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## **TAMPA HILLSBOROUGH HOMELESS INITIATIVE LAUNCHES HOME FOR THE HOLIDAYS CAMPAIGN**

**Tampa, Fla (December 22, 2021)** Tampa Hillsborough Homeless Initiative (THHI) in partnership with the Tampa/Hillsborough County Continuum of Care (CoC) announced today its “Home for the Holidays” campaign. The goal of this six month campaign is to partner with landlords and property managers to accelerate the placement of families and individuals experiencing homelessness into long-term housing. In an effort to increase the availability of safe and affordable rental units, the organization will expand its financial incentives to landlords to help drive down homelessness.

While rental prices have increased by 8.3% nationally, they’ve increased locally by approximately 33%. To increase availability to affordable housing, THHI via its community partners are offering financial incentives to landlords who have vacant rental units. Available incentives may include the following:

- Signing Bonus (up to 2 months rent)
- Security Deposit (up to 5 months rent)
- Risk Mitigation Fund
- Cleaning and Maintenance Fund

“The pandemic and the cost of housing has revealed a need for additional affordable housing,” said Antoinette Hayes-Triplett, CEO of Tampa Hillsborough Homeless Initiative. “Through the Home for the Holidays campaign, we have the opportunity to collaborate with landlords and property managers to create transformational change in the community we serve. Through these partnerships we hope to rapidly rehouse as many people as possible. Home for the Holidays expands on the notion that this is the season of giving; however, our fellow residents are in need of safe and affordable housing year round.”

For more information on the initiative or to register, visit [thhi.org/homefortheholidays](http://thhi.org/homefortheholidays).

To schedule media interviews, contact Toiaya Crawford at [toiaya@fifthavemgmt.com](mailto:toiaya@fifthavemgmt.com) or call 813.203.7616.

### **About Tampa Hillsborough Homeless Initiative**

The Tampa Hillsborough Homeless Initiative confronts the challenges endemic in tackling homelessness by creating and maintaining strategic synergistic relationships with federal, state, local, and private entities, through the utilization of metric-informed strategy, and through the implementation of best practices across the Continuum of Care. For more information, visit [thhi.org](http://thhi.org).

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