

News From The Road Home

Dane County

Summer 2019

Affordable Housing: The Solution to Homelessness



The causes of homelessness are complex. While the combination of events and factors that leads to homelessness is unique for each family, there are also systemic issues that impact many families. One of the most important systemic causes of homelessness across the country, particularly here in Dane County, is a lack of affordable housing.

Affordable housing is defined as housing that requires less than 30% of the household income. Households that spend more than that are said to be “cost-burdened.” A report by the University of Wisconsin-Madison’s Dane County Community Development showed that nearly 50% of households in Madison were cost-burdened. The main cause is that occupancy rates are high while the number of low-rent units are low. After 2010, the vacancy rate in Madison plummeted, reaching a low of under 2% in 2015 (a healthy rate is considered 5-7%). This drives up housing prices. Another cause is that the median income in Wisconsin has decreased while housing prices have increased.

These factors have created a housing gap in Dane County, or a gap between housing units available at an affordable price compared to those needed in the community. In fact, researchers estimate there is a gap of between 7,000 and 27,000 housing units currently and predict that, without significant intervention, the number will increase. When housing gaps occur, people can’t find housing that meets their needs. They must either move into housing they can’t afford, double up with others, or live in housing that is either too small or substandard. Some vulnerable families become homeless.

Here at The Road Home we believe in the importance of communities investing in affordable housing as a solution to homelessness. We work with partners in our community to create additional affordable housing. We currently are involved in 10 housing programs. For example, in 2018 we worked with Stone House Development with support from the City of Madison to open The Breese which provides nine three-bedroom units for larger families. Heart Room, another recently launched project that pulls together many community partners, provides housing for six families. We are very excited about another partnership with Stone House Development that will be opening in 2020. Fair Oaks Apartments will have eight three-bedroom affordable housing units available. Thank you for your support that makes programs like these possible and helps address the housing gap in our community.



Fair Oaks Apartments Construction

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



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9th Annual Families Moving Forward Celebration



There's nothing we like better than celebrating the successes of families who have experienced homelessness. On August 3, at our 9th annual Families Moving Forward Celebration, we were able to do just that. Families from our housing programs and others from the community came together to celebrate new milestones families have reached this year. These milestones include maintaining stable housing, obtaining new employment and reaching educational goals.

We wouldn't be able to hold events like these without the help of generous sponsors. We'd like to thank: CUNA Mutual Group, UW Health/UnityPoint Health-Meriter/Quartz, CSM Companies, MetaStar, Naviant, Old National Bank, ProAxis, Alliant Energy, Alvarado Real Estate Group, Associated Bank, BMO Harris Bank, Frank Beverage Group, National Guardian Life, Reynolds Transfer and Storage, RSM and Sub-Zero Wolf Foundation.

One of the highlights of Families Moving Forward is the opportunity we have to distribute backpacks filled with school supplies to kids in our housing programs. Case managers also distributed backpacks to children in our programs who were not able to attend the event. This year, we provided backpacks to over 400 children. We are so grateful to the following backpack and school supplies donors: Bethany United Methodist Church, CultureCon attendees, Hansen Home Team-Stark Realty, LINC – United Way of Dane County, Madison Investment Advisors, Madison South Rotary, Messiah Lutheran Church, MetaStar, Numbers 4 Nonprofits, Porchlight, Primrose School, UnityPoint Health-Meriter and UW Credit Union. Because of their generosity, more kids will start school prepared to learn this fall.

The Road Home Receives Generous Support

These donors have donated gifts, grants and sponsorships (\$2,500 and above) in support of The Road Home's programs and services (through 6/30/2019). For a list of additional grants and sponsorships please visit our website.

\$2,500 - \$4,999

Anonymous - case manager fund
BMO Harris Bank – event sponsorship
Frank Beverage Group – event sponsorship
John and Carol Mathis – general support
RSM – event sponsorship
The Capital Times Kids Fund – children's summer activities and an AED

\$5,000 - \$9,999

Old National Bank – event sponsorship
Our Lady Queen of Peace Parish – general support

\$10,000 - \$19,999

The Eyjue Foundation - case management

\$20,000 and above

Attic Angel Association - Bright Future in-home counseling program

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

Your Gift Has Immediate & Long-Term Impact

The Road Home focuses on long-term solutions to family homelessness. Generous donations help us provide supportive services so more children and their families can thrive in stable housing.

