

# News from the road home

Spring 2015

## Highlights From our 2014 Program Successes

The Road Home saw tremendous program success during 2014 and attributes that success to the hard work of the families we serve and to several staff initiatives. Our staff works tirelessly throughout the year to provide high-quality services. Three recent priority areas include:

- *Diverse staff:* We currently have the most racially diverse staff we have ever had. We also have several staff members who have experienced homelessness. The benefits of a more diverse staff are many, especially because 80% of the families we serve are people of color.
- *Trauma-informed care:* Most families we serve have experienced severe trauma. Our staff has completed a curriculum on agency-wide trauma-informed care, focusing on the values of safety, trustworthiness, choice, collaboration and empowerment. It is imperative for our entire staff to operate with these values, not just the staff who work directly with families in our programs.
- *Continuing education:* We have been able to increase our budget to invest in our staff's ongoing training and education opportunities. This allows our staff to stay informed on evidence-based research and best practices.

Results from these efforts are seen in program outcomes and satisfaction surveys. Some of them include:

- *Families feel respected:* We collect feedback from program participants on how we can improve our programs and ask if they feel respected by staff and volunteers. Overwhelmingly, program participants report being treated with respect, that their ethnic heritage is respected, and that they feel more hopeful about their family's future since being in one of The Road Home's programs.
- *Length of shelter stay:* For the first time in at least eight years, the average length of stay in shelter dropped below 60 days. The shorter a family's stay in shelter, the faster they have the stability and security of their own home to reach other goals.
- *Maintaining housing:* Over 90% of families who could have reached one year in housing did so. This means fewer families are returning to the shelter system once we help re-house them the first time.

We look forward to continuous staff improvement that will ultimately result in even better outcomes for families experiencing homelessness.

## Thank you Volunteers!

Volunteer Appreciation Week is April 12-18, 2015. We'd like to thank all of the volunteers who support The Road Home and all the families we serve. In 2014, with your time, energy and dedication, we were able to provide services for 162 families, including 377 children. Thank you for your support of The Road Home!



*Volunteer- congregation meal time*

## The Road Home Receives 2015 Impact Award

The Road Home is the recipient of the first 2015 Impact Award from the **Madison Chapter of 100+ Women Who Care**. Members have donated over \$8,400 to The Road Home to date. Thank you to the generous women of Madison for coming together in support of programs and housing for homeless families with children.

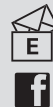
For ways you can support The Road Home visit our website.



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(608)294-7998



[info@trhome.org](mailto:info@trhome.org)  
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Scan to visit  
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!

### 2015 Tour dates

Tuesday, April 7, 5:30 p.m.  
Wednesday, April 22, 6:30 p.m.  
Wednesday, May 6, 5:30 p.m.  
Tuesday, May 19, 6:30 p.m.

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

### The Road Home Tour goes "On the Road"

Can't make it to a tour at our office? We'll come to you! The Road Home's **Homes for Families Tour** can be presented at your congregation, business, organization, or home. We would welcome the opportunity to provide information about The Road Home to you and a group of friends, colleagues, co-workers, family, or neighbors. Please contact us at 608-294-7998 to schedule a tour.

### Mark Your Calendars: Families Moving Forward Celebration

Sunday, August 23, 2015

### 11th Annual Homes for Families Breakfast

November 5, 2015

Interested in hosting a table?  
Contact Peggy Halloran,  
Development Director at  
608-294-7998, ext. 311.

## Thank You!! Thank you!!

## Community Support During the Holidays

### IHN Shelter Holiday Party

Thank you to all the sponsors, donors, volunteers, Santa and his magical team and so many more who made our shelter holiday party extra special for some pretty amazing children. The children had a blast!

Thank you to the sponsors for the party and those who provided gifts for the children: Downtown Rotary Club, Bethany United Methodist Church, Midvale Community Lutheran Church, Cheryl DeMars, Frank Bures, Karen Alexander, Diana Eisenberg, Steve Nelson, Sharon Zannacker, Kimberly and Katie Smith and Holy Wisdom Monastery.

