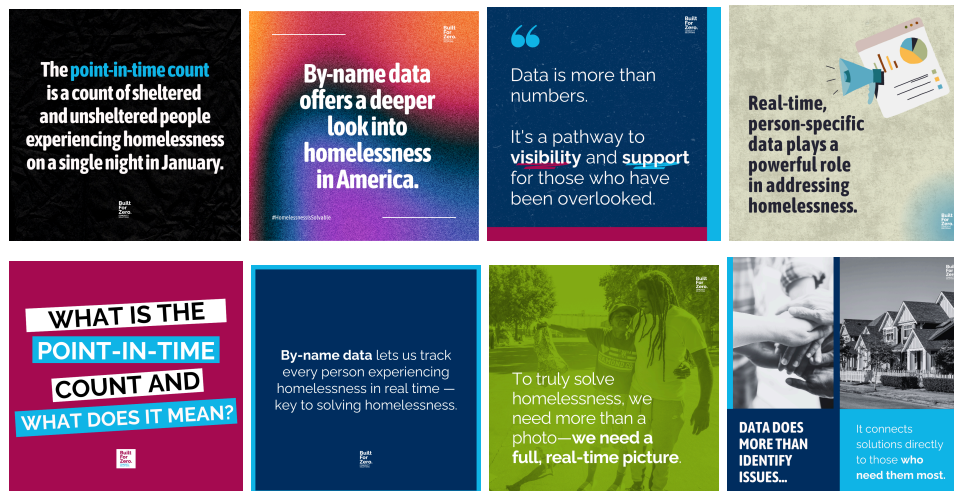# Social Media Toolkit

Resources to talk about the 2024 Annual Homeless Assessment Report (AHAR)
and the 2025 point-in-time (PIT) count

Please contact Lisa Tran at ltran@community.solutions or Katie Stasa at kstasa@community.solutions with any questions.

Visual content

- [Link to all graphics](#)
- [Link to editable graphics on Canva](#) (hint: add your logo!)

Hashtags

- #HomelessnessIsSolvable
- #PITCount
- #ByNameData

Social Copy - 2024 AHAR

Facebook / Instagram / LinkedIn	X/Twitter
📢 The 2024 Annual Homeless Assessment Report (AHAR) shows that homelessness has reached record highs — 771,480 people without a safe place to call home. In [Insert community name], we're committed to being part of the solution. Our work has led to measurable progress, showing that change is possible. 🌟 We've reduced [insert relevant progress stat — ex. "veteran homelessness by X% since [year]."] The challenges are significant, but we know they're solvable when we work together. #HomelessnessIsSolvable	📢 The 2024 AHAR shows homelessness at record highs — 771,480 people without homes. In [Insert community name], we're driving progress with real solutions. 🌟 We've reduced [insert relevant stat] through collaboration and data-driven action. The challenges are big, but together, they're solvable. #HomelessnessIsSolvable #BuiltForZero

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The 2024 AHAR shows that:
🏠 771,480 people are without homes across the U.S.
💔 Families with children experienced a 39% increase in homelessness.

But progress is possible. Here in [Insert community name], we're seeing measurable results:
🌟 ==[Highlight community achievement — ex. "We've achieved a X% reduction in overall homelessness since [year]."]==

We're part of a growing movement that's proving homelessness is solvable.

#HomelessnessIsSolvable

The 2024 AHAR shows:
🏠 771,480 people without homes.
💔 A 39% increase in family homelessness.

But progress is possible. In ==[Insert community name]==, we've ==[insert achievement—ex. "reduced overall homelessness by X% since [year]."]==

We're proving homelessness *is* solvable.

#HomelessnessIsSolvable #BuiltForZero

Homelessness among families with children rose 39% this year.

Here in ==[Insert community name],== we're working to ensure every family has a safe place to call home. 🌟

Progress is possible — and we're proving it with:
✅ ==[Insert key local achievement — ex. "reduced veteran homelessness by X%"]==.

Together, we can solve homelessness for all.

#HomelessnessIsSolvable

Homelessness among families with children rose 39% this year.

In ==[Insert community name]==, we're working to ensure every family has a home. 🌟

Progress is possible — we've ==[insert local achievement]==.