A one-time generous donation can have an immediate impact. Recurring monthly or quarterly gifts provide steady support and can make an even bigger impact over time.

\$35 helps a parent travel to a job interview
\$50 offers after-school and other activities to a child in housing
\$100 helps support case management services in housing programs
\$250 provides one month rental assistance for a family of four
\$500 buys beds for a family moving into an apartment
\$1000 helps one child transition from homelessness to a stable home

January-June 2019 Housing Programs Stats

Families served: 180
People Served: 649
Children Served: 420

97% of families in our program remained housed the first six months of the year

Why We Support The Road Home: The Alvarado Real Estate Group

By Sara Alvarado, Broker/Owner



Alvarado Real Estate Group

Our work, on a daily basis, consists of helping people manage their real estate ownership options, whether it is in the home buying or selling process. When we first meet with clients, there is already a foundation of knowledge and experience of what it is like to have a safe place to come home to every night. The problem is not everyone shares that foundation. For families that experience homelessness or any kind of instability of housing, the day-to-day stresses are barriers to thriving in life. We feel strongly that there are enough resources in our community to end homelessness for everyone. It is a complicated and layered problem but that doesn't mean we shouldn't do our best to work towards sustainable solutions. For that reason, it means a lot to us to be able to partner with an organization that is on the front lines helping families, negotiating policies, networking with developers, partnering with other area services to create more resources, and much much more.

We witness the direct result of how communities become stronger because of home ownership. We also witness segregated neighborhoods and see firsthand how the wealth gap perpetuates the problem. Because of the history of racism and discrimination in the real estate industry, we understand the urgency to dismantle it and we believe that in partnering with The Road Home, progress is possible.

The Alvarado Real Estate Group is currently in its second year of a three-year sponsorship for the Homes for Families Breakfast. We have used our client appreciation parties to create opportunities for our clients to give in-kind donations. Kate Weis, a Broker Associate, serves on both The Road Home's Development Committee and Board of Directors, currently serving as the Board President. We have also committed to increasing awareness among our team, with our clients and in the community by regularly inviting The Road Home to educate at events.

It means a lot to us that we can help make a difference with housing—something we feel passionate about—to make our community a better place for everyone.

Upcoming Events

Please join us at our office for a Homes for Families Information Session to learn more about how The Road Home changes the lives of homeless families. During these short, powerful, and informative presentations, 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!

2019 Information Session Dates:

Wednesday, September 18, 5:30 p.m.

Tuesday, October 8, 4:30 p.m.

Wednesday, November 20, 5:30 pm

Tuesday, December 17, 4:30 pm.

Mark Your Calendars

15th Annual Homes for Families Free Fundraising Breakfast

November 7, 2019, 7:30 a.m.-8:30 a.m.

Alliant Energy Center

For more information on the breakfast, contact Peggy at 608-294-7998 ext 311 or by email at peggyh@trhome.org.

Wish List Items Needed

Please help spread the word: Our supply of wish list items dwindles in the summer—but the need for them doesn't. Wish list drives are a great way to get your business, congregation or other group working together to make a difference.



Wish List

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

For sanitary and safety reasons, please note that we can only accept unopened items. We also prefer full-sized (instead of travel-sized) items when possible.

Address Service Requested

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

My name is Stormie and I am a single mother of four beautiful children. We moved to Madison in September of 2017 because I wanted something better for my kids. We were living in Chicago and it was not working for us. We had our door kicked in just about every day by the police for no fault of ours. We didn't have screens and our landlord wouldn't fix things; we would often have alley cats, mice and rats in our apartment. Rent was extremely high. I could not afford clothes for the kids after paying rent and other bills. My kids had seen so much, so I decided we needed a change. We stayed in a shelter in Madison for several months before my case manager called to tell me about Stone House Development's apartment at The Breese that we got approved for and we moved in. The Road Home helped us begin our new start by

-Stormie

helping us get furniture and household supplies. My case manager is helping me with working towards becoming a home-owner. My son is excelling in school and his artwork has been published online. My kids volunteer at our home as well as at their school. Everybody is making strides academically and personally. The Road Home helped change our life and we are grateful for you and everybody's support. We love where we live and never want to move!

Stormie's family

