



HEP RISING: *a Rally for Family Housing*



1 in 6 households in the Tampa Bay area are paying more than **50%** of their income towards housing

In Pinellas County, there are hundreds of families and more than **4,000** known children who struggle to find safe, stable, and affordable housing.

Rising rental costs, limited housing inventory, and financial instability place undue burdens on hardworking parents and their children, forcing many into homelessness or sub-standard living conditions.

Without a secure home, families face significant challenges in employment, education, and overall well-being.

HEP is here to help!



HOMELESS EMPOWERMENT PROGRAM
1120 N. Betty Lane, Clw. FL 33755
WWW.HEPEMPOWERS.ORG

Learn more!



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THE VISION

To address this urgent need, the **Homeless Empowerment Program** (HEP) - a proven leader in rebuilding the lives of low-income and homeless individuals, families, and Veterans - has launched the **HEP Rising Capital Campaign**, a transformative initiative to construct permanent supportive housing and provide essential support services, including case management, for families in the Tampa Bay area.

This campaign is more than just a construction project—it's an investment in stability, dignity, and opportunity for our community's most vulnerable families. Through this capital campaign, HEP will:

Build 35 Permanent Supportive Housing Units:
High-quality, sustainable, and safe homes for low-income families, including wraparound support services.

Foster Community & Stability:
Creating a neighborhood where families can thrive and children can grow in a safe and nurturing environment.

THE IMPACT

By providing affordable housing and onsite support services for families and children, this project will:

- **Prevent** homelessness for **140+** individuals annually.
- **Improve** employment opportunities through HEP's Workforce Development Center.
- **Enhance** educational success for children in stable home environments.
- **Strengthen** the local economy by increasing financial stability for families.

BE A PART OF HEP RISING!

Contact HEP President & CEO Ashley Lowery at 727.488.5988 (cell) or 727.442.9041 ext. 126 today!