### Family Holiday Sponsors:

A huge thank you to everyone who sponsored The Road Home families with gifts this holiday season. The season shone much brighter for them thanks to the support of our community, dedicated volunteers, board members, partner agencies, staff and so many others!

### Our Families' sponsors were:

Alliant Energy Center, CUNA Mutual Group, Dane County Credit Union, The Douglas Stewart Company, First Weber Foundation and employees, Fountain of Life Homeless Ministry, Mad Rollin' Dolls, Madison Jewish Day School, Messiah Lutheran Church, MG&E, QTI Group,

Preceptor Delta Sorority, Plymouth UCC, Sisters with Books, US Cellular, Winners in Christ, WPS, Lola Anoyinka, Tracy Brock, Audrey Conn and Douglas Kurzeja, Beth, Gary, Austin and Megan Cutler, Jessica Eddy, Emily Eisenhardt and family, Kristin and John Haugen-White, Jeannine and Todd Holesovsky, Laura Huggett, Stephanie Mikesell and Terry McFaul, Andrew and Lauren Millar and family, Nikki Moore, Nehemiah and Mrs. Manadier Farr, Keely and Kevin Opperman and family, Ashley Rockett, Cathy and Ron Rotter, McKenzie Saunders, Linda Schaack, Jay and Katie Sekelsky, Greg and Kay Simmons, Jill Thomas and Marcia Wright.

Thank you to everyone who supports The Road Home and the families we serve!

### Wish List Donations

Thank you to all the companies, individuals, and congregations who donated carloads of much needed wish list items for our families.



Santa and his elves

## Support The Road Home While Shopping

Support The Road Home when shopping through Amazon. Go to [smile.amazon.com](http://smile.amazon.com) or <http://smile.amazon.com/ch/31-1618925>. Amazon donates 0.5% of the price of your eligible AmazonSmile purchases to the charitable organization of your choice.

**amazon**smile  
You Shop. Amazon Gives.

## The Road Home Recipient of KW2's Goodstock

The Road Home was selected by KW2 advertising agency as one of the recipients of their 24-hour advertising/marketing marathon called Goodstock. Their talented staff worked on a TV commercial, print ads and a marketing plan customized just for us. We are grateful for their creativity and generous donation of time, talent and media space. Watch for the commercial on Fox TV and print ads in Madison Magazine, Brava and other local publications.



# Why We Give

By Cathy and Ron Rotter

Winter storm Linus is happening outside as I write this in our warm, comfortable home. It makes me reflect on the fact that our two children have never had to worry about having a warm bed to sleep in on a snowy night. The thought of a child without a home is reason enough to give to an organization like The Road Home that works with homeless families.

Fifteen years ago when our children were 13 and 11 we began volunteering as a family for The Road Home's Interfaith Hospitality Network. We started by packing up the families' belongings into one of Ron's company trucks delivering them to the next congregation. We eventually signed up to bring dinner, play with the children and even stay overnight. We felt like our family was helping to make a difference

in other families' lives. The best part was celebrating with some as they announced that they were moving into housing.

When I became the volunteer coordinator for our congregation about seven years ago and a member of the Board three years ago, I began to observe the dedicated staff at The Road Home in action. The volunteer manager and case managers communicate compassionately with the volunteers and families. The van driver transports the families with kindness. The office staff greets everyone with respect and a smile. The Executive Director leads with a calm, professional manner.

The Road Home staff is working diligently to develop programming based on need, such as the in-home family counseling services added this past year. Over the past 15 years they have proven to be a respected and successful part of our community. We are impressed with their ability to work with faith

congregations, other non-profits, businesses, government agencies and community members knowing that solutions for homelessness are a community effort. It is a privilege to give to The Road Home.

