



NATIONAL COALITION *for* HOMELESS VETERANS

At Your Service

HVRP Grantee Best Practices

Outreach and Enrollment Strategies – Being Smart About Outreach

Maintaining a partnership with a community organization is an essential aspect of an HVRP successfully engaging veterans in its program. However, it is important that HVRPs do not limit engagement to just one organization. Partnering with diverse providers will create even more opportunities across a variety of services, from employment to medical care. According to Barbara Ousley of Salvation Army Bell Shelter, “We do a significant amount of outreach at job fairs, resource fairs, but have a big partnership with the VA.”

With the right partnerships, an HVRP may not need to expend as many resources on outreach. John Briggs of Ohio Valley Goodwill Industries says, “Most of [our outreach] is actually done through previous relations we’ve had with agencies in the homeless community. We do less outreach ourselves than most other agencies. [...] We get probably 70% of our overall referrals from other agencies and they make a lot of placements for us.” Briggs cited the Vineyard Church as one such source of referrals.

Often, other programs within an organization can serve as an untapped resource. Ousley said her HVRP is able to connect veterans from Salvation Army Bell Shelter’s transitional housing program. Mo Gillen of Veteran Multi-Service Center said, “We have a day service program, a [GPD], which allows us to get folks in for a meal, a haircut, a shower, and then we talk to them about employment, we talk to them about housing. There’s a huge synergy right there that really is working.”

The Homeless Management Information Systems (HMIS) may be an additional way to work through the process of outreach, according to Gillen. Briggs said that Ohio Valley Goodwill Industries also has a presence within HMIS. Although HMIS utilization is not required by HVRP, it is required for most VA and HUD programs. Accessing HMIS can help you identify veterans enrolled in another HVRP and allow you to better track service utilization.

New grantees should look within their community for existing networks of service providers, even if there is no other HVRP grantee in the area. Dana Niemela of Denver Department of Human Services said that, “One of the reasons [veterans] know about us is because of a prior IVTP [Incarcerated Veterans Transition Program] grantee in the community [...] who did a fantastic job reaching out to Department of Corrections and making sure that his program participants knew about us. And because of the camaraderie within that community, word spread, they still know, even though the IVTP program doesn’t exist anymore.”