Media & Advocacy Toolkit

Neighbors, Not Numbers



Prepared by the Wyoming Continuum of Care (WY CoC)

Website: www.wycoc.org

Contact Information

Wyoming Continuum of Care
Anna Edwards
Wyoming Coc Coordinator
Email: anna.edwards@wycoc.org
Phone: 307.251.2423
Website: www.wycoc.org

Table of Contents

1. Wyoming Homelessness Snapshot
2. Frequently Asked Questions
3. Key Messages & Talking Points
4. Press Release Template
5. Letter to the Editor Template
6. Social Media Toolkit
7. Community Action Guide
8. Advocacy Action Sheet
9. Sample Proclamation
10. How to Talk About Homelessness
11. Myth vs. Fact Flyer
12. Customize This Toolkit

This toolkit provides information, messaging, and resources to support Homeless Awareness Month across Wyoming. Materials may be customized with local data, events, and community resources while maintaining the statewide theme, **Neighbors, Not Numbers.**

1. Wyoming Homelessness Snapshot

The Reality of Homelessness in Wyoming

On a single night in January 2026, Wyoming's annual Point-in-Time (PIT) Count identified **560 people experiencing homelessness statewide**. Of those counted, **416 individuals were staying in emergency shelters or transitional housing programs, while 144 individuals were experiencing unsheltered homelessness.**

The 2026 PIT Count found that **26% of Wyoming's homeless population was unsheltered**, meaning individuals were sleeping in vehicles, campgrounds, abandoned buildings, or other places not intended for human habitation.

Wyoming at a Glance

Key Statistic	2026 Total
People Experiencing Homelessness	**560**
Sheltered Individuals	**416**
Unsheltered Individuals	**144**
Unsheltered Rate	**26%**

Source: Wyoming 2026 PIT & HIC Counts.

Why Wyoming Is Different

Homelessness in Wyoming often looks different than homelessness in larger metropolitan areas.

In many parts of the country, homelessness may be visible through large shelters or encampments. In Wyoming, homelessness is frequently less visible because of the state's rural nature, vast geography, and small population centers.

Individuals and families experiencing homelessness may be:

- Sleeping in vehicles
- Living in campgrounds or RVs
- Staying in abandoned buildings
- Moving between friends' or relatives' homes
- Utilizing emergency shelters when available
- Traveling long distances to access housing and services

In Wyoming, getting help can be difficult because services such as shelters, case managers, healthcare providers, job programs, and housing resources may be many miles away. Long travel distances, harsh winter weather, and limited housing choices can make it harder for people to find and keep stable housing.

Homelessness in rural communities is often less visible. Many people experiencing homelessness temporarily stay with friends or family because shelter options may be located far from their community. As a result, housing instability can exist even when it is not obvious to the community.

Homelessness in Wyoming may not look like the homelessness often shown in large cities. People experiencing homelessness may still be working, taking their children to school, or staying with others while trying to find permanent housing.

Communities across Wyoming are addressing these challenges through outreach, emergency shelter, housing assistance, homelessness prevention programs, and partnerships that connect people with the support they need.

Homelessness in Wyoming is often unseen, but it is not uncommon. Lasting solutions depend on strong community partnerships that connect people to housing, services, and support, ensuring every Wyoming resident has the opportunity for a safe and stable place to call home.

2. Frequently Asked Questions

What is Homeless Awareness Month?

Homeless Awareness Month is observed each November to educate communities, reduce stigma, increase understanding, and encourage action to address homelessness.

Why does Wyoming participate?

Homelessness exists in communities across Wyoming. Awareness helps communities better understand local challenges and support effective solutions.

Who experiences homelessness?

Homelessness affects:

- Families with children
- Veterans
- Young adults
- Older adults
- Survivors of domestic violence
- People with disabilities
- Working individuals and families

What causes homelessness?

There is no single cause of homelessness. Contributing factors may include:

- Housing shortages
- Rising housing costs
- Job loss
- Medical emergencies
- Domestic violence
- Fixed incomes that cannot keep pace with housing costs
- Mental health challenges
- Substance use disorders

What can community members do?

- Volunteer
- Donate to local shelters/homelessness service providers
- Advocate
- Participate in local efforts
- Share accurate information
- Support housing solutions

3. Key Messages & Talking Points

Main Message

Neighbors, Not Numbers

Every person experiencing homelessness is a Wyoming neighbor with their own story, strengths, and goals. Homelessness can affect people in every community, often during times of crisis, housing loss, or financial hardship.

