

The Intersection of Housing Instability Food Insecurity in Cincinnati

and Health Equity



Kaytlynd Lainhart, VP of External Relations | St. Vincent de Paul - Cincinnati

Neighbors Helping Neighbors

St. Vincent de Paul – Cincinnati's Role in Addressing the Food Crisis and Preventing Homelessness for the Many Residents Living on the Edge

Our Goal: To Collaborate with City Leaders and Convene Partners to Keep Cincinnati Families Fed, Housed, and Healthy

Who We Are

- Since 1869, SVDP – Cincinnati has been serving neighbors in need by providing food, preventing homelessness, and providing medication and healthcare support that helps families and individuals facing life's most pressing challenges.
- We meet people where they are, providing immediate relief while addressing the deeper causes of instability while serving through relationship and wraparound services.

Who We Serve

How many neighbors are City of Cincinnati Residents?



78.64

SVDP Housing/Rent and Utilities
assistance Recipients are
Cincinnati Residents



81.23

Across ALL Service Areas at SVDP
Recipients are Cincinnati
Residents



The City of Cincinnati is one of St. Vincent de Paul's earliest supporters with decades of **partnership** and funding in our history.

Trusted in Homelessness Prevention

Rent/Housing Assistance and Utilities Support

During Recent Surges



- \$377,000+ qualified applications within one week at our Outreach Center which accounts for 1/3 of the total requests St. Vincent de Paul receives in Hamilton County. The rest are received at our 50+ conference locations run by neighborhood volunteers.

City of Cincinnati Past Funding

FY21-FY26 (For Rent/Utilities)

Quick Pull (may have some variance)

- **City funding sources – EPI/Leverage/HSF2 and ERA:**
- **FY21 \$320K**
- **FY22 \$530K**
- **FY23 \$2M**
- **FY24 \$1.2M**
- **FY25 \$150K**
- **FY26 \$140K budgeted**



A Unique Vantage Point

October's Case Study

Record High #s:

- Pantry
- Housing/Utilities Help
- Medications Filled

More than 500,000 instances of service across all service areas annually

Fighting Food Insecurity

Serving Through Relationships, Walking Alongside Our Neighbors

During Recent Surges

St. Vincent de Paul's network is already **experiencing record demand** and stands ready to help lead the community response, **spending our 6 day budget in 4 days.**

Our Impact Last Fiscal Year

- 14 neighborhood-based food pantries served 125,000+ neighbors.
- **\$5 million+ annual pantry budget** providing one week of **groceries per visit** — including fresh produce, meat, and dairy, tailored to family size



Fighting Food Insecurity

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According to *USA Today*, Cincinnati now ranks eighth in the nation for grocery costs compared to household income, meaning local families feel the strain of rising food prices more than most. By ensuring consistent access to nutritious food, we help stabilize households and prevent financial crises that can lead to homelessness.



Increased Referrals

Brand & Community Trust Continue to Drive Surges

Estimated Earned Media in January – March Alone:

- Local viewership: +5.8 million
- Estimated local ad value: \$269,209

Our Long History, Deep Partnerships, and Community Trust Continue to Drive Increased

200,000



Incoming Calls to
SVDP Helpline
in 2025

Coverage Highlights

- **WLWT** Where can Cincinnati residents who use SNAP find food assistance?
- **WCPO** St. Vincent de Paul Charitable Pharmacy reaches milestone with 1 millionth prescription filled (WCPO)
- **FOX19** Xavier University food drive supports St. Vincent de Paul
- **WLWT** St. Vincent de Paul Coat Drive
- **WCPO** St. Vincent de Paul seeks volunteers to meet year-round community needs

Website Performance

Active visitors

- +13,000 visitors per month
- +54.2% YOY growth

New visitors

- +11,600 visitors per month
- +51.1% YOY growth (Q1)

Viewing The Big Picture & Issue Intersectionality Side-by-Side

- Increase Support
 - o **Example: \$175,000** toward Housing & Food helps a few hundred families on average, but the need is much greater.
- Collaborate
- Convene
- Assess
- Activate Community Support & Awareness



How You Can Help Most

Sustainable Multi-Year Funding

During prior years, \$1-2M funding commitments were entrusted to us (annually), including ERA2 Funding that totaled \$3.1M as an example. A total of more than \$5M+ total Covid related government funding sources were given to us during a very short time, and **we proved ourselves as dedicated stewards of these resources, and accepted this responsibility and commitment to our community.**

We are Homelessness Prevention. Based on the need we are experiencing, the continued volumes that are coming our way through calls and visits and community trust, **we are seeking a multi-year partnership with the City of Cincinnati of \$5M to make a transformative impact where it matters most... Housing stability and Food insecurity.**



Thank you!

How We Can Work Together

- **Coordinate City leaders to align emergency food and housing resources.**
- Leverage our established neighborhood network for rapid response and equitable distribution (looking to extend hours, add boxed meal models, & outreach)
- Collaborate with fellow food and housing partners to strengthen the safety net.
- Engage the public through drives, awareness campaigns, and volunteer opportunities.

**Questions? Contact VP of External Relations, Kaytlynd Lainhart
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