



FOR IMMEDIATE RELEASE

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March to End Homelessness Rallies for Solutions to End Homelessness

Coalition to End Homelessness- Santa Cruz County invites the community to join in the May 4th event

SANTA CRUZ, CA — April 10, 2025 — The **Coalition to End Homelessness SCC** invites the community to the annual March to End Homelessness on Sunday, May 4, 2025 from 10:00 AM to 12:30 PM in downtown Santa Cruz.

The **Coalition to End Homelessness SCC** is a network of 27 service provider partners dedicated to activating change through advocacy and education. Its purpose is to focus existing resources and innovation to accelerate impact and resolve homelessness in Santa Cruz County. Through the **March to End Homelessness**, the Coalition brings together a broad group of community members, including local nonprofit providers, businesses, and residents, to advocate for actionable solutions to homelessness.

"Every step we take today is powered by partnership and possibility. As a coalition of service providers, we know that ending homelessness takes more than compassion—it takes commitment," said Mike Johnson, Executive Director of Pajaro Valley Shelter Services. "With our community's support, we're not just marching for awareness; we're marching together toward real, lasting change."

The **March to End Homelessness** will begin at 10 a.m. on Sunday, May 4, at Santa Cruz City Hall, 809 Center St. in Santa Cruz. The event will feature sign-making in anticipation of the march, speeches from local leaders, advocates, and individuals with lived experience of homelessness inviting the community to **walk with us** in solidarity. The March will proceed through downtown Santa Cruz, culminating in a **Resource Fair** featuring local service providers.

"Housing Matters is honored to stand with our fellow Coalition members for the third annual March to End Homelessness," said Mer Stafford, Chief Impact Officer at Housing Matters and Chair of the Steering Committee for the Coalition to End Homelessness SCC. "This event brings together local leaders, service providers, advocates, and people with lived experience of homelessness in a unified call for action. It's a powerful demonstration of our shared commitment to driving systemic change and working toward lasting solutions to homelessness in Santa Cruz County."

For more information about the March to End Homelessness, including detailed FAQ, kindly visit our website <https://housingmatterssc.org/event/march-to-end-homelessness>. For partnership, volunteer, and sponsorship opportunities or any further questions, please reach out to jcurran@streetsteam.org.

About the Coalition to End Homelessness - Santa Cruz County

*The Coalition to End Homelessness's mission is to unite and support county-wide, evidence-based best practices, educate the community to end the stigma of homelessness, and advocate for effective public policy and resource allocation to resolve homelessness in Santa Cruz County. Guided by its core values of **collaboration, impact, accountability, belonging, and integrity**, the Coalition works tirelessly to foster a sense of community and collaboration, ensuring that all people are accepted, respected, and have a role to play in this important work to resolve homelessness.*

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