

FAQ: Council for the Homeless 2026 Name Change & Rebrand

Q. WHEN & HOW WAS COUNCIL FOR THE HOMELESS CREATED?

In 1989, community members and organizations in Clark County gathered to study the growing issue of homelessness in their community. The City of Vancouver, Clark County, and the Vancouver Housing Authority, along with faith communities and local leaders believed a new entity was needed to coordinate and oversee a communitywide response to homelessness. The entity would facilitate access to local services; collect, analyze, and report data on the area's state of homelessness; create and steward partnerships; and develop a plan for addressing homelessness on a community level.

Council for the Homeless was born. It was founded on the principles of collaboration and innovation in creating practical and sustainable solutions to homelessness. In the early years, the organization was a membership-based council before establishing itself as a nonprofit entity in 1999.

Q. WHY CHANGE & WHY NOW?

After serving the community for 37 years, it is time for the organization to update its name to align with where we are today. With a name change, comes a new comprehensive brand identity upgrade. The organization has grown in skill and scope with a broad spectrum of responsibilities. The current name, Council for the Homeless, does not reflect the scope of work which is essential to our community's response to homelessness today. This understanding was confirmed in more than two dozen interviews with community members. The current name has been a source of confusion in the community, often referred to as "The Council," confusing our agency with the City Council and Clark County Council. Although we work closely with both agencies, we are a separate entity altogether.

Now is the time to update our name and branding as we just celebrated our first year in a building we purchased to serve as our centralized hub for all of our programs, services, administration, and the Housing Hotline. This is an exciting point in a journey that began in 1989. The board of directors and staff are committed to helping people, our partners, and our community advance solutions to homelessness and housing instability.

Q. WHAT'S NEXT?

We have completed a comprehensive rebranding to ensure our organization's work is easily understood by the constituents with whom we engage. Our new name and brand identity (logo) will be revealed on Thursday, Oct. 15, at our annual event, *Gathering for Change*, and our newly branded website and new url will go live Monday, Oct. 19. The Housing Hotline number, 360.695.9677, will remain the same.