Together, we can solve homelessness for all.

#HomelessnessIsSolvable #BuiltForZero

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The 2024 AHAR shows homelessness at record highs:

🏠 771,480 people without homes.
💔 A 39% increase among families with children.

These numbers are staggering. But here in [Insert community name], we know progress is possible. We've seen it firsthand:
✅ [Insert key local stat — ex. "X% reduction in veteran homelessness since [year]."]
✅ [Additional bright spot, if relevant].

This isn't just a crisis — it's a call to action. With proven strategies, collaboration, and real-time data, we're building a future where homelessness is rare and brief.

Let's continue to make change.

#HomelessnessIsSolvable

The 2024 AHAR shows homelessness at record highs:
🏠 771,480 people without homes.
💔 39% increase in family homelessness.

But in [Insert community name], progress is possible:
✅ [Insert local stat — ex. "X% reduction in veteran homelessness since [year]."]

This isn't just a crisis — it's a call to action.
#HomelessnessIsSolvable

The 2024 AHAR shows:
🏠 Homelessness at record highs.
💔 Families with children saw a 39% increase this year.

But it also shows progress:
🌟 Veteran homelessness dropped 7.5% nationally.
🌟 Here in [Insert community name], we've [insert community achievement].

We're committed to making these solutions work for everyone.

The 2024 AHAR shows:
🏠 Record-high homelessness.
💔 39% increase in family homelessness.

But there's progress:
🌟 Veteran homelessness dropped 7.5% nationally.
🌟 In [Insert community name], we've [insert achievement].

We're committed to making solutions work for everyone.

#HomelessnessIsSolvable #BuiltForZero

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#HomelessnessIsSolvable

📊 What's missing in the data?	The annual PIT count captures a moment, not a movement.
The PIT count offers a snapshot of homelessness —but it doesn't tell the full story.	Real-time, by-name data tracks homelessness as it happens, empowering communities to drive meaningful change.
As Invisible People highlights, communities using real-time, by-name data provide a clearer, more accurate picture of homelessness and progress.	In [Insert community name], we've seen it work firsthand: ✅ [Insert success stat].
In [Insert community name], real-time data is helping us track who needs housing, connect them to support faster, and measure results in real time.	Learn more about how data can change everything: https://invisiblepeople.tv/the-pit-counts-pitfalls-rethinking-homelessness-data/
📰 Read more: https://invisiblepeople.tv/the-pit-counts-pitfalls-rethinking-homelessness-data/	#HomelessnessIsSolvable #BuiltForZero
#HomelessnessIsSolvable #BuiltForZero	

Social Copy - Point-in-time count

Facebook / Instagram / LinkedIn	X/Twitter

📊 **What is the point-in-time count?** It's a one-night snapshot of homelessness in America, conducted annually to track trends and inform solutions. To truly solve homelessness, we need more than a photo — we need a full, real-time picture.

In [community name] we are committed to measuring homelessness in real-time.

We work to maintain a list of every person experiencing homelessness. Learn how this helps us make data-driven decisions, prioritize resources, and ensure we leave no one behind.

Learn more about by-name data:
https://community.solutions/quality-by-name-data/

#HomelessnessIsSolvable #PITCount #ByNameData

📊 **What is the point-in-time count?** It's a one-night snapshot of homelessness in America, conducted annually to track trends and inform solutions. To truly solve homelessness, we need more than a photo — we need a full, real-time picture. #PITCount #HomelessnessIsSolvable #ByNameData

🔗 Learn how:
https://community.solutions/quality-by-name-data/

📊 Data is more than numbers; it's a pathway to visibility and support for those who have been overlooked.

Volunteers, local organizations, & HUD unite for the **point-in-time count** every January, capturing data to end homelessness.

But to solve homelessness, we need more than a one-night snapshot — we need a real-time, person-centered approach.

This is why Built for Zero communities like ours collect and use by-name data monthly to understand every person experiencing homelessness, their needs, and how to help them home.

📊 Data isn't just numbers — it's a pathway to visibility and support for those overlooked.

