

# News From The Road Home

Dane County

Winter 2016

## 2016 Homes for Families Breakfast

The Road Home Dane County held its 12th Annual Homes for Families Breakfast at the Alliant Energy Center on November 10, 2016. The event was a great success with over 400 people in attendance and raised over \$425,000 to help The Road Home provide programs and services for homeless families with children. This year's theme was "Every Child Deserves a Home."

Daccari, a client of The Road Home, shared her story of homelessness growing up, being homeless with her 3-month old son, her time at The Road Home shelter, and how the case managers helped her apply for housing and jobs. She is now in stable housing and stated, "I'd like to thank the staff and volunteers - being homeless is not easy, but they made it possible to get through it. I hope that by sharing our story, it ultimately helps The Road Home help more families with children get into stable housing." Her hope is for a better future for herself and her son.

Mike Victorson, CEO of M3 Insurance, expressed his family and professional commitment and passion to the mission of The Road Home. Kristin Ruckinski, Executive Director, spoke of the short-term and long-term effects of homelessness on children. Research\* shows that children who do not have stable housing have lower school attendance rates, suffer significantly in their health and education, are nine times more likely to repeat a grade and are four times more likely to drop out of school, and 87% of homeless students worry about something bad happening to their family.

To date, this event has cumulatively raised over three million dollars to help homeless families in Dane County back on their road home!

\*National Center on Family Homelessness



The Road Home  
Dane County



Kristin Ruckinski, Executive Director with speaker Daccari

## Breakfast Thanks

We would like to thank our Homes for Families Society members and all donors, sponsors, table hosts, speakers and attendees for supporting us in our mission that Every Child Deserves a Home.

Our thanks to this year's generous sponsors:

**Founder:** CUNA Mutual Group

**Gold:** Madison Investment Advisors, MetaStar, National Guardian Life, Naviant, and UW Health & Unity Health Insurance

**Silver:** Alliant Energy Foundation, Frank Beverage Group, The Great Dane Pub & Brewery Company, MGE and RSM

**Bronze:** Employee Benefits Corporation, Wisconsin Mutual Insurance, Broihahn Management Company, First Weber Foundation, Foley & Lardner/Scott and Tess Klug, TASC, Terso Solutions, UW Credit Union, Wisconsin Management Company, and WPS Health Solutions

**Friend:** Michael Best and Friedrich

Special thanks to Heidi Lobraco for graphic design services.

For ways you can support The Road Home visit our website.



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(608)294-7998



[info@trhome.org](mailto:info@trhome.org)



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The Road  
Home website

## Upcoming Events

Please join us at our office for a Homes for Families Tour to learn more about how The Road Home changes the lives of homeless families. During these short, powerful, and informative tours, you will learn about family homelessness in our community and how The Road Home is working to help families transform their lives. We invite you to meet us and to see our work firsthand. This is not a fund-raiser and we guarantee it will only last 59 minutes!

### 2017 Tour Dates

Wednesday, January 4, 5:30 p.m.

Tuesday, January 17, 6:30 p.m.

Wednesday, February 1, 5:30 p.m.

Wednesday, February 15, 5:30 p.m.

Wednesday, March 1, 6:30 p.m.

Tuesday, March 14, 5:30 p.m.

For more tour dates, check our website:  
[www.trhome.org](http://www.trhome.org).

## Your Gift This Holiday Season Can Help End Homelessness for Children & Families

Your gift to The Road Home can help move children and families out of homelessness into housing and provide services that will help them successfully maintain housing.

Over 400 families in Dane County are currently seeking affordable housing. During the 2015-2016 Madison school year, 1,460 students were identified as homeless.

You can help The Road Home stop the cycle of homelessness and help families and children achieve self-determined goals and affordable, stable housing. Here's what your support today can do:

\$25 helps a parent travel to a job interview.

\$50 offers an after-school activity to a child in shelter or housing.

\$100 helps support case management for children and families.

\$250 provides one month of rental assistance for a family of four.

\$500 buys beds for families moving into an apartment.

\$1,000 helps one child in shelter transition to a stable home.

You can make an online donation today at [www.trhome.org](http://www.trhome.org). Please consider making a recurring gift that will provide continued support for our programs. Thank you!

## The Road Home Receives Generous Grant Support

These foundations and organizations have recently awarded grants in support of The Road Home's programs.

