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Ritter Introduces a New Brand: "A Bridge to a Better Life"

Our renewed commitment to whole-person care as chronic homelessness rises in Marin

SAN RAFAEL, Calif. — Tuesday, November 17, 2026 — At Ritter Center, Marin County's only designated Health Care for the Homeless provider, we're introducing a new brand and tagline: "A bridge to a better life." It puts into words how we've worked since 1980: building care around each person, meeting people where they are, and treating everyone with warmth and without judgment.

Our new brand arrives at a hard moment. After falling by nearly a quarter from 2022 to 2024, chronic homelessness in Marin doubled this year, from 217 to 438 people, and more than 150 who have been approved for housing vouchers are still waiting. On January 1, new Medi-Cal work requirements begin, and the County estimates more than 6,700 residents could lose their health coverage.

"When so much is changing at once, no one should have to figure it out alone," said Mark Shotwell, our Chief Executive Officer. "Our new brand is a promise: we'll build care around you, we won't judge you, and we won't give up. That's what a bridge to a better life means."

Under one roof in downtown San Rafael, we bring together medical care, behavioral health, housing support and our Full Basket Community Market, and our Street Medicine teams go out to meet people where they are, rain or shine. Of the people we place in housing, 94% stay housed.

That support often starts before someone ever walks through our doors. One woman first met our reentry advocate while she was still in custody, facing addiction, mental health challenges and nowhere to live. Today, she is sober, living in a long-term shelter and working with the same advocate toward a permanent home. "Recovery doesn't happen in isolation," said Isabella Antonelli, our Assistant Program Manager for Case Management. "It begins with trust and grows through consistent, compassionate support."

About Ritter Center

Since 1980, Ritter Center has helped individuals, families, seniors and veterans secure housing, health care and financial stability so they can reclaim a full, dignified life. As a Federally Qualified Health Center and Marin County's only designated Health Care for the Homeless site, we reach more than 3,000 of our neighbors each year. Learn more at rittercenter.org.

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