



## **Attachment 12 Marketing Plan**

The West Newton Family Navigation Center (WFNC) at 1650 Washington Street is part of the Commonwealth of Massachusetts' Emergency Assistance (EA) program that provides emergency shelter and rehousing services to homeless families with children. The program is run by the Executive Office of Housing and Livable Communities (EOHLC, formerly DHCD).

### **Eligibility**

Families facing a housing crisis may seek emergency assistance from the Commonwealth or be referred to Emergency Assistance programs by law enforcement, schools, hospitals, community organizations and religious organizations.

Families are deemed eligible by EOHLC for Emergency Assistance and may be placed by EOHLC at WNFNC if they meet the following criteria:

- Be a resident of Massachusetts
- Meet the gross income of less than 115% of the federal poverty level for their family size. Gross income includes income from sources such as wages from an employer or self-employment, gifts, alimony, child support, and government payments such as Social Security, TAFDC, SSI and SSD.
- Have children under the age of 21, or be pregnant.

and the reason for homelessness is one of the following:

- No-fault fire, flood, natural disaster, condemnation, or foreclosure
- Fleeing domestic violence (current or within past 12 months)
- No-fault eviction
- Child(ren) are exposed to a substantial health and safety risk

Under EOHLC practice, enrollees/residents of the West Newton Family Navigation Center are currently homeless families with children whose originating residence is within 20 miles of the center.