

News From The Road Home

Dane County

Summer 2017

From Crisis Call to Stable Housing: The Road Home's Process



Have you ever wondered how families come to our shelter or housing programs? Or have you wondered what the path looks like from crisis point to stable housing for families that The Road Home works with? Jane's story illustrates how it can work.

"Jane" arrived in Madison with her two-year-old son, "Marcus", at the encouragement of an aunt who lived here. Once in Madison, Jane found she had

nowhere to go. Not knowing what else to do and feeling scared for her son, she contacted The Salvation Army. She stayed there for a few months before transitioning to The Road Home's IHN Shelter.

When families first connect with us, many are in dire circumstances. Life has thrown them a twist—often in the form of health problems, job loss, a move that didn't unfold as they expected or other unexpected bumps. Families sometimes learn about us after calling the Housing Resource Line maintained by the Homeless Services Consortium of Dane County or through referrals from other programs. Whatever the case, all families now go through a central intake process first where they are matched with a shelter or program that best fits their situation. When agencies in our community work together like this, we can be more effective and help more families.

Jane enrolled in The Road Home's Housing Stabilization Program and quickly found an apartment. Our goal is to get families into permanent housing as soon as possible as research tells us this is the best way to promote long-term success. Although Jane didn't need further rental assistance, she chose to continue in the program, working with her case manager to plot a path forward. The Road Home offers a variety of programs that provide different levels of short- or long-term rental assistance and other services depending on a family's needs. Case management is always an integral part of the program. As soon as families come in contact with The Road Home, we begin providing case management services. Studies have shown that making case management services part of the formula more than doubles a family's chances of remaining in stable housing.

As with Jane and Marcus, case management support doesn't end when a family moves out of shelter. Our case managers meet with families to understand what their goals are and how they might help families meet these goals. Jane's case manager helped Jane search for a job and then consider schooling options. Jane was able to enroll in a Certified Nursing Assistant Program—something she had not even considered was possible before—and quickly rose to the top of her class.

The path from crisis call to stable housing looks different for each family. At The Road Home we work hard to help families through the entire process, giving them the support and resources they need to reach their goals.

Social Media Campaign for The Road Home

Ideas that Evoke, a Madison marketing and digital communications agency, has launched a social media campaign for The Road Home. Ideas that Evoke is focusing volunteer energy and talent in shaping and creating content for The Road Home Facebook page and new Twitter and Instagram accounts. Their experts have also developed an ongoing social media strategy to tell The Road Home story to a wider audience.

 Please like us on Facebook and share our stories.

 Twitter: @theroadhomedane

 Instagram: #TRHomeMadison

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



The Road Home
128 E. Olin Ave., Suite 202
Madison, WI 53713



www.trhome.org



(608)294-7998



info@trhome.org



@theroadhomedane



Facebook



#TRHomeMadison

The Road Home Celebrates Families Successes at 7th Annual Families Moving Forward Celebration



What happens to families when they leave The Road Home? Our volunteers, board, staff, and contributors celebrated the accomplishments of program participants on Saturday, August 19, 2017. This celebration acknowledges families who have moved beyond homelessness to reach new milestones in their lives. We celebrated their successes in housing, education and employment, while enjoying good food, good company and good music by Kinfolk Soul. Families placed “leaves of accomplishments” on our tree of success. Sagashus Levington shared her housing and life experiences and encouraged all in attendance to follow their dreams. Backpacks and school supplies were distributed to children in elementary, middle and high school.

This year’s celebration was proudly sponsored by:
CUNA Mutual Group, Madison Investment Advisors, MetaStar, National Guardian Life, Naviant, UW Health & Quartz, Alliant Energy Foundation, Alvarado Real Estate Group, Frank Beverage Group, MG&E, RSM, TASC, UW Credit Union, The Alvarado Real Estate Group, Reynolds Transfer and Storage and the Great Dane Pub and Brewery.

Special thanks to Our Lady Queen of Peace Parish for providing the space for our celebration.

Thank you to the record number of businesses, congregations, schools and individuals that supported our backpack and school supply drive. We received enough to help 375 children! In addition to the Families Moving Forward distribution, case managers will make sure all the children in our programs receive backpacks and we’ll have a supply for children entering our program throughout the school year. Thank you for your generosity!

100 Black Men of Madison, Blue Tree Network, CUNA Mutual Group, Door Creek Church, Douglas Stewart Co., First Congregational United Church of Christ, Flad Architects, Jesus Christ of Latter Day Saints, Madison College, Madison Investment Advisors, Madison South Rotary, Messiah Lutheran Church, MetaStar, University Bookstore, Woodland Montessori School, Zendesk and numerous individuals.



Help Families Now

Your gift to The Road Home can make a difference today for families with children experiencing homelessness. You can help families receive supportive case management services, student enrichment, in-home counseling, rental assistance, employment assistance and transportation. Summer/early Fall is the busiest time and highest demand for services. There’s no limit to what your help can do. Donate today (using the enclosed envelope) or at www.trhome.org. Thank you!

