

# Functional Zero 101

## Social Media Toolkit

*Evergreen*

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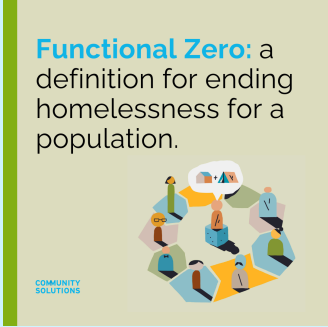

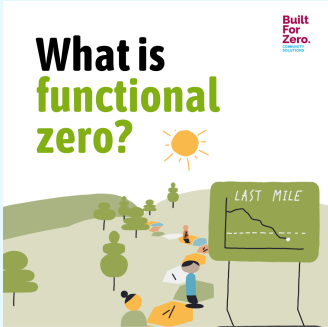
### Resources

- [▶ What Is Functional Zero?](#)
- [Blog: What is functional zero?](#)
- [Blog: Functional zero and the importance of sustaining it](#)
- [Blog: What does it mean to achieve functional zero for all populations?](#)
- [Blog: Urban Institute "The value of ending chronic and veteran homelessness in Built for Zero communities"](#)

### Graphics

- [Graphics](#) (drive)
- [Graphics](#) (Canva)

### Social Copy

Facebook / Instagram / LinkedIn	Tweet	Creative
<p>Using data, our community has changed how our local homeless response systems work and the impact we can achieve.</p> <p>As a @BuiltForZero community, our goal is to achieve a milestone known as functional zero — an ongoing state where homelessness is continuously rare, brief and non-recurring for an entire population.</p> <p>Learn more →  <a href="https://community.solutions/built-for-zero/functional-zero/">https://community.solutions/built-for-zero/functional-zero/</a> #HomelessnessIsSolvable</p>	<p> Leveraging data has transformed our local homeless response systems, enhancing our impact significantly. As a @BuiltForZero community, we're striving for functional zero—a state where homelessness is rare, brief, and non-recurring. 🏠  Discover how →  <a href="https://community.solutions/built-for-zero/functional-zero/">https://community.solutions/built-for-zero/functional-zero/</a> #HomelessnessIsSolvable</p>	 <p><b>Functional Zero:</b> a definition for ending homelessness for a population.</p> <p><a href="#">Download</a> or <a href="#">edit</a> (aka add your logo!)</p>
<p>Homelessness is solvable but it requires clearly defined goals toward a shared reality. Functional zero is a milestone that shows we have measurably ended homelessness for a population and that we are maintaining that end. Learn more →  <a href="https://community.solutions/built-for-zero/functional-zero/">https://community.solutions/built-for-zero/functional-zero/</a> #HomelessnessIsSolvable</p>	<p> Homelessness is solvable with clearly defined goals. Functional zero is our milestone, proving we've not only ended homelessness for a population but are maintaining that success. 🌍  Explore how we're working toward it →  <a href="https://community.solutions/built-for-zero/functional-zero/">https://community.solutions/built-for-zero/functional-zero/</a> #HomelessnessIsSolvable</p>	 <p><b>What is functional zero?</b></p> <p><a href="#">Download</a> or <a href="#">edit</a> (aka add your logo!)</p>

Ending homelessness is the result of hard work toward creating a new reality where homelessness remains rare and brief.

When a community reaches functional zero for a specific population, it means they have fewer people experiencing homelessness than those accessing safe and stable, permanent housing.

Learn more about functional zero and why we are working toward it. →  
<https://community.solutions/built-for-zero/functional-zero/> #HomelessnessIsSolvable

Achieving functional zero is a critical step toward an equitable future where homelessness is never inevitable, inescapable, or a way of life. Learn more →  
<https://community.solutions/built-for-zero/functional-zero/> #HomelessnessIsSolvable

☀️ Solving homelessness takes hard work to create a reality where it's rare and brief. Reaching functional zero means more people find permanent housing than those falling into homelessness.

🔗 Dive deeper into why we strive for functional zero →  
<https://community.solutions/built-for-zero/functional-zero/> #HomelessnessIsSolvable

🌍 Achieving functional zero is vital for an equitable future where homelessness is neither inevitable nor inescapable. Homelessness is a challenge we can overcome.

