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HomeAid Colorado: Rebuilding Lives, Homes, and Its Image

HomeAid Colorado unveils a new brand image to make a deeper impact on a broader audience

DENVER – April XX, 2006 – HomeAid Colorado, a non profit that builds transitional housing for the temporarily homeless, has unveiled a new brand identity to bring people up close and personal to the plight Colorado's homeless. As a result, HomeAid Colorado has a more personal look and feel, a new logo and an updated national Web site.

“The new brand better reflects HomeAid's role in bringing builders together with care providers that serve the homeless population to build dignified structures. Ultimately, Colorado's transitionally homeless have a place where they can rebuild their lives,” said Laura Brayman, executive director of HomeAid Colorado.

HomeAid Colorado plans to have its new brand fully integrated in Colorado by the end of March. The national affiliate began integrating the organization's new image in 2005.

On any given night, nearly 10,000 people in Colorado are homeless, and most of those people are families with children. According to the Metropolitan Denver Homeless Initiative's September 2000 count, the number has steadily increased as housing prices escalate and vacancies dwindle throughout the state. Because of its tight relationship with local builders, HomeAid is able to provide large-scale solutions and the resources for families in crisis, most of whom are only temporarily homeless because they have fallen on hard times, to rebuild their lives in dignity.

Long term, the new brand is expected to more clearly define the many and diverse faces of homelessness. Families in crisis are difficult to recognize because this homelessness is not caused by a lack of unwillingness to work, but rather by an unforeseen, life-altering circumstance. The first time homeless make up approximately 80 percent of shelter users and rarely return to the shelter system after they leave. Its new, more personal look and feel is also hoped to make a deeper impact on a broader audience that will elevate the organization's influence.

HomeAid Helps Colorado's Homeless

HomeAid brings two groups together – professional homebuilders and charitable organizations. HomeAid assists charitable organizations that have proven they are

committed to caring for the temporarily homeless, connecting them with professional homebuilders who provide the talent, resources and labor to build quality housing. Because much of the work and supplies are donated, HomeAid builds quality housing at very little cost to homeless service agencies.

HomeAid Colorado works with care providers and other non-profits that provide services to Colorado's homeless to identify areas that need new, high-quality shelters. Then, HomeAid identifies a participating home builder (the builder captain) who oversees and manages the project and leverages his relationships with skilled labor and building trades to obtain donated labor and materials to build the homes.

All skilled labor and building trades who work on HomeAid projects are licensed and insured. Only experienced workers build HomeAid homes, so the finished shelters are the same high quality as those homes built for conventional homeowners. Once the home is built, the builder turns the property over to the care provider. The care provider owns and operates the property to serve the needs of its homeless population, according to its own policies and procedures. Ultimately, HomeAid provides the resources, so Colorado's homeless have high-quality temporary homes comparable to other homeowners in which to rebuild their lives.

Currently HomeAid Colorado is working on several projects: a triplex for Emergency Family Assistance Association in north Boulder, three town homes for Partners in Housing in Colorado Springs, and four units for The Third Way Center at Lowry in Denver.

For more information about HomeAid Colorado visit www.hacolo.org.

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