



Building Community. Enriching Lives.

PRESS RELEASE

FOR RELEASE: November 12, 2024

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ECHO Housing & Community Development Launches Giving Tuesday Campaign to Ensure “Home Sweet Home for the Holidays” for Formerly Homeless Clients

EVANSVILLE, IN: This Giving Tuesday, on December 3, 2024, ECHO Housing and Community Development invites the community to join its “Home Sweet Home for the Holidays” campaign, a heartwarming initiative to bring the joy of the holiday season to formerly homeless individuals and families in need. With the goal of raising \$2,500, this campaign will ensure that every client has a gift to open, filled with essential household items and something special just for them.

Each holiday season, our generous donors bring tremendous joy by contributing thoughtful gifts to our clients. This support is invaluable and truly uplifts those we serve. As the holiday season approaches, there are often gaps in what some individuals receive, creating inconsistencies in the experiences ECHO strives to provide. These disparities impact the sense of connection and care ECHO aims to build with each client. By raising funds through “Home Sweet Home for the Holidays,” the case management team can address these gaps directly with the goal of providing for those formerly homeless residents that typically do not receive anything. This ensures that every person served feels valued, supported, and cared for during the holiday season, allowing ECHO to create a more consistent and impactful experience for all.

“Our case managers see firsthand how powerful it is to present a thoughtfully selected gift to a client filled with essential household items they have worked much of the year to get for themselves,” says Savannah Wood, CEO. “It’s not just a present—it’s an expression of respect, compassion, and support that helps show our appreciation for them as an individual regardless of background. We recognize the importance of others feeling heard, thought of, and valued.”

By providing gifts that include needed items alongside a small personal wanted item, ECHO Housing and Community Development hopes to make the holiday season a little brighter for those who have faced immense challenges. This campaign is an opportunity for the community to contribute meaningfully, helping to provide warmth, comfort, and joy to those who have worked so hard to regain stability in their lives.

Donations for “Home Sweet Home for the Holidays” can be made on our website at <https://echohousing.org/giving-tuesday/> or by mailing a check to ECHO Housing, 528 Main Street, Suite 202, Evansville, IN 47708. 100% of the proceeds will be used on this campaign with the results posted on the campaign page as contributions are made.

Every dollar helps create moments of joy, connection, and stability for our clients, reminding them that they are not alone during the holiday season.

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ABOUT ECHO HOUSING AND COMMUNITY DEVELOPMENT

ECHO Housing Corporation is a designated non-profit 501(c)(3) Community Development Corporation (CDC) with a mission to improve lives by reducing barriers to housing, social wellbeing, and economic opportunity. Since its founding, ECHO Housing and Community Development has been the leading provider of homeless services, including permanent supportive housing, for individuals experiencing homelessness in the community. ECHO has continued to grow, now encompassing eight homeless service programs, all dedicated to serving those experiencing homelessness or housing instability.