

For Immediate Release

ShelterCare's 2022 Agents for Change Campaign

Who: ShelterCare provides housing and behavioral health services to individuals and families at risk of homelessness and those who are experiencing chronic homelessness. Our programs include Housing Services for Families, Short-Term Housing, Permanent Supported Housing, and Behavioral Health Services with the goal of moving program participants towards managing their own personal leases in the community.

What: Homelessness is the number one concern for community members in the Eugene/Springfield area. The community wants to know that something is being done about it. Home buyers want to know that something is being done. With over 1,000 licensed real estate agents in Lane County, individual agents can stand out by joining ShelterCare's Agents for Change! They can show their clients they are making a change in our community, and by working with that agent, they are directly making an impact.

ShelterCare, in Partnership with Here to Help Housing, will...

- Publish the agent's names, photos, and Brokerages in a full-color spread in Eugene Weekly
- Feature the agents in ShelterCare's E-Newsletter
- Host a group photoshoot
- Promote the campaign to local media
- Provide a digital badge for your email, social media, listing fliers, and website
- Individually highlight agents on the ShelterCare website and Social Media

See our Agents for Change so far here: <https://sheltercare.org/afc-2022/>

Watch the info video here: [ShelterCare's Agents for Change](#)

When: Sign-ups are due by December 31st, 2022. A four-page spread including each agent's name, photo, and brokerage will run in the Eugene Weekly January 26th, 2023 issue.

Why: This fundraiser will support housing and mental health services for our program participants so they can achieve their greatest level of independence.

November only: Here to Help Housing is sponsoring credit card processing fees!

With questions contact development@sheltercare.org

For more information, visit www.sheltercare.org/afc

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