Cathy and Ron Rotter



Ben, Ron, Cathy and Erin Rotter

## Program Report: January-December 2014

### IHN Shelter:

27 families (38 adults, 59 children) stayed in shelter  
72% of families who exited shelter in 2014 are now stably housed

### Housing Stabilization:

12 families participated  
100% of families that could have reached one year in housing did so

### Second Chance Apartment Project:

18 families participated in the program  
100% of families that could have reached one year in housing did so

### Second Chance Leasing Project:

10 families were housed  
100% of families that could have reached one year in housing did so

*\* Partner agencies serve additional families in these programs*

### Rapid Rehousing:

44 families served through The Road Home\*  
100% of families successfully maintained stable housing for one year or longer

### House-ability:

13 families served through The Road Home\*  
85 % families increased their income during the year

### Housing & Hope:

38 families participated in the program  
94% of families that could have reached one year in housing did so

### Totals:

In 2014, The Road Home served 162 families (377 children) in all of our programs

## THANK YOU TO OUR GENEROUS GRANTORS

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

**Courtier Foundation:** \$10,000 grant will help provide case management services for families in Housing & Hope apartments owned by The Road Home and managed in partnership with Meridian Group. Families pay 30% of their income in rent and work with the on-site case managers to overcome barriers and work on plans to sustain housing through employment, financial stability and education.

**Irwin A. and Robert D. Goodman Foundation:** \$15,000 for Housing & Hope case management and transportation services for families in all of The Road Home housing programs. Transportation

barriers prevent families and their children from enjoying many activities that other families enjoy. A portion of this grant will be used for bus passes and gas cards that families can use to access employment, education, medical and community resources and children's activities that are central to family success in securing and maintaining stable housing.

**U.S. Bank:** \$5,000 for general support.

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

# Dear Road Home,

On behalf of my family, I would like to thank you for everything you've done for our family. I'm a single mother of seven lovely children that moved from Memphis, TN to Madison, WI in July 2012. I moved to make a better life for my children and myself. I was homeless for five months (staying house to house with family). During those five months I found a job at the mall. I was about to give up and go back to Memphis but I said to myself, "I can't go back; I have to be strong for my kids."

Finally, The Salvation Army called and said they had a spot for us. While I was there I got another job working at St. Mary's Hospital. I continued to work and save my money for an apartment. It was very hard trying to find a 4-bedroom with my income. As my time was almost up at The Salvation Army shelter I heard about The Road Home program so I got on the waiting list. Within 2 months I was accepted into The Road Home. I remember my first night there. The people were welcoming, kind, and surrounded us with a lot of love. These were strangers that took time out of their busy lives to come help homeless people like myself and that was a blessing that I really appreciated and I actually felt the love and that warmed my heart. I received all the help that I could possibly need and want.

I had a case manager by the name of Betsy

that I would meet once a week to go over my goals and help me achieve them. My kids loved all the volunteers that came to play activities, do crafts and play games with them. That was priceless. I continued to work and save my earnings until my time was coming to an end and I wasn't able to find a place. The Road Home offered my family a four bedroom apartment through the Housing & Hope Program. I was so grateful and thankful. My kids and I can finally have a place to call home again.

It's been a long, bumpy road but I had to do whatever it took to make sure my children had food in their belly, a roof over their head and clothes on their backs. Thanks to The Road Home that was all possible. I have been living at Housing & Hope for about one year and I have a wonderful, loving, caring case manager by the name of Georgie. She helps me out tremendously and I really appreciate every little to big thing that she has done for my family. Thanks to her my boys are able to play soccer, football and basketball and my girls can enjoy cheerleading, step teams, and gymnastics. The Road Home has really helped my family out more than you can possibly imagine, and I really thank God for putting good people in my life. The Road Home is a great and healthy place to be to help people like me who need a second chance on getting their life together. I gladly

appreciate everything and everyone that helped made this possible for my family.

-Ms. Quiana



Quiana and her family – India (11), Ronessa (15), Christopher (14), Montevious (12), DeShun (9), Savion (8) and Keon (7)

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

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