



## Heading Home Recognized as “Organization of the Year” by Boston/SF News

**CAMBRIDGE, Mass. – February 1, 2011 –** Heading Home, Inc., one of the Boston area’s largest agencies devoted to helping the homeless, announced today that it has received the 2011 “Organization of the Year” award by Boston/SF News, Boston’s oldest online commercial real estate news outlet. A non-profit organization, Heading Home’s mission is to end homelessness of individuals and families in Greater Boston by providing housing in conjunction with effective support services to help change the conditions that create homelessness.



***Photo caption:** Tom Lorello, executive director of Heading Home, Inc., one of the Boston area’s largest agencies devoted to helping the homeless, accepts the Boston/SF News 2011 “Organization of the Year” award from Erin Ryan, accounts manager at Boston/SF News and Lauren Gondert, event organizer and marketing coordinator for Boston/SF News.*

The Boston/SF News Real Estate Awards recognize people, projects, and organizations in 15 categories for their work in Massachusetts’ commercial real estate industry. Winners are selected by a jury of industry experts based on the nominations of about 6,000 weekly readers of Boston/SF News. The winner of the “Organization of the Year” category is an organization or association in Massachusetts that has made significant contributions to the commercial real estate industry in 2010. Awards were presented to the winners at an awards gala on January 20, 2011.

Heading Home enjoys a solid network of support from the real estate industry that lends its time and expertise for the most poor and vulnerable in the Greater Boston community. From rolling up their sleeves for Heading Home’s signature volunteer program, Up & Out, where groups of volunteers help formerly homeless families make the milestone move from shelter to a permanent home; to helping the organization acquire and renovate properties to house the homeless; to attending and supporting Heading Home at the Housewarming Gala which attracts more than 500 attendees, Boston’s real estate industry has banded together to fight homelessness. By helping Heading Home, the real estate industry has had the opportunity to learn about the issue of homelessness, and has rallied together to do something about it.

Many prominent real estate organizations are involved with Heading Home and through their support have directly contributed to the success of Heading Home’s programs and services. Many of Heading Home’s own initiatives and events are spearheaded by prominent figures from the real estate industry. Boston’s real estate industry has been able to shed its competitive armor to become a unified force against homelessness and as a result, has greatly impacted Heading Home’s success.

The perilous housing market and wave of foreclosures have displaced many people, and the issue of homelessness has become absolutely critical in the Greater Boston community. On any given night, there are more than 7,000 homeless people in Greater Boston, and the average age of a homeless person – and Heading Home client – is just eight years old. Sadly, not since the Great Depression have so many families been homeless. The number of homeless families is staggering and offers a glimpse into the depth of the affordable housing conundrum. In 2010, Heading Home helped more than 2,000 homeless families and individuals in Greater Boston by providing them a place to call home and opportunities for self-sufficiency.

### **About Heading Home**

Heading Home, formerly Shelter Inc., is a non-profit whose mission is to end homelessness in Greater Boston by providing housing in conjunction with effective support services to help change the conditions that create homelessness. Founded in 1974 by a small group of concerned citizens in Cambridge, Heading Home today operates programs focused on smaller home-like settings with individualized attention in the communities of Boston, Somerville, Cam-

### **Media Contacts:**

Susan Shelby, CPSM

Rhino PR

(978) 468-1528

headinghome@rhinopr.com

###