Key Points

Homelessness exists in communities across Wyoming.
It may not always be visible, but individuals and families in every region of the state experience housing instability and homelessness.

Homelessness looks different in Wyoming.
Because Wyoming is rural, people often stay temporarily with friends or family, live far from services, or travel long distances to find help.

Stable housing strengthens communities.
When people have safe, stable housing, communities benefit through improved health, education, employment, and overall well-being.

Solutions work.
Programs such as homelessness prevention, rapid rehousing, emergency shelter, and supportive housing help people regain stability and move forward.

Key Takeaway

Behind every statistic is a neighbor. By focusing on people rather than numbers, we can build stronger communities and help more Wyoming residents find a safe and stable place to call home.

4. Press Release Template

FOR IMMEDIATE RELEASE

Wyoming Communities Recognize Homeless Awareness Month

November 2026

Throughout November, communities across Wyoming are recognizing Homeless Awareness Month to increase public understanding of homelessness and highlight solutions that strengthen communities and improve housing stability.

According to Wyoming's 2026 Point-in-Time Count, 560 individuals were experiencing homelessness on a single night, including 144 individuals who were unsheltered.

The Wyoming Continuum of Care's theme for 2026 is **“Neighbors, Not Numbers,"** recognizing that behind every statistic is a person, family, veteran, young adult, or older adult facing a housing crisis.

Homelessness in Wyoming often differs from what many people picture. Because of the state's rural nature, housing instability is often hidden. Individuals and families may travel long distances to access services, stay temporarily with friends or relatives, or live in vehicles, campgrounds, and other locations not intended for housing.

"Homelessness can affect anyone experiencing a housing crisis," said [NAME/TITLE]. "Homeless Awareness Month provides an opportunity to learn more about homelessness in Wyoming, reduce stigma, and support housing solutions that help individuals and families thrive."

The Wyoming Continuum of Care encourages residents to learn, volunteer, advocate, and support local efforts aimed at ending homelessness.

For more information, visit **www.wycoc.org**

Media Contact:

Name: _____

Organization: _____

Email: _____

Phone: _____

5. Letter to the Editor Template

Housing Stability Strengthens Wyoming Communities

November is Homeless Awareness Month, a time to recognize the impact homelessness has on communities across Wyoming.

According to Wyoming's 2026 Point-in-Time Count, 560 people were experiencing homelessness on a single night, including 144 people experiencing unsheltered homelessness.

While homelessness may look different in Wyoming than in larger metropolitan areas, it remains a challenge affecting individuals and families throughout our state.

In Wyoming's rural communities, homelessness is often hidden. Individuals and families may be living in vehicles, campgrounds, temporary arrangements with family or friends, or traveling long distances to access services and housing opportunities.

Families, veterans, youth, older adults, and working individuals can all experience homelessness following a housing crisis, medical emergency, job loss, domestic violence, or other unexpected challenge.

Housing stability benefits entire communities by improving health outcomes, strengthening families, supporting workforce participation, and helping individuals achieve self-sufficiency.

During Homeless Awareness Month, I encourage community members to learn more about homelessness, support local service providers, and advocate for solutions that help our neighbors achieve stable housing.

Sincerely,

[Name]
[Organization]
[City]

6. Social Media Toolkit

Awareness Post

November is Homeless Awareness Month.

Together we can increase understanding, reduce stigma, and support solutions that help Wyoming residents achieve stable housing.

Hashtags: #NeighborsNotNumbers #HomelessAwarenessMonth #WyomingCoC

Data Post

On a single night in 2026, 560 Wyoming residents were experiencing homelessness. Every number represents a neighbor, friend, family member, or community member.

Hashtags: #NeighborsNotNumbers

Rural Wyoming Post

Homelessness in Wyoming often looks different than homelessness in larger cities.

Individuals and families may be staying in vehicles, campgrounds, temporary arrangements with family or friends, or traveling long distances to access services.

Awareness is the first step toward solutions.

Hashtags: #NeighborsNotNumbers #HomelessAwarenessMonth

Action Post

You can help.

- ✅ Learn
- ✅ Volunteer
- ✅ Donate
- ✅ Advocate
- ✅ Share accurate information

Learn more at www.wycoc.org

Myth vs. Fact Post

MYTH: Homelessness does not happen in Wyoming.

FACT: On a single night in January 2026, Wyoming identified 560 individuals experiencing homelessness statewide.

Hashtags: #NeighborsNotNumbers

7. Housing & Homelessness Action Guide

Five Ways to Help

Learn

Understand homelessness in your community.

Volunteer

Support local shelters, outreach programs, and housing providers.

