

# Supportive Housing Pipeline Coalition

**In the housing field, we do what we do every day because we believe to our very core that everyone deserves a home.** That we all need and want a home to sustain our health and well-being.

Yet every step we take toward developing affordable housing and ending homelessness these days feels like it's followed by two steps back. Opponents boldly question our proven approaches. Our partners in other systems don't believe this is their problem to solve. And elected officials and the public quickly lose patience when our nation's deep systemic inequities aren't immediately fixed.

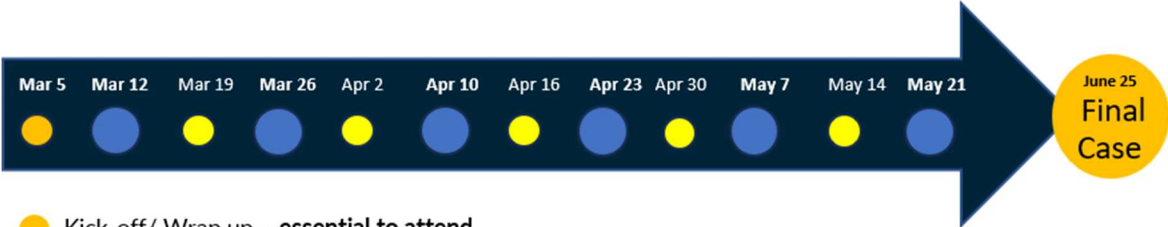
These are not technical challenges. They are challenges of public and political will. And they require that we as leaders have a toolbelt full of will-building skills and strategies that invite others to join — and stay — with us on our journey to ending homelessness and ensuring abundant housing for everyone.

**Launching March 5th:**  
**The CaseMade is coming to Massachusetts to empower your team to make the case for Supportive Housing**



Your Supportive Housing team is invited to join a dedicated Strategic CaseMaking cohort. You will practice skills and strategies described in TheCaseMade founder Dr. Tiffany Manuel's [Case Made! 10 Powerful Leadership Principles that Win Hearts, Change Minds, and Grow Impact](#). The result will be a shared "case guide" to help providers collectively make their case for Supportive Housing, and a CaseMaking peer group to continue to work toward progress together.

- Series of six, 90-minute sessions, each beginning at 10:30AM
- Sessions hosted virtually with periodic in-person gatherings by region



- Kick-off/ Wrap up – essential to attend
- Six 90-minute sessions – essential to attend
- Five 60-minute office hours – attend as needed

**For more information** contact [Sarah Bartley](#) at United Way or [submit an interest form now](#). Meet our trainer, TheCaseMade, at [thecasemade.com](#).

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## Who can participate in the Cohort?

Real estate developers (for-profit or non-profit) and service provider teams are invited to select **2-3** people to join the cohort. The opportunity is best suited for senior leadership and community engagement staff who develop relationships with public officials, community groups, and regularly represent the organization in public/community meetings. Resident leaders are invited, too! Participants must be able to attend consistently, as the final product will depend on it. There will be some preparation between sessions.

## What are the anticipated outcomes?

- Your team will develop a case and set of practices rooted in real brain science – how people are persuaded to support equity and justice. The case will support your existing housing pipeline.
- We will practice strategies to address NIMBYism and common pushback to onsite services.
- You will learn to foster relationships with State and Municipal Leaders and engage neighbors and neighborhood groups in supporting your housing initiatives.
- The cohort will develop affinity and common messaging across the field, building our shared voice, collective power, and access to resources.
- Providers will access technical assistance from TheCaseMade to support acute and timely challenges in their pipeline.
- Ready to go? [Submit an interest form now!](#)

**The Supportive Housing Pipeline Coalition** is a collaboration of more than 80 cross-sector partners. Together, we develop and advance a unified agenda for creating the Supportive Housing needed to address chronic and high need homelessness in Massachusetts. We are led by:



United Way of  
Massachusetts Bay

