



# IAIN DE JONG

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Iain De Jong is the president and CEO of OrgCode Consulting Inc where he is fighting for positive social change in ending homelessness. Iain works with non-profit organizations, private companies, and the government to strategize how to make the world a better place for everyone.



## Selected Quotations

- Those who want to practice tough love give us insight into their view of homelessness as well. Essentially, if you want to practice a tough love approach you are suggesting that homelessness is a choice, that the person is lazy, or that their homelessness is immoral. In other words, your approach is to try and break them of this bad habit. So no wonder tough love rarely works, especially over the long term, because homelessness is not a choice, a sign of laziness, or immoral."
- Some people are upset that in my public appearances I go out of my way to state homelessness should be ended rather than managed. When I point out the ways in which – even without consciously doing so – their service approach focuses more on managing homeless than ending it, some service providers can react sensitively. I am not insulting their compassion. I am not dissing their desire to serve others. So, when these people are upset, I am okay with that.



## Online Materials:

- [Iain De Jong presents to the Homelessness Task Force of Greater Kansas City \(2013\)](#)
- [Iain de Jong Keynote Address Goodwill Northern Michigan Gather for Good \(2020\)](#)
- [COVID 19 Response for Unsheltered Homeless People \(2020\)](#)
- **Further reading**
- The Book On Ending Homelessness (2019)
- Tough Love Ain't Love (2017)
- I'll Take that as a Compliment Because I am Okay with That (2013)
- Homelessness is the great tip of the iceberg of social structural distress (2020)