🔗 Learn more →  
<https://community.solutions/built-for-zero/functional-zero/> #HomelessnessIsSolvable

COMMUNITY SOLUTIONS

**Solving homelessness takes hard work.**

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**A future where homelessness is never inevitable, inescapable, or a way of life.**



COMMUNITY SOLUTIONS

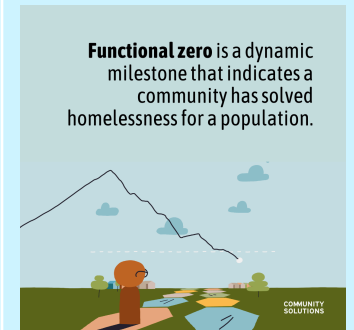
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Functional zero is a dynamic milestone that indicates a community has solved homelessness for a population. Learn why we are working to achieve this goal!

<https://community.solutions/built-for-zero/functional-zero/> [/ #HomelessnessIsSolvable](#)

☀️ Functional zero is not just a goal, it's a dynamic milestone showing a community has effectively solved homelessness for a population. Discover why we're committed to this crucial achievement!

🔗 Learn more → <https://community.solutions/built-for-zero/functional-zero/> [/ #HomelessnessIsSolvable](#)



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What does it mean to achieve functional zero? It's not just a goal but a reality where homelessness is rare and brief.

Through the Built for Zero movement, communities like ours are committing to making homelessness solvable.

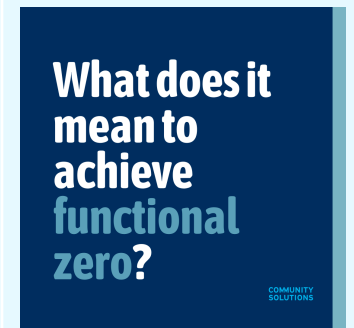
In short, functional zero means we have enough systems in place to ensure that homelessness does not exceed our capacity to provide timely and effective housing solutions.

Together, we're building a future where homelessness is rare and brief. 🏠☀️

<https://community.solutions/built-for-zero/functional-zero/> [/ #HomelessnessIsSolvable](#)

☀️ What does achieving functional zero mean? It's not just a goal—it's the reality of making homelessness rare and brief. Through the Built for Zero movement, we're ensuring our systems can always meet the need for timely, effective housing solutions.

🏠☀️ [/ #HomelessnessIsSolvable](#)  
🔗 Learn more: <https://community.solutions/built-for-zero/functional-zero/>





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Achieving functional zero means more than just numbers; it's about creating equitable systems.

We focus on addressing disparities, particularly related to race and ethnicity, ensuring that our solutions do not perpetuate existing inequalities.


By tracking specific indicators, our community strives toward a fair and just approach in resolving homelessness for everyone. Learn more: <https://community.solutions/built-for-zero/functional-zero/> #HomelessnessIsSolvable

 Achieving functional zero isn't just about the numbers — it's about building equitable systems. We're committed to addressing disparities, especially in race and ethnicity, to ensure our efforts do not perpetuate inequalities.

 Learn more: <https://community.solutions/built-for-zero/functional-zero/> #HomelessnessIsSolvable

COMMUNITY SOLUTIONS  
**Achieving functional zero means more than just numbers... it's about creating equitable systems.**


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 Understanding functional zero: To effectively tackle homelessness, we need a clear, measurable definition that all stakeholders can rally behind.

Functional zero provides this by ensuring homelessness is rare, brief, and non-recurring, holding our efforts accountable and fostering equitable outcomes.

This approach isn't just about solving the problem temporarily; it's about sustaining a reality where homelessness is rare and brief. <https://community.solutions/built-for-zero/functional-zero/> #HomelessnessIsSolvable

To effectively tackle homelessness, we need a clear, measurable definition. Functional zero offers this, ensuring homelessness is rare, brief, and non-recurring. This approach isn't temporary—it's about sustaining a future where homelessness is rare and brief.

 <https://community.solutions/built-for-zero/functional-zero/> #HomelessnessIsSolvable

COMMUNITY SOLUTIONS  
**It's all about sustaining a future where homelessness is rare and brief.**

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## ☀ Understanding Functional Zero in Our Community

🏠 What does functional zero mean? It doesn't mean that no one is experiencing homelessness. Instead, it signifies that we've reduced homelessness to levels well within our ability to effectively help those in need.

Think of our approach like a well-functioning hospital: it might not prevent all illnesses, but it ensures everyone gets timely and appropriate care to recover.

<https://community.solutions/built-for-zero/functional-zero/>  
/ #HomelessnessIsSolvable

🏠 Functional zero doesn't mean no one will experience homelessness. It means we've reduced it to levels where we can effectively support those in need. Like a well-functioning hospital, we ensure everyone gets the care they need to recover.

🔗 <https://community.solutions/built-for-zero/functional-zero/>  
#HomelessnessIsSolvable



COMMUNITY SOLUTIONS

**Understanding  
Functional Zero  
in Our Community**

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