

Greater Green Bay Blueprint to Prevent and End Homelessness



2025 A visual representation of homelessness in Brown County, WI

Homelessness is a growing crisis in Brown County. The Brown County Homeless and Housing Coalition is a community partnership working toward ending homelessness and housing insecurity.

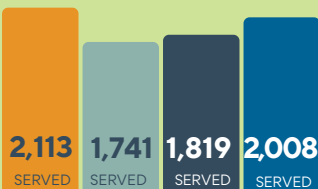
HOW WE MEASURE SUCCESS

We will prevent homelessness from occurring whenever possible, and when we can't prevent it, we will work to ensure the experience of homelessness is **RARE, BRIEF, and NON-RECURRING**.

IS IT RARE?

In Brown County, the total number of people served by homeless services has come **DOWN** from its peak in 2021, but with an uptick this past year.

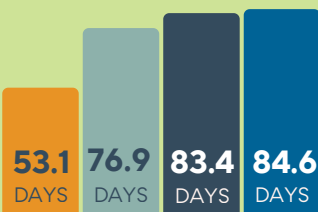
● 2021 ● 2022 ● 2023
● 2024



IS IT BRIEF?

The average length of time that people experience homelessness here has **INCREASED** by 31 days since 2021.

● 2021 ● 2022 ● 2023
● 2024



IS IT NON-RECURRING?

The percentage of people returning to homelessness within 2 years of moving into permanent housing in Brown County is **DECLINING**.

33.1%

■ 2024: 33.1% recurrence rate ■ 2021: 36.5% ■ 2019: 45.5%

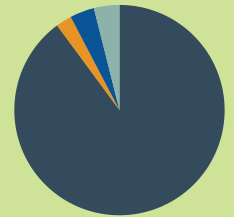
MIGRATION

90.5% of people served are from our community.

This pie chart shows that the vast majority of people utilizing homeless services in Brown County lived in the community prior to entering service here.

Data is based on each person's last known address.

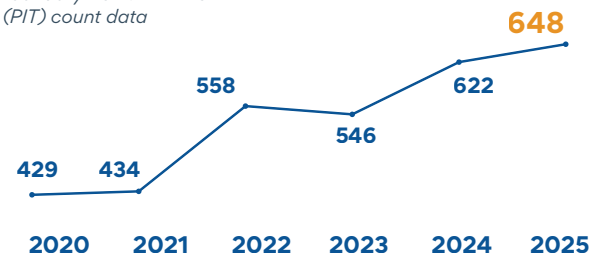
● Brown coalition
● Fox Cities coalition
● Northeast coalition
● Other



HOMELESSNESS IS ON THE RISE

Homelessness continues to increase, with more people counted in shelters, transitional housing, unsafe places, and through victim service providers each year.*

**January Point-in-Time (PIT) count data*



WHO EXPERIENCES HOMELESSNESS

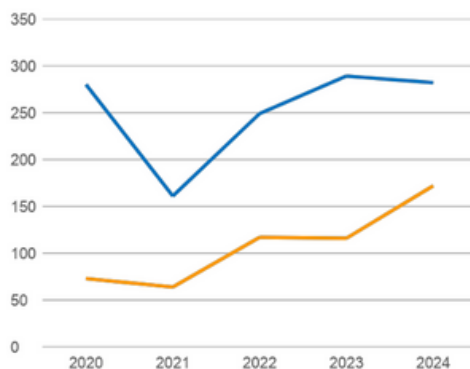
There are multiple ways to look at the data around those experiencing homelessness. Below is a partial summary of who was served in 2024.


3 in 5 experienced homelessness for the first time


Nearly 2 in 3 homeless adults were living with a disability


1 in 4 was a child under the age of 18

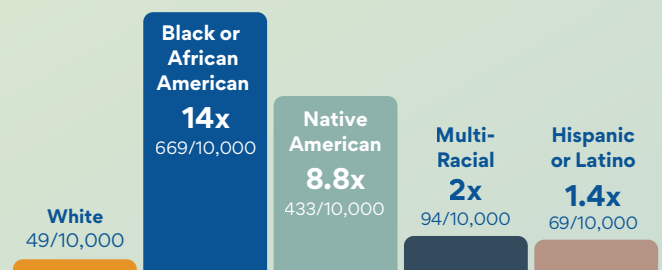
■ **Households without children**
■ **Households with children**



RACIAL DISPARITIES

Homelessness disproportionately impacts people of color.

The chart below compares the rate of homelessness by race and ethnicity, per 10,000. People who identify as Black or African American are **14x more likely** to experience homelessness compared to those who identify as White.



EVERYONE HAS A ROLE TO PLAY

Every Greater Green Bay stakeholder has the potential to bring solutions, expertise and energy to the work to prevent and end homelessness in the Greater Green Bay Region.



WAYS TO SUPPORT OUR WORK

HOW TO GET INVOLVED



RENT OR HIRE

People experiencing homelessness can face barriers to employment and housing. If you are a landlord or an employer, you can help by modifying your screening criteria.



SPEAK UP!

Learn more about homelessness in Brown County, understand its root causes, and then educate your friends and family.

Attend neighborhood and public meetings and speak up in favor of low-income housing, shelters, and homelessness prevention programs.



DONATE

Support nonprofits that provide housing-related services through financial contributions and/or in-kind donations.



VOLUNTEER

Nonprofits may be able to use services and skills you offer, including secretarial, catering, plumbing, accounting, management, carpentry, public relations, fundraising, legal, medical, dentistry, writing, child care, counseling, tutoring, or mentoring.

See yourself in the work.

