



NORTHWEST MICHIGAN
COALITION
TO END
HOMELESSNESS

Northwest Michigan Coalition to End Homelessness Messaging Framework

This document is a resource for the NWCEH messaging framework. It will provide NWCEH members with a set of tools to communicate the Coalition's vision, mission and values.

NWCEH Messaging Framework

Resource for Coalition Members

What is the NWCEH	The Northwest Michigan Coalition to End Homelessness is a collaboration of agencies and individuals all working together to make homelessness rare, brief, and one-time across NW Michigan.		
Vision	We envision thriving communities where all people experiencing homelessness have access to a variety of housing solutions and supports when needed to effectively end their experience of homelessness.		
Mission	To make homelessness rare, brief, and one-time throughout Northwest Michigan.		
Promise	<ul style="list-style-type: none"> - Providing the right resources at the right time to the right people to end their experience of homelessness. - Leadership and vision on how our communities can reach a functional end to homelessness. 		
Tagline	Housing ends homelessness.		
Brand Essence	We work tirelessly to ensure all people experiencing homelessness have the opportunity to access safe and affordable housing.		
Our Approach	Our approach is uplifting, empowering and solution focused. We inspire people with a feeling of hopefulness and confidence that we can end homelessness.		
Coalition Values	Collaboration, accountability, data-driven decision making		
Proof Points	Collaboration	Accountability	Data-Driven Decision Making
	We are a collaborative group of community organizations and individuals committed to making homelessness rare, brief and one-time across Northwest Michigan. Members of the NWCEH must understand the magnitude of the challenge and support each other to achieve our aspirations.	An undying commitment and obligation to accept responsibility or to account for one's actions in the work to end homelessness.	Making system-wide decisions based on actual data rather than intuition or observations alone. We are committed to the use of qualitative data gathered from persons with lived experience of homelessness.