Donate

Support organizations serving individuals and families experiencing homelessness.

Advocate

Contact elected officials and support housing solutions.

Share

Help reduce stigma by sharing accurate information about homelessness.

---

8. Advocacy Action Sheet

Homeless Awareness Month Advocacy Actions

Everyone can play a role in advancing solutions to homelessness in Wyoming. Use the actions below to help raise awareness, support effective policies, and encourage investment in housing and services.

1. Contact Elected Officials

Reach out to local, state, and federal elected officials to express support for:

- Affordable housing development
- Homelessness prevention programs
- Rapid Rehousing initiatives
- Permanent Supportive Housing programs
- Behavioral health and recovery services

Personal stories and local examples can help demonstrate the impact of housing challenges in Wyoming communities.

2. Support Housing Solutions

Learn about housing needs in your community and advocate for solutions that increase housing stability, including:

- Affordable rental housing
- Permanent Supportive Housing
- Workforce housing initiatives
- Homelessness prevention services
- Housing-focused community planning

Stable housing benefits individuals, families, businesses, healthcare systems, schools, and communities as a whole.

3. Join the Wyoming CoC Advocacy & Education Committee

Connect with others working to improve housing access and reduce homelessness across Wyoming.

Committee members help:

- Share information and resources
- Coordinate advocacy efforts
- Promote public awareness
- Support statewide initiatives
- Elevate community voices

For information on committee participation, email Anna Edwards at **anna.ewards@wycoc.org**.

4. Participate in National Advocacy Opportunities

Join opportunities such as the National Alliance to End Homelessness Day of Action and other advocacy campaigns that support effective housing policies and community solutions.

5. Share Accurate Information

Help reduce stigma by sharing factual information about homelessness in your community.

When communicating with others:

- Use person-first language.
- Share verified data and local information.
- Highlight effective solutions.
- Challenge common myths and misconceptions.
- Recognize the dignity and humanity of every person experiencing homelessness.

Awareness is the first step toward action.

9. Sample Proclamation

Homeless Awareness Month Proclamation

WHEREAS, safe, stable, and affordable housing is foundational to the well-being of individuals, families, and communities; and

WHEREAS, homelessness affects individuals and families throughout Wyoming; and

WHEREAS, increasing public understanding and community engagement can help reduce homelessness and improve housing stability; and

WHEREAS, communities throughout Wyoming are working collaboratively to prevent and end homelessness;

NOW, THEREFORE, I hereby proclaim November 2026 as **Homeless Awareness Month** and encourage all residents to learn more about homelessness and support efforts that help ensure every Wyoming resident has access to safe and stable housing.

10. How to Talk About Homelessness

Use Person-First Language

Preferred

- People experiencing homelessness
- Individual living unsheltered
- Family experiencing a housing crisis
- Person seeking stable housing

Avoid

- The homeless
- Homeless people
- Labels that define individuals by their housing status

Why It Matters

Language shapes perceptions. Using respectful, person-first language recognizes the dignity and humanity of individuals experiencing homelessness.

11. Myth vs. Fact Flyer

12. Customize This Toolkit

This toolkit is designed to be adapted for local communities, organizations, and events throughout Wyoming. Organizations are encouraged to add local information while maintaining the statewide Homeless Awareness Month theme, **Neighbors, Not Numbers.**

Suggested Customizations

Consider adding:

- Local homelessness and housing data
- Community events and awareness activities
- Organization-specific programs and services
- Volunteer opportunities
- Donation and fundraising information
- Local contact information and website links
- Community success stories and housing outcomes

When Sharing Stories

Personal stories can be powerful tools for increasing understanding and reducing stigma.

When sharing lived-experience stories:

- Obtain permission before sharing personal information.
- Use person-first, respectful language.
- Focus on strengths, resilience, and recovery.
- Avoid details that could identify someone without consent.
- Always respect privacy and confidentiality.

Stories should help community members see the people behind the statistics while honoring individual dignity and choice. [2026 Homel…acket.docx | Word]

Data Sources

The statistics and information included in this toolkit are based on publicly available homelessness data and reports available at the time of publication.

Primary sources may include:

- HUD Point-in-Time (PIT) Count data
- Housing Inventory Count (HIC) data
- Wyoming Continuum of Care reports
- National Alliance to End Homelessness resources
- Local service provider data, where available

When adding local information, use the most current and verifiable data available.

Thank You

Thank you for helping raise awareness about homelessness in Wyoming. By sharing accurate information, reducing stigma, and supporting housing solutions, communities across the state can help ensure that every neighbor has the opportunity for safe, stable housing.