The Road Home Receives Generous Grant Support

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

John Bergstrom Endowment: \$1,500 for rental assistance
BMO Harris Bank: \$2,500 for general support of services and programs
Dane Arts: \$671 for the The Road Home Little Picasso’s art enrichment program for children in Housing & Hope and the Meadowood neighborhood
Evjue Foundation, Inc., the charitable arm of the Capital Times: \$10,000 for expanded Housing Stabilization case management services to families benefitting from an

initiative with local property management companies that offers Madison-area apartments at reduced rents
Madison South Rotary: \$2,000 for Housing & Hope backpacks and children’s activities
Madison West Kiwanis: \$2,000 for rental assistance
Magic Pebble Foundation: \$10,000 for general support
The Capital Times Kids Fund: \$3,000 for children’s activities
UnityPoint Health – Meriter Friends4Friends: \$500 for general support

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

Program Report: January-June 2017

IHN Shelter:

13 families (19 adults, 26 children) stayed in shelter
90% of families exited our shelter into housing; 69% increased their income.

Housing Stabilization:

5 families participated (6 adults and 6 children)
100% of families that could have reached one year in housing did so.

Second Chance Apartment Project:

16 families participated in the program
100% of families that could have reached two years in housing did so.

Rapid Rehousing Programs*:

30 families participated (46 adults and 72 children)
15 out of 23 families (65%) earned employment income.

House-ability*:

18 families served (19 adults and 32 children). 100% of families that could have reached two years in housing did.

Housing & Hope:

30 families participated in the program (48 adults and 74 children)
100% of families that could have reached one year in housing did so.
100% of families that could have reached two years in housing did so.
Eight families received in-home therapy services.

Truax*:

12 families participated (17 adults and 30 children)
100% of families that could have reached one year in housing did so.

Educational Statistics:

Worked with 43 children. 100% of kids that could have graduated 8th grade did. Connected 26 kids with summer school. 100% of eligible children were referred to an early learning program.

(* Partner agencies serve additional families in these programs)

Why We Give

By Chris Smithka, Bluetree Network, Inc.

Bluetree has placed an emphasis on giving back and volunteerism since its founding four years ago. The company is proud to serve a variety of organizations in the Madison area and beyond. This allows employees to find volunteer opportunities that align with their interests and also increases the scope of Bluetree's impact in the community. Bluetree's efforts in the community were recently recognized by the United Way – we were the recipient of the 2017 Community Volunteer Business Award.

A group of employees decided to form a Give Committee several years ago to organize volunteer projects and select the organizations to receive the company's charitable contributions. It is truly an inclusive group -- all employees are welcome to join the committee or otherwise make suggestions/recommendations as to volunteer projects and charitable contributions.

Bluetree decided to partner with The Road Home in fall 2015 after hearing more about the critical services the organization provides to homeless families in our community. The company made a positive change for one family through a multi-year commitment to sponsor their rent. Although the financial commitment is significant (\$10,000/year), Bluetree is proud to provide affordable housing for a local family in need. In addition to the financial donation, the



Bluetree employees volunteering at the Arboretum

company also held a donation drive after learning that the sponsored family was lacking basic goods and furniture for their new home. As a result of generous employee support, the company was able to donate a vacuum, bed/mattress, kitchenware, furniture, cleaning supplies, and much more to the family to help them settle into their new home.

Several of our employees have served on committees for The Road Home. In addition to cleaning and painting a 3-bedroom apartment as part of the Truax Apartment project, the company organized a drive for backpacks and school supplies in each of the last two years for children in The Road Home programs.

Bluetree Network is proud to partner with The Road Home to help families achieve self-determined goals.

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, Oct. 4, 6:30 p.m.

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

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

For more tour dates, check our website: www.trhome.org.

Mark Your Calendars:

13th Annual Homes for Families Fundraising Breakfast

November 9, 2017

7:30 a.m.-8:30 a.m. at the Alliant Energy Center.

Interested in hosting a table? Contact Peggy, Development Director at 608-284-7998, ext. 311.

Dear Road Home,

Thank you for becoming a part of my family and for the amazing caseworker we have, Jenna. We wish we could keep Jenna as our caseworker for another 2 years! Jenna was the first person I called to tell about my new hospital job! Being able to get my own beautiful two bedroom at Waterleaf has allowed me and my daughter to get some stability in our lives. Having our own place has allowed my daughter to participate in a number of activities, like attending gymnastics lessons at Badger Gymnastics. The Road Home and their generous donors have helped make it financially possible for her to attend gymnastics. I've also been able to pursue employment opportunities that offer benefits and will allow me to support myself and daughter. My daughter Tierra (age 10) loves attending school at Olson Elementary and is excited to start 5th grade this year. Tierra would like to give a huge shout out to the donors who help her family afford to send her to gymnastics, helped out with Christmas gifts and school supplies.

Sincerely,
Shamaya and Tierra



Shamaya and Tierra

Wish List

- Diapers/pull ups
- Toilet paper
- Baby wipes
- Feminine hygiene products
- Cleaning supplies
- Hair-care products designed for African-American hair
- Paper towels
- Gifts cards for gas and grocery

Donations are especially needed in Summer/early Fall.

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

Address Service Requested

128 East Olin Avenue, Suite 202 • Madison, WI 53713



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