While the PIT count offers a vital snapshot, **Built for Zero communities like ours go further**. With real-time, by-name data, we track every person experiencing homelessness — and drive lasting solutions.

#HomelessnessIsSolvable #PITCount #ByNameData

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#HomelessnessIsSolvable #PITCount #ByNameData	
We may see an increase in homelessness when we commit to better data collection. As our picture becomes clearer, we prepare for an initial rise in numbers. This isn't a setback; it's a crucial phase in our journey. Understanding the full scale of homelessness is essential to developing truly effective solutions. By dedicating ourselves to identifying each person experiencing homelessness, we often unveil a deeper truth — there are more individuals in need than we ever anticipated. This isn't just about counting heads; it's about recognizing our neighbors and bringing them home. Learn why we are committed to using by-name data to solve homelessness in [community name]. https://community.solutions/quality-by-name-data/ #HomelessnessIsSolvable #PITCount #ByNameData	📊 Better data can reveal more homelessness than we expected. This isn't a setback — it's progress. By understanding the full scale of the challenge, we can build truly effective solutions. By-name data helps us see each person and bring them home. Learn more: https://community.solutions/quality-by-name-data/ #HomelessnessIsSolvable #PITCount #ByNameData
⏰ One-night counts offer a snapshot, but real-time data gives us the whole story. Annual counts provide one-night snapshots, but homelessness changes every night. In [community name] we are committed to measuring homelessness in real time. We work to maintain a list of every person experiencing homelessness. Using information collected and shared with their consent, each person on the list has a file that includes their name, homeless history, health, and housing needs.	⏰ One-night counts offer a snapshot, but **real-time data tells the full story.** In [community name], we track every person experiencing homelessness — by name, history, and need — so no one is left behind. Learn how by-name data drives smarter, faster solutions: https://community.solutions/quality-by-name-data/ #HomelessnessIsSolvable #PITCount #ByNameData

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Learn how this helps us make data-driven decisions, prioritize resources, and ensure we leave no one behind.
https://community.solutions/quality-by-name-data/

#HomelessnessIsSolvable #PITCount #ByNameData

🔍 By dedicating ourselves to understanding the unique story of each person experiencing homelessness, we often unveil a deeper truth — there are more individuals in need than we ever anticipated. This isn't just about counting heads; it's about recognizing and addressing each human story.

📈 As our picture becomes clearer, we prepare for an initial rise in numbers. This isn't a setback; it's a crucial phase in our journey. Understanding the full scale and complexity of homelessness is essential to developing truly effective solutions.

🌟 Acknowledging the entire scope of homelessness is more than a statistical exercise; it's the first, vital step toward creating meaningful change. By seeing and understanding the complete picture, we're better equipped to address and ultimately solve this critical issue. #HomelessnessIsSolvable

🔍 Seeing the full scope of homelessness isn't a setback — it's progress.

When we track each person experiencing homelessness by name, we often discover more people in need than expected. But this clarity fuels better solutions.

Knowing the full story is how we create lasting change. #HomelessnessIsSolvable

🔍 Homelessness is always changing — so our data should too.

Instead of relying on one-night counts, Built for Zero communities like ours use by-name, real-time data. It tracks every person experiencing homelessness, their needs, and their path home.

📚 The point-in-time count is a start, but it's not the full picture.
The PIT count offers an annual snapshot of homelessness — but homelessness is always changing. Built for Zero communities like ours are moving beyond snapshots by using real-time, by-name data. #HomelessnessIsSolvable #PITCount #ByNameData

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Learn how we are enhancing our data strategies:
https://community.solutions/quality-by-name-data
#HomelessnessIsSolvable #PITCount #ByNameData

🤝🧩🔍 The **point-in-time count** is only one piece of the puzzle.

The point-in-time count highlights the scope of homelessness, but **real-time by-name data** is key to solving it. Learn more https://community.solutions/quality-by-name-data
#HomelessnessIsSolvable #PITCount #ByNameData

🤝 The **point-in-time count** is only one piece of the puzzle. Real-time by-name data helps communities build lasting solutions to homelessness. 🧩✨ Learn more https://community.solutions/quality-by-name-data
#HomelessnessIsSolvable #PITCount #ByNameData