Q & A on Council for the Homeless rebrand with

Sesany Fennie-Jones

Chief Executive Officer | Community Leader | Housing Equity Advocate

Sesany talks about the legacy of CFTH and the launch of the new name of our community's lead agency in the Homeless Response System.

Q: When & how was CFTH created?
A: In 1989, community leaders, including The City of Vancouver, Clark County, and the Vancouver Housing Authority, along with faith communities and local leaders met to address the growing need for a coordinated, countywide response, and they established Council for the Homeless to connect people to services, track and report data, foster partnerships, and develop strategies for lasting solutions.

Our organization was founded on the principles of collaboration and innovation toward practical and sustainable solutions to homelessness.

Q: Why the change?
A: After serving the community for 37 years, it's time we update the name to align with where we are today. With the name change, comes a new comprehensive brand identity upgrade. We have grown in skill and scope with a broad spectrum of responsibilities. The original name does not reflect the scope of work which is essential to our community's response to housing instability and homelessness today. This understanding was more confirmed in over two dozen interviews with community members.

The name, CFTH, has also been a source of confusion, as we're often referred to as "The Council," confusing our agency with Vancouver City Council and Clark County Council: Although we work closely with both entities, we are a separate entity altogether.

Q: What makes now the perfect time?
A: Now is the time to update our name as we just celebrated our first year in a building we purchased to serve as our centralized hub for all of our programs, services, administration, and the Housing Hotline. This is an exciting point in a journey that began in 1989.

Our board of directors and staff are committed to helping people, our partners, and our community advance solutions to homelessness and housing instability.

Q: WHAT'S NEXT?
A: We have completed a comprehensive rebranding to ensure our organization's work is easily understood by the people and organizations with whom we engage.

We just revealed our new brand identity and announced our new name at *Gathering for Change* and now we're excited to introduce you to the...

HOUSING SOLUTIONS CENTER

Mission: To lead compassionate and effective solutions to housing instability and homelessness by supporting people, providers, and the community.

Vision: A community where everyone has a safe and affordable place to call home.

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