



Heading Home Announces Formerly Casa Nueva Vida Shelters Become a Division of the Non-Profit

At the forefront of lifting hundreds of families and individuals out of homelessness

Boston (July 15, 2022) - [Heading Home](#), one of Greater Boston's leading providers of shelter and supportive housing for individuals and families, is pleased to announce Casa Nueva Vida's prior (CNV) programs became a division of Heading Home, effective July 1, 2022.

Heading Home's approach to ending homelessness in Greater Boston is unique, supporting people of all ages from infants to the elderly, all of whom are extremely low-income. Like Heading Home, Casa Nueva Vida seeks to end homelessness, though with the express intention of serving Latinx families in Boston and Lawrence.

The Massachusetts Department of Housing and Community Development (DHCD) has expanded its contract with Heading Home to support its current programming in addition to that of CNV. DHCD elected not to continue its relationship with CNV following allegations against the former CNV CEO regarding self-dealing.

The new CNV division is under the direction of Heading Home's CEO, Danielle Ferrier, LICSW, MBA. With the same commitment and rigor, the Heading Home team will manage all administrative and financial functions of formerly CNV-managed properties, and members of CNV's caring and innovative staff will continue to serve the families who call CNV home.

"It is a privilege to have Casa Nueva Vida join Heading Home as a division and we will work with their team to keep their shelters intact, families safely and stably housed, and their staff employed," said Ferrier. "Preserving CNV's cultural identity is a growth opportunity for us, a chance for us to learn and care for the families and individuals we serve from very diverse backgrounds in the best ways possible as we move forward together."

"Heading Home does an exemplary job serving families who are homeless and working to move into permanent housing, similar to the services needed by the families served by Casa Nueva Vida," said Stephen Davis, Co-President of The Davis Companies and Heading Home's Board Chair. "It just didn't seem like the best-case scenario was to cause more disruption in the lives of the families served by CNV or in the lives of staff who were doing the right thing. Preserving the best parts of CNV seems like a fitting solution and provides the continuity needed for those involved."

With this new division, Heading Home will add 125 families in shelter under its new contract with the state, bringing its total to 318 families, the largest provider in the State.

"We are excited and proud for our programs to become a division of Heading Home, jointly preserving the cultural identity of CNV," said Linda Johnson, CNV's Contracts Manager who has moved into the role of Director of Programs – CNV at Heading Home. "While we share the same mission to end homelessness, we are confident that by combining resources and experiences,

and embracing our individual staff and cultures, the collective work of Heading Home and CNV will be ever stronger. Together we will do even more to end homelessness in Greater Boston and Lawrence.”

Darlene Vaccaro was once a CNV client and is now a supervisor working with Heading Home – CNV, Lawrence, “I just wanted to express my gratitude that the relationship with Heading Home has been going well from my position. The changes that I have seen for staff have been nothing but positive and for the most part easily adapted to.” Vaccaro continued, “we appreciate all the effort put in to make the transition be as smooth as possible for both residents and staff. As a former resident, I am able to put myself in their position and help to dispel their concerns and fears during this time. I am grateful for the opportunity to continue to work in an environment that strives to do the best for our families.”

“My co-workers and families are feeling the support of the staff to ensure that we employees and families feel calm and safe during this transition,” according to Maria Gutierrez, Housing Case Manager for CNV-Heading Home. “We are delighted to be part of an agency whose mission is the welfare of workers and families. In such a short time we have seen a very positive change, the families are very calm and happy because Heading Home gave them the opportunity and peace of mind to continue united with the same staff, the families like them very much.”

Ferrier said that both divisions will continue to focus on providing a supportive pathway to self-sufficiency. Clients of both divisions qualify as extremely low-income and the pandemic significantly impacted their financial well-being, including rent increases, housing stock challenges, an evolving job market and a lack of childcare. For Heading Home's working clients who pre-pandemic earned \$19,000 annually, average incomes fell below \$13,000, so housing and supportive services are invaluable. Heading Home works on an evidence-based model providing emergency, transitional and permanent housing and support services knowing that evidence suggests economic and social mobility occur once housed.

Heading Home

Heading Home is one of Greater Boston's largest housing and shelter providers, working with 1,400 clients annually, more than half of whom are children. Heading Home's unique housing-plus-services model has yielded a 16-year success rate of 90% of clients remaining permanently housed. Last year, fiscal year 2021, 97% of the households that moved out of shelter maintained their housing success for one year and beyond.

Casa Nueva Vida (CNV)

Casa Nueva Vida is a nonprofit, transitional shelter for homeless families founded in 1987 to respond to the needs of the increasing number of Latinx families experiencing homelessness. Its mission is to help homeless families gain the education and skills needed to permanently pull themselves out of poverty and into stable affordable housing. CNV grew to serve a diverse population, but its bilingual expertise continues to allow it to provide specialized programs and services to Latinx families.