



# HEP RISING:

*A Rally for Family Housing*

A CAMPAIGN TO CREATE SAFE & SUPPORTIVE  
HOUSING WHERE FAMILIES CAN THRIVE



HOMELESS EMPOWERMENT PROGRAM





# THE VISION

The **Homeless Empowerment Program (HEP)** - a proven leader in rebuilding the lives of low-income and homeless individuals, families, and Veterans - has launched the **HEP Rising Capital Campaign**, a transformative initiative to construct permanent housing with supportive services, including case management, for families in Pinellas County and the Tampa Bay area.

*Rally:* to bring into order again; gather and organize or inspire anew.

This campaign is more than just a construction project—it's an investment in stability, dignity, and opportunity for our community's most vulnerable families. Through this campaign, HEP will:

## *Build 35 Permanent Housing Units with Support Services:*

High-quality, sustainable, and safe two and three bedroom apartments for low-income families, including comprehensive wraparound support services.

## *Nurture Community & Stability:*

Creating a neighborhood where families can thrive and children can grow in a safe and nurturing environment.



3<sup>rd</sup>

**FLORIDA HAS THE THIRD  
HIGHEST RATE OF  
HOMELESSNESS IN  
THE NATION.**

SOURCE: FL. COUNCIL ON HOMELESSNESS 2025

1 in 6

**ONE IN SIX HOUSEHOLDS  
IN PINELLAS COUNTY  
SPEND MORE THAN 50%  
OF THEIR INCOME  
TOWARDS HOUSING.**

SOURCE: PINELLAS COUNTY GOVERNMENT ANALYSIS  
OF IMPEDIMENTS TO FAIR HOUSING 2025

# THE NEED

## *Affordable Housing Crisis*

In Pinellas County, there are hundreds of families and more than **4,000** known children who struggle to find safe, stable, and affordable housing - including Veterans with minor children.

Rising rental costs, limited housing inventory, and financial instability place undue burdens on hardworking parents and their children, forcing many into homelessness or substandard living conditions. Without a secure home, families face significant challenges in employment, education, and overall well-being.

**The average worker earning minimum wage (\$14/hr.) will have to work 98 hours a week to afford rent.**

- ▶ 24% of Florida's homeless population are households that include minor children, and represent a growing segment of the homeless population. Source: FL Council On Homelessness 2025
- ▶ The lack of affordable housing inventory increases the length of time that families remain in a shelter and homeless.
- ▶ Florida has only 26 units of affordable housing for every 100 extremely low-income renters (at or below 30% area median). Source: FL Housing Authority 2025
- ▶ Instability in housing leads to poor educational outcomes, emotional stress, and reduced health and safety for children.



# THE IMPACT

## *Strengthening Families*

For more than three decades, the Homeless Empowerment Program has grown to meet the needs of its community, serving nearly 1,000 individuals each year, including hundreds of children. The organization's systemic approach of addressing all the factors that can lead a person to homelessness is what makes the program so successful.

By providing affordable housing and comprehensive support services, HEP will:

- ▶ **PREVENT** homelessness for 140+ individuals annually.
- ▶ **IMPROVE** employment opportunities through HEP's Workforce Development Center.
- ▶ **ENHANCE** educational success for children in stable home environments.
- ▶ **STRENGTHEN** the local economy by increasing the financial stability for families served.

*Rally*: to come to the assistance of a person, party, or cause to find renewed strength or vigor.



This is your moment to make a lasting impact on families who are in need in Pinellas County and the Tampa Bay area. By supporting the HEP Rising Capital Campaign, you are not just giving to a project—you are changing lives, strengthening our community, and creating a future where every family has a place to call home. Together, we can turn hope into reality. Create your lasting legacy today!

**To achieve this vision, HEP's goal is to raise \$12 million in philanthropic support.** Your investment will directly contribute to constructing the **35-unit apartment complex** and its surrounding campus ensuring long-term sustainability for families with children.

*Rally:* a renewal or recovery of strength, a drawing or coming together of persons, as for common action.

## Ways to Give

- ▶ Cash Gifts, Stocks and Securities
- ▶ Corporate Gifts and Grants
- ▶ Foundation Grants

**CREATE A LEGACY BY OFFERING FAMILIES IN NEED A HAND UP, EMPOWERING THEM TO BUILD A STRONG AND HOPEFUL FUTURE TOGETHER.**

**Please consider making a tax-deductible gift in support of the HEP Rising Campaign.**

**An investment in this project is an investment in the stability and self-reliance of local families. It's an investment in your community - offering a hand up, not a handout.**

If you would like more information, please do not hesitate to call us. We can help answer your questions and provide simple instructions for transferring assets to the HEP Rising Campaign. Please contact Ashley Lowery, HEP President & CEO, at 727.488.5988 (cell), 727.442.9041 ext. 126 or [AshleyL@HEPempowers.org](mailto:AshleyL@HEPempowers.org).

# CAMPAIGN LEADERSHIP

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