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Coalition for the Homeless and Legal Aid Society Unveil *Housing Is The Solution* Citywide Ad Campaign

#HomeForAllNYC Displays Challenge Common Misconceptions to the Homelessness Experience



NEW YORK – This week, the Coalition for the Homeless and The Legal Aid Society, in partnership with Trinity Church NYC and F.Y. Eye, unveiled the *Housing is the Solution* ad campaign, a series of advertisements across New York City that highlight the lack of affordable housing as the reason for mass homelessness.

The Coalition and Legal Aid collaborated with [Rachelle Baker](#), a multi-disciplinary artist and illustrator from Detroit, Michigan, known for her illustrative style and beautifully crafted digital paintings.

Homelessness is too often blamed on those without homes – on the victims, rather than on the causes of the problem, hindering efforts to fund and implement effective solutions. This ad campaign aims to counter the false narrative that mass homelessness is the result of individual failures and instead emphasize the systemic factors fueling the crisis.

Housing stability is not only crucial for those experiencing homelessness but essential for the overall well-being of our communities. The Coalition for the Homeless recently released its annual [State of the Homeless](#) report, which reveals that in New York City there are now more

people homeless, there is less affordable housing available, and there are more people in desperate need of social services and mental health care than at any time in recent memory.

For four weeks, the *Housing is The Solution* campaign will reach New Yorkers through mosaic and cascade billboards and wheatpasting art. Artwork will be displayed in key high-traffic areas in Manhattan and Brooklyn, including in communities such as the East Village, Lower East Side, Midtown, Harlem, Upper West Side, Chelsea, Bedford-Stuyvesant, East New York, and Downtown Brooklyn.

To learn more about the campaign, visit: www.coalitionforthehomeless.org/home-for-all-nyc/ .

“Housing is a human right, and there is no rational reason for homelessness to exist at all in a city as rich in resources, compassion, and creativity as New York,” **said David Giffen, Executive Director of the Coalition for the Homeless.** “We hope that these ads remind New Yorkers that it doesn’t have to be this way, that there are proven solutions to homelessness - we just need our elected leaders to embrace them.”

“In order to address the growing homelessness crisis in New York City, we must first acknowledge that the root cause of this issue is not individual failure, but rather a lack of truly affordable housing for low-income individuals in need,” **said Adriene Holder, chief attorney of the Civil Practice at The Legal Aid Society.** “This issue will not be solved by placing the blame on individuals, but rather by implementing comprehensive policy solutions that will increase housing opportunities and curb evictions for those struggling to afford the skyrocketing cost of living. Elected officials must invest in these resources in order to ensure that every New Yorker, regardless of socioeconomic status, is able to access the safety and stability that permanent housing provides.”

“I wanted to show that becoming unhoused can happen to anyone,” **said Rachelle Baker, a multi-disciplinary artist and illustrator.** “As someone who has been unhoused before, it can feel lonely and hopeless as if it's only happening to you. So many people have been and are currently unhoused. I just wanted to show how important housing is, and how it's in the forefront of the minds of people experiencing housing insecurity.”

“Homelessness is one of the biggest and most urgent issues facing New York City today,” **said Beatriz de la Torre, Chief Philanthropy Officer of Trinity Church NYC.** “New Yorkers are hurting, but we are so proud to work alongside the Coalition for the Homeless and the Legal Aid Society as they work to show New York and its leaders that there are solutions to the growing homelessness crisis in our city. Trinity Church NYC is excited to support this campaign, and we share their deep belief that Housing is the Solution to homelessness.”

“Shifting public perception is essential to driving lasting change,” **said Christina Daigneault, Executive Director of F.Y. Eye**, a nonprofit social impact media organization. “The *Housing is the Solution* campaign uses powerful artwork to tap into the values of compassion and justice. By showcasing this art in public spaces, we aim to challenge deeply ingrained misconceptions and inspire New Yorkers to rethink their approach to the homelessness crisis.”