# PRESS RELEASE: POST COUNT

The following resource is a sample press release to be used in the days following your count. 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 counts. This press release contains suggested language for communities that included hidden homelessness in their counts. Communities that focused only on the Core Populations should amend the sample text accordingly.

**[Organization name]**

**[Organization logo]

[Date]**

***Third Nationally Coordinated Point-in-Time Count Conducted in [Community]***

On **[insert date], [community name]** took part in a nationally coordinated effort, led by the Government of Canada’s Homelessness Strategy, Reaching Home, to measure homelessness in Canada.

The Point-in-Time Count, was led by **[lead agency]** in partnership with [**number of agencies]** including **[key partners].**

In total, **[number of volunteers]** were involved in the count. Over a period of **[length of count],** volunteers counted and surveyed individuals staying in emergency shelters, temporary accommodation and unsheltered locations, such as sidewalks, parks and other public places.

The count offers a “snapshot” of homelessness in **[community name]** on a single night. The results of the count will produce the *minimum* number of people experiencing unsheltered and sheltered homelessness in our community.

In addition to a count of absolute homelessness, individuals who were couch-surfing, staying temporarily with friends or family, were given the option to participate in the survey. While the PiT Count is not designed to measure the extent of couch-surfing in a community, those surveyed provided useful information about the experience of hidden homelessness in **[community name]**.

The results will improve our understanding of the needs and circumstances of the people who are affected by homelessness in our community. We will gain key data on gender, age, Aboriginal identity, veteran status and more.

Results from the PiT Count will be released on **[date]** at a launch event hosted by **[agency].** Volunteers, media, survey participants and local agencies are welcome to attend. Further information will be available shortly.

In the future, successive counts will allow us to measure progress towards our ultimate goal: ending homelessness in **[community name]**.

***Quotes***

*Potential topics for quotes include: recognition of volunteers, partners and survey participants, information about the volunteer experience, how you plan to use the results, the importance of a PiT count.*

Examples:

“As a social worker, I work with vulnerable populations daily. But, this is the first time I’ve participated in something like this. It was encouraging to see members of our community participate with such a willingness to learn about the experience of homelessness. It was a positive experience for me, and I know others.”

- Volunteer

“Though the count is behind us, our job is not finished. Over the coming weeks we will review the surveys, analyse the data and compile the results. Once the final report is complete, it will be time to take action on what we’ve learned.”

- Point-in-Time Count coordinator

“We are overwhelmed by the support from volunteers and our community agencies. On behalf of our community, I would like to thank everyone for their time, effort and commitment to the **[community]** 2020 Point-in-Time Count. I would especially like to thank those that participated in the survey and shared their experiences. It is with this level of collaboration and dedication that we will see an end to homelessness in **[community].**”

- Executive Director, **[lead agency]**

**[2-3 quotes from the PiT Count coordinator, a volunteer/team leader, a homeless-serving agency and/or local politician]**

***For more information:***

* **[Local PiT Count Website]**
* [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]**