**A Fund for Women:** \$10,000 for Women's Employment Fund

**American Girl's Fund for Children:** \$5,200 for Little Picassos Art Program at Housing & Hope apartments in Meadowood neighborhood

**Attic Angels Association:** \$20,000 for education services

**Jack DeLoss Taylor Charitable Trust:** \$7,000 for general support

**Madison4Kids:** \$700 for children's activities

**Magic Pebble Foundation:** \$10,000 for education services

Thank you to these funders and all our donors for their generosity and commitment to The Road Home's mission.

### Wish List

Diapers/pull ups

Baby wipes

Cleaning supplies

Paper towels

Toilet paper

Feminine hygiene products

Hair-care products designed for African-American hair

Gifts cards for gas and groceries

### Newsletter Update

In order to conserve precious resources, both paper and funds, The Road Home is moving toward providing the newsletter electronically. This will also allow us to provide more timely information to you. We will NOT send frequent email communications – only the newsletter and an occasional update. As with all personal information, we will not sell or share your email address.

Please help us by sending your current email address to Sheila Kirschbaum, Business/Development Coordinator at [sheilak@trhome.org](mailto:sheilak@trhome.org).

# Why We Give

By Patti Rashke, The Dan & Patti Rashke  
(TASC) Family Foundation

A few years ago, Dan and I attended our first Homes for Families Breakfast with the TASC Cares Employee Philanthropy Committee. We were impressed by The Road Home and its efforts to make a difference in families' lives in our community. The group's mission to provide opportunities for homeless families spoke to our hearts, and we vowed to do more in the future to support it.

Now as Homes for Families Society members, Dan and I enjoy giving to The Road Home because it is a well-run organization

with strong leadership. We are grateful for their team's tireless work helping families transform their lives—from providing shelter to securing employment, child care, and health care. For this reason, we are pleased to give back by offering in-kind FSA benefit administration. Through our in-kind services, The Road Home is able to offer a valuable employee benefit at no cost that helps attract and retain employees while providing significant tax savings—a win-win for these “unsung heroes” who are working hard to improve our community.



TASC employees donated hand-made blankets for The Road Home families.

At the same time, The Road Home offers TASC employees many opportunities to get involved at varying levels. Our employees have volunteered their time to assist with The Road Home evening activities and supervision at congregations. And through the United Way Business Volunteer Network, employees helped clean and

paint apartment units for the Truax Apartment Rehab Volunteer Project. Over the years, we've provided funding for events, and donated blankets, backpacks, and school supplies.

It is an honor to support an organization that works so hard to help end family homelessness.

## Leave a Legacy That Will Help Homeless Families Into the Future

Did you know that you can maximize your giving to The Road Home by designating our organization as a beneficiary in your will, insurance or retirement plan?

A planned gift will help ensure that The Road Home maintains and expands services in the future for homeless families with children. Your attorney or financial planner can advise you regarding the options that

may be available, and can make arrangements for a gift that is designed to best meet your personal situation. The Road Home can work with you, your family, and your professional advisors to carry out your vision. If you plan to include or have already included The Road Home in your estate plan, please let us know. We would be honored to recognize your support!

## The Road Home's "Refreshed" Logo

Earlier this year, The Road Home was selected as one of the non-profits to participate in Design Like Mad's 12-hour design marathon. The Design Like Mad organization coordinated this event to bring together student and professional designers for 12 hours to provide pro-bono design work for deserving, local non-profit

organizations. Designers Mitchell Tanis, Ashley Silbaugh and Chris Trejo “freshened” our logo, and provided design ideas for our brochure and other print materials. Our thanks to the designers and Design Like Mad for selecting The Road Home as one of this year's recipients.



Every child deserves a home

# Dear Road Home,

I am writing to say Thank You. My family and I spent 3 years in a Road Home Housing Program. My experience in the program has been uplifting, motivating and positive.

The case managers are very helpful. During my stay they offered me advice, they made sure I got to appointments, provided information on jobs, helped me look for affordable housing and attended school meetings. They go above and beyond to meet their clients' needs. They motivated me to progress in life. I would like to acknowledge a few of the case managers that helped me and my family out so much: Melissa, Alane, Samantha and Qiana. Thank you guys for playing a major part in my accomplishments, as well as my well-being.

Lakenya and family



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Please contact us if you prefer to receive this newsletter electronically.

Address Service Requested

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