



PRESS RELEASE

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CT REALTORS® Foundation Launches Annual *be homeful for the holidays* Campaign Supports Efforts to End Family Homelessness in Connecticut

The CT REALTORS® Foundation announces the 9th annual *be homeful for the holidays* campaign, in partnership with the Connecticut Coalition to End Homelessness (CCEH). Funds raised through the campaign are used throughout the year to help keep families in their homes across the state.

Statistics from CCEH show that Connecticut saw a 13% rise in homelessness in 2024. The most current numbers show 5,000 individuals are experiencing homelessness in the state, including 500 children.

“Every child deserves the safety and security of a place to call home. Together, we have the opportunity to provide that,” says CT REALTORS® Foundation Chair Dan Keune. “Funds are needed to help keep families in their homes and out of the shelter system. The need is currently more pressing because once they enter the shelter, it takes longer to get them back into housing due to limited availability of housing options. It is far more expensive to get families back in a home once they become homeless, so prevention is the key. The most effective way to end homelessness is to never let it begin.”

In many cases, it takes less than \$1,000 to keep a family in their home. CCEH provides flexible emergency funding to help cover the unexpected costs that can be the tipping point for a family’s stability.

Every dollar of your tax-deductible donation goes directly towards helping to prevent family homelessness. For every \$25 donation, the CT REALTORS® Foundation gifts a plush Paddington bear or backpack to a child living in a shelter over the holidays. REALTORS® will deliver hundreds of Paddington bears and backpacks to as many as 40 shelters across the state.

Since its inception in 2016, *be homeful for the holidays* has prevented more than 3,000 children and families from ever having to experience the trauma of homelessness.

Support the *be homeful for the holidays* campaign by making a donation at ctrealtors-care.org/behomeful.

The mission of the CT REALTORS® Foundation is to be good neighbors to our members, our communities and the world. To show that CT REALTORS® Care. The Foundation’s charitable efforts and grant programs include homeless prevention and transitional assistance, disaster relief, addressing aspects of opioid use disorder including removing the stigma, pet rescue and college scholarships.

*The Connecticut Association of REALTORS® Foundation is a 501(c)3 non-profit, established in 2009.
Learn more at ctrealtors-care.org.*

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