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BlueStar Family Homes Launches In North Bay
Providing veteran mothers and their children with secure and affordable homes

(Novato, CA – June 2016) What is sadder than experiencing the turmoil and soul-crushing weight of war – including having to deal with the daily devastation of battle, the death of one’s comrades, confronting one’s own mortality, and living with the fragility of life?

Yet even more distressing is the single military mom leaving that hell and coming home to the emotional strain of reuniting with her confused and anxious children…

Feeling the overwhelming stress of securing shelter for herself and her family…
With no time to decompress from her own trauma…

Imagine coming back to pick up the pieces of a life put on hold…

And imagine that all she wants is a safe, affordable home where she can take care of her own children again.

BlueStar Family Homes was recently formed to solve the problem of homeless and precariously housed veterans by building permanent and affordable housing for women veterans and their children.

- According to the California Commission on the Status of Women, the number one unmet need of women veterans is affordable, permanent housing.

- Women veterans are between 2 times and 4 times more likely to experience homelessness than non-veteran women because of the overwhelming number of challenges they face. (Huffington Post)

- In California, 60% of women veterans reported experiencing some form of housing instability (California Women Veterans).

Northbay Family Homes (NFH), through its subsidiary, BlueStar Family Homes (BFH), has a solution. In fact since 1978, NFH has developed, funded, and built over 4,000 below market-rate homes with a total investment of $154,000,000.

BlueStar Family Homes is kicking off its solution to affordable housing for women veterans with a crowdfunding campaign at www.crowdrise.com/bluestar-family-homes. These brave women veterans have put their lives on the line and their families on hold to serve their country. And now we need to take care of them and their children.

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Currently, with a proposed $250 million budget, BFH is in the process of selecting and acquiring several properties in Northern California to provide 1,000 new apartments specifically tailored to house women veterans and their children in the mid-to-lower income, at-risk segment.

The founders of BFH, Clark Blasdell (a well-established real estate developer) and Pamela Asselmeier (who has expertise in law and real estate), are champions of affordable housing. Based on their passion for helping the underserved with a special interest in veterans, Clark and Pamela created BlueStar Family Homes in September 2015.

They are building on their successes and experience of nearly 40 years in developing affordable homes for families through the nonprofit housing entities Northbay Family Homes and Suburban Alternatives Land Trust (SALT). This culminated in the well-received housing development in Novato at the former Hamilton Air Force base. Clark and Pamela offer the perfect combination of proven expertise, leadership, and heart to secure this funding and deliver this housing program for lower income veterans.

Clark’s philosophy is “Making the impossible affordable,” while Pamela says, “Our veterans served our country and now we need to take care of them.” They believe they address the injustice in our community with affordable housing for all backgrounds and incomes.

ABOUT US: BlueStar Family Homes (BFH) is part of a nonprofit network of experienced developers of affordable communities dedicated to providing veterans and their families, especially single mothers and their children, with secure communities and the support services they deserve and need to thrive.

More information: website: http://bluestarfamilyhomes.org  Facebook  Crowdrise
FAQs  Bio: Clark Blasdell  Bio: Pamela Asselmeier  Video Interviews with Veteran Moms

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