

# GRCoC Quarterly Membership Meeting

Tuesday, May 20, 2025

9:30 am

CCC



# GREATER RICHMOND CONTINUUM OF CARE

## Greater Richmond Continuum of Care (GRCoC)

GRCoC seeks to prevent, reduce, and end homelessness through effective and coordinated community-wide efforts and services across the City of Richmond, and the counties of Charles City, Chesterfield, Goochland, Hanover (including the town of Ashland), Henrico, New Kent, and Powhatan.

# Agenda

- 1. Welcome and introductions**
- 2. GRCoC Updates**
  - A. Coordinated Funding/Advocacy Updates
- 3. Capacity Building**
  - A. Countering Misinformation
- 4. Member Input**
  - A. GRCoC training needs
- 5. Member/Partner Announcements**

# Introductions/Ice breaker

1. Introduce yourself and your organization. 2. One thing you are looking forward to this summer

# GRCoC Updates

Updates on Coordinated Funding, Strategic Plan, and Upcoming Events

# GRCoC Updates: Coordinated Funding

On Thursday, May 8th, the GRCoC submitted the year 2 renewal application for the Virginia Housing Solutions Program (VHSP). Year 2 renewals in VHSP are non-competitive, so new project applications were not eligible during this application cycle. The GRCoC submitted a community application of 1,672,316, on behalf of 10 organizations operating projects in outreach, coordinated entry, emergency shelter operations, and rapid re-housing.

The National Alliance to End Homelessness' advocacy alerts ([link](#)). Now more than ever, the resources that our community rely on to support our neighbors' experiencing homelessness are under threat of elimination. As put by NAEH CEO Ann Oliva, "The Continuum of Care program has had bipartisan support since it was authorized and made permanent by Congress more than fifteen years ago. Congress has never before threatened this program, and only Congress can decide the future of its funding." NAEH has compiled a form with a template to contact your representatives to advocate for critical HUD programs, along with more information about the president's proposed budget cuts in FY26: TAKE ACTION: Protect HUD Homelessness Funding - National Alliance to End Homelessness.

On May 16th, the department of Housing and Urban Development re-released the CoC Builds NOFO. This competitive Federal funding opportunity is specifically targeted towards capital development, acquisition, and rehabilitation expenses. Grant terms may be 24-60 months, starting October 1st, 2025 until 9/30/2029. All applications are coordinated and must be submitted by the collaborative applicant on behalf of the applicant. All applications must meet or exceed [GRCoC Coordinated Funding Threshold Criteria](#). The NOFO can be found on Grants.gov: [Search Results Detail | Grants.gov](#)

This NOFO deadline is 6/26/25, so interested applicants are encouraged to reach out to Homeward's Director of Coordinated Funding, Frances Marie, at [fmpugh@homewardva.org](mailto:fmpugh@homewardva.org).

# GRCoC Updates: Events and Trainings

- Connections to Homeless Services  
6/20/25 at 10am (virtual)
- [Meeting Registration - Zoom](#)

[Calendar](#)

# 2025 GRCoC General Membership Meeting Dates

- **Aug 19, 2025**- Virtual
- **October 21, 2025**- CARITAS
- **Dec 16 Annual Membership Meeting**- St. Joseph's Villa

# Capacity Building

Brief Access 101 Training

# Countering Misinformation

GRCoC Membership Meeting

May 20, 2025

**gray ryan**  
COMMUNICATIONS



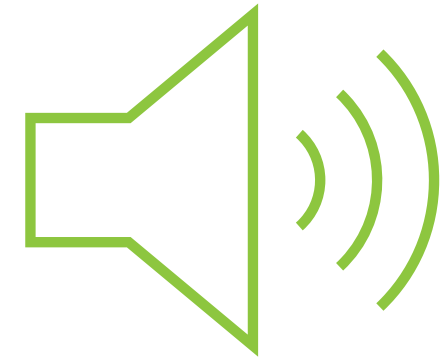
# Role of Communications

- Share what you do – your impact – to cultivate understanding, support, and action
- Build relationships
- Galvanize internal and external audiences
- Counteract misinformation and/or attacks



# Today's Environment

- Decentralized information systems
- Rise in conspiracy theories
- Bad info spreads easier and faster
- Lack of trust in institutions
- CoC system is under threat nationally



# Misinformation Spectrum



# When Misinformation Spreads

- Assess the misinformation and impact
- Five questions to ask:
  - Is any of it true?
  - Who is saying it?
  - How and where are you seeing or hearing it?
  - Who is it reaching?
  - Do your key audiences care? Will they be impacted?



# 10 Responses to Misinformation

- Have a plan
- Share your good work consistently
- Train staff and board members
  - How to identify and respond
- Brief staff, board, and volunteers
  - Semi-annual or quarterly updates
- Be proactive



# 10 Responses to Misinformation

- Own mistakes
- Use facts and data
- Provide context
  - Don't cede the premise or framing
- Leverage trusted voices
  - Clients, board members, community leaders
- Seek resolution online or legally



# Effective Messages

- Focus on the audience (WIIFM)
- Keep people front and center
- Be true to your mission
- Four C's:
  - Clear
  - Concise
  - Compelling
  - Consistent



# National Messages

- We all need a safe place to sleep.
- The real solution is providing access to housing that is affordable to people of all income levels and the support services they need to become stable.
- Safe housing and support create healthier neighborhoods for everyone.
- Taking action today builds a better future for everyone.
- Stable housing helps people return to work, strengthening the economy.

# Local Messages (part 1)

- The Greater Richmond Continuum of Care, our region's coordinated network of homeless service agencies, provides compassionate care and services for our region's most vulnerable neighbors, those pushed into homelessness.
- Homeless service providers maximize their limited resources, through shared planning, so they can say yes to helping as many people as possible, but the reality remains that we can't give someone what we don't have.
- More than 34 local, mission-oriented agencies participate in the Greater Richmond Continuum of Care.
- Our communities need to invest in expanding resources for people pushed into homelessness. When we expand resources, we can get more people on the pathway to a permanent home.

# Local Messages (part 2)

- Providers in our regional homeless services system serve approximately 1,000 people every day. It's important to acknowledge this impact, be grateful for the work of frontline homeless services staff, and recognize the need for more resources.
- We know what works because we closely track efforts to help people get off the streets.
- How do we know what works? We ask people experiencing homelessness about their lived experiences. All our work is grounded in feedback from the people we're working so hard to help.
- Through partnerships with the coordinated and compassionate members of the Greater Richmond Continuum of Care, we have found permanent housing for more than 11,410 unique individuals in the past 10 years.

# Challenging Conversations

- Always lead with compassion
- Gather all facts before responding or say you don't know but will follow up
- Respect confidentiality
- Keep responses brief
- Talk like a real person
- It's ok to walk away if there's no resolution



Questions? Get in touch!

[akryan@grayryan.com](mailto:akryan@grayryan.com)

**gray ryan**  
COMMUNICATIONS



# Member Input

GRCoC member training needs

# What training needs?

- Meeting is December 17 at 9:30

# Member Announcements

Opportunity for agencies to share updates

# Thank you!

Questions?

Email Vicki Wise at [vwise@homewardva.org](mailto:vwise@homewardva.org)

**Next Meeting:**

Tuesday, August 19, 2025 at 9:30 virtual