# PRESS RELEASE: BEFORE THE COUNT

We recommend that communities announce their PiT Count as early as possible. The following resource is a sample press release that explains the local and national benefits of PiT Counts. Note: the sample press release is designed for communities that are conducting a count for the first time. Communities that have previously conducted counts should include details about their past results. Refer to [Point-in-Time Count Toolkit](http://www.homelesshub.ca/pitcounttoolkit) for more information about media engagement.

**[Organization name]**

**[Organization logo]  
  
[Date]**

## [Community] to Participate in the Third Nationally Coordinated Point-in-Time Homeless Count

In 2020, **[Community]** will take part in a coordinated effort to measure homelessness across Canada.

In **[month of the count]** the [**name of organization/community entity]**, in association with **[significant partners and or funders]** and volunteers from the community will participate in the third nationally coordinated Point-in-Time (PiT) Homeless Count in Canada

Over [duration of the count], trained volunteers will count and survey individuals who are staying in shelters, short-term housing and sleeping rough (without shelter). Our PiT Count will provide a “snapshot” of homelessness in **[community]**.

It will indicate the *minimum* number of people experiencing homelessness in our community. Other forms of homelessness, such as people staying temporarily with friends, are not typically included in a PiT Count.

Our PiT Count will improve our understanding of the needs and circumstances of the people who are affected by homelessness in our community. The survey will provide us with key data on gender, age, ethnicity, veteran status and more.

Results from the PiT Count will be made publically available and we will use the results of the PiT Count to improve our response to homelessness. In the future, successive counts will allow us to measure progress towards our ultimate goal: ending homelessness in **[community]**.

The **[community]** PiT Count has received support from Reaching Home, Government of Canada’s Homelessness Strategy (Employment and Social Development Canada). In March and April of 2020, individuals experiencing homelessness will be counted in **[X]** communities across the country. The coordinated effort will help us to create a picture of homelessness in communities across Canada.

## Quotes

*Potential topics for quotes include: detailed information about the characteristics of your homeless population, volunteer engagement (recruitment, training, etc.), how you plan to use your PiT Count data, the importance of a national Pit Count.*

Examples:

“Previous estimates suggest that the number of people experiencing homelessness in Cityville is anywhere between 200 to 400 people; this difference is significant. As a service provider, it is important that we understand not just the extent of homelessness but who is experiencing homelessness. This Point-in-Time Count will help our agency to plan effectively and improve our response to those in need.”

– Shelter Manager, Cityville

"I am pleased to announce that our community has decided to join the movement towards ending homelessness by participating in the second national Point-in-Time Count. As we have seen across Canada, there has been a monumental shift in how we think about homelessness. Most importantly, there has been recognition that homelessness of any amount is unacceptable. By counting the minimum number of homeless individuals and families we have in our community, we will be able to both understand their needs and take the next step towards ending homelessness.”

– Mayor, Cityville

**[2-3 quotes from the PiT Count Coordinator, a member of the PiT Count Committee, a homeless-serving agency and/or local politician]**

## Media Participation

The media is invited to contact the PiT Count Coordinator for more information. At this time, we are withholding the exact date of the count. Too much advance notice may comprise the process.

Ensuring the safety and anonymity of our participants is our utmost priority. Media will not be invited to accompany PiT Count volunteers; however, the media is invited to attend a brief press conference on the day of the count. Further details will be made available shortly.

**[Name of Lead Organization/Community Entity]: [Description of Lead Organization/Community Entity; Website]**

## For more information:

* [Everyone Counts: Coordinated Point-in-Time Counts in Canada](https://www.canada.ca/en/employment-social-development/programs/homelessness/resources/point-in-time.html)
* [Homelessness Learning Hub: Point-in-Time Counts](https://www.homelessnesslearninghub.ca/courses/point-time-counts)
* [The Canadian Observatory on Homelessness: Point-in-Time Count Toolkit](https://www.homelesshub.ca/toolkit/point-time-count-toolkit)
* [The Canadian Definition of Homelessness](https://www.homelesshub.ca/sites/default/files/COHhomelessdefinition.pdf)

## Contact information

**[PiT Count Coordinator or Designated Media Liaison]**