



Problem:

As of 2018, there are over 8000 people experiencing homelessness in Toronto and growing. Many made their way on the streets for various reasons. The 3 main causes of homelessness being structural factors such as income, system failure, such as hard transitions, and individual & relational factors, such as personal health or trauma. Those on the streets are surrounded by varying degrees of abuse, struggle, and poverty. In times of need, they have nothing, and in times of cold, they may get a night's sleep in a shelter - nothing more. However, those who make their way onto the streets, often only need a little jumpstart to transition back into society, considering 93% want permanent housing.

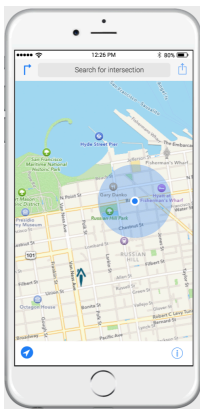
Solution:

CASA provides this jump start by putting the power into the hands of the user to help outreach teams deliver aid to the people in areas that need it most. CASA is an application-based platform developed to give citizens like you and me the power to notify homeless outreach teams which areas of cities need the most help, allowing outreach programs to optimize their system for delivering supplies and aid to those in need. This will ensure that these efforts are efficient and effective, creating the biggest positive impact on our communities and their citizens.

Steps:

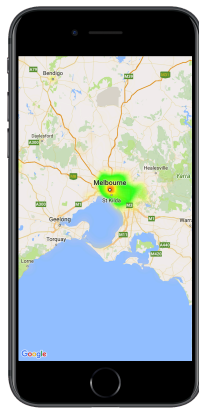
1. User marks the location of homeless individuals/groups on the map in-app
2. The app generates a heatmap based on user inputs
3. Outreach programs deliver aid to those in 'hottest' areas on the map

1



Mark Location

2



Create Heatmap

3



Outreach Aid