

## \$1M TO FIGHT HOMELESSNESS

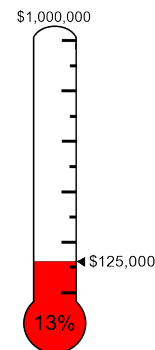
The technology revolution has transformed Santa Clara County into Silicon Valley, the globally-recognized hub of innovation. Thousands of technology companies have started up and grown in the area, offering high-paying jobs that have drawn in millions of people from all across the World. The influx of people and the limited supply of housing has caused home prices to skyrocket all across the Bay Area. This unfortunately has caused affordable housing to become extremely difficult to find for thousands of Santa Clara County residents.

Unfortunately, many have fallen into homelessness, often through unfortunate circumstances such as family crisis, illness, or job loss. The Santa Clara County Realtors Foundation is committed to making our community a better place to live — for ALL people. As a result, the Foundation launched the **\$1 Million Homeless Challenge** in 2015, to raise funds in support of local organizations who are working towards addressing homelessness in Santa Clara County.

We have already raised over \$100,000 — we hope you will join us in making Santa Clara County a better place to live!

### *Our Goal Progress*

***The \$1 Million Homeless Challenge seeks to support the people who, for whatever reason, have fallen on hard times and need someone to listen and to help.***



# Our Impact on Santa Clara County

There are over 7,000 people who are homeless in Santa Clara County. Many of those who are homeless are children and families, such as single mothers with children, same sex couples with children, grandparents and grandchildren, or entire conjugal families. Others are veterans, students, disabled persons, victims of domestic violence, or recently unemployed people.

The goal of the \$1 Million Homeless Challenge is to support organizations that help those most vulnerable in our communities. We are so proud to support the great work that the organizations below are doing to help the homeless population in Santa Clara County. By partnering with these benefiting organizations, we believe our funds can do the most good for the most amount of people.

## The Bay Area Housing Crisis

Unfortunately, as is often the case, there is a cost to progress. For lower-income, working-class families, the high cost of living in the Bay Area can present several challenges. Affordable daycare is often hard to find, lagging infrastructure causes hours in traffic delays, and affordable rent — because the average home price of over \$800,000 is completely out of reach for most average wage-earners — is nearly impossible. For individuals and families who already live within limited means, one small series of events — an unexpected medical bill, a death in the family, a serious illness, a vehicle malfunction — can force hard-working people to the brink of homelessness. These mothers, fathers, sisters, brothers, spouses, partners, cousins, sons, daughters, grandmothers, and grandfathers become vulnerable to many elements out of their control, and often find themselves trapped.



**April Becerril, Realtor®**  
2018 Chair for the \$1M Homeless  
Challenge  
Santa Clara County Realtors®  
Foundation, Board Director

### ***\$1M Homeless Challenge Committee***

***Clayton Dodds***

*Director of Marketing, Brewer Offered & Pedersen LLP  
Santa Clara County Realtors® Foundation, Board Director*

***Ed Barrera, Realtor®***

*Santa Clara County Realtors® Foundation, Board Director*

***Cliff Brown***

*Senior Loan Consultant at Meriwest Mortgage*

Online Donations can be processed at [www.sccrfoundation.org/initiatives/homeless-challenge](http://www.sccrfoundation.org/initiatives/homeless-challenge)



## Join the 1% Club and Let's Help End Homelessness Together!

What is the 1% Club? Realtors who commit to 1% of their annual commission after splits or a minimum commitment of \$1000. Affiliates can also join the 1% Club by committing the same minimum \$1000.

What are the benefits of joining?

- ◆ Recognition in all SCCR Foundation Social Media Outlets and Website
- ◆ You will be recognized in the:
  - SCCAOR Minute Newsletter
  - SCCAOR Annual Officer Installation Gala
- ◆ Local Marketing Meetings
- ◆ You can use it as a Tax Write-Off
- ◆ Most importantly, you get to be part of a group who is making a difference to someone in need in the same communities we live and work in!

For more information contact, \$1M Homeless Challenge Chair, April Becerril at 408-420-1544

---

**Sing Up Today!**

Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_ Office: \_\_\_\_\_

My 2018 Donation will be: \_\_\_\_\_

CC# \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Exp. Date \_\_\_\_\_

CVD \_\_\_\_\_ Billing Address \_\_\_\_\_