organization and providing them with ample resources and opportunity to strengthen partnerships with landlords.”

“LEAP was a good idea and needed even before Harvey,” said Marilyn L. Brown, President/CEO with Coalition for the Homeless (lead agency to The Way Home). “Several years ago, Houston as a community made ending homelessness a priority and set out to design a strategic approach to find landlords willing to rent to those in need, leveraging existing housing stock while planning for new affordable housing to be built. With the help of JPMorgan Chase, we are now able to implement a

structured process with goals and measurements for progress.”

In addition to the shortage of inventory and higher housing costs, households experiencing homelessness face other barriers including past evictions, poor or no credit, justice-involved records, and discrimination based on race, family composition, housing status, and income source (including the use of rental subsidies). LEAP aims to not only remove barriers into housing through education and technical assistance to landlords, but by also offering an educational program for The Way Home renters that will help build the skills necessary for successful tenancy. Through these efforts, LEAP will advance the work to prevent and end homelessness while simultaneously building stronger communities.

“Landlords with existing rental units are the largest suppliers of affordable housing in Houston so this makes them critical partners in helping people quickly exit homelessness and work toward a path of stability,” said Samantha Maggiani with CSH. “Based on our work and experience, we believe successful landlord partnerships must be locally driven, involving ongoing and consistent engagement and education, and that’s exactly what LEAP will do.”

To learn more about property management partnership with The Way Home, visit:
<http://www.thewayhomehouston.org/take-action/property-managers/>.

SOCIAL MEDIA:

Facebook: @cshorg, @TheWayHomeHOU, @housingforhouston and @jpmorganchase

Twitter: @cshinfo, @homelessHOU, @housing4houston and @jpmorganchase @HoustonTX

IMAGES: TK

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ABOUT CSH

CSH has been the national leader in supportive housing for over 25 years. We have worked in 48 states, including Texas, to help create stable, permanent homes for individuals and families. This housing has transformed the lives of over 200,000 people who once lived in abject poverty, on our streets or in institutions. A nonprofit Community Development Financial Institution (CDFI), CSH has earned a reputation as a highly effective, financially stable organization with strong partnerships across government, community organizations, foundations, and financial institutions. Our loans and grants totaling over \$750 MM have been instrumental in developing supportive housing in every corner of the country. Through our resources and knowledge, CSH is advancing innovative solutions that use housing as a platform for services to improve lives, maximize public resources, build healthy communities and break the cycle of intergenerational poverty. Visit us at csh.org to learn more.

ABOUT COALITION FOR THE HOMELESS & THE WAY HOME

The Coalition for the Homeless is a non-profit, 501(c)3 whose mission is to provide leadership in the development, advocacy and coordination of community strategies to prevent and end homelessness. The Coalition serves as Lead Agency to The Way Home. For more information on the Coalition, including a snapshot of efforts from 2012 to present, please access our digital [Press Kit](#). For additional information on The Way Home, please visit the system’s digital [Press Kit](#). Learn more at www.homelesshouston.org.

ABOUT HOUSTON HOUSING AUTHORITY

The Houston Housing Authority provides affordable homes and services to more than 58,000 low-income Houstonians, including over 17,000 families housed through the Housing Choice Voucher Program and another 5,700 living in 25 public housing and tax credit developments around the city. HHA also administers one of the nation’s largest voucher program exclusively serving homeless veterans. More information about the Houston Housing Authority can be found at www.housingforhouston.com.

ABOUT JPMORGAN CHASE

JPMorgan Chase & Co. (NYSE: JPM) is Houston’s largest bank with 6,000 local employees and more

than 200 local branches. After Hurricane Harvey, Chase provided more than \$30 million in immediate relief including discounted interest rates on new auto loans, not charging interest on some mortgages, waived and refunded fees, and about \$6 million in company- and employee-donations to nonprofits focused on the Houston area. Information about JPMorgan Chase & Co. is available at www.jpmorganchase.com.