

News From The Road Home

Dane County

Winter 2019

Reaching New Heights at The Road Home Dane County



Education Specialist Qiana and Georgia

It's been an exciting few months at The Road Home Dane County. As we look over the past year, we reflect on how, with your support, we have reached new heights as an agency and also helped families in our programs reach new heights.

On November 7, we held our 15th Annual Homes for Families Breakfast with a theme of Reaching New Heights. We are grateful to our sponsors and table hosts who made this event possible. At the Breakfast, we heard Georgia's story about going from receiving regular eviction notices to maintaining stable housing and employment. The Breakfast is our most significant fundraiser, raising \$375,000 this year.

Our programs have continued to grow and expand. This year, we implemented Moving Up which has opened up more space in permanent supportive housing, began case management services at Healing House which works with homeless families with medical needs and completed the first year of a pilot program called Heart Room. We also provided six months of interim case management services for Tree Lane Apartments, concluding on August 31, 2019.

Our case managers have continued to help families achieve new heights. During the first half of this year, 97% of the families they worked with maintained stable housing. And a recent evaluation showed that 94% of families felt supported and encouraged by their case managers. Homelessness is a community issue that requires a community response. As we consider the role businesses, individuals, congregations, landlords and other partner agencies have played, it's clear that our community has responded together to make a real impact for families with children who have experienced homelessness. Thank you! Yet there is work ahead to do. Affordable housing remains a critical need in our community and your support will remain essential in making a difference for families. We remain committed to our belief that every child deserves a home and we look forward to continuing to partner with you to make this vision a reality.

Our Thanks to This Year's Generous Breakfast Sponsors:

Founder: CUNA Mutual Group, and UW Health, UnityPoint Health-Meriter, Quartz

Gold: CSM Companies, MetaStar, Naviant, Old National Bank and ProAxis

Silver: Alliant Energy, Alvarado Real Estate Group, Associated Bank, BMO Harris Bank, Frank Beverage Group, National Guardian Life, Reynolds Transfer & Storage, RSM, and Sub-Zero Wolf Foundation

Bronze: Foley and Lardner/Scott and Tess Klug, Group Health Cooperative of South Central Wisconsin, TASC, Terso Solutions, Titus Talent Strategies, Wisconsin Management Company and WPS Health Solutions

Generous leadership gifts were provided by:

Lau and Bea Christensen, Hovde Foundation, and Jay and Katie Sekelsky

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



The Road Home
890 W Wingra Dr.
Madison, WI 53715



www.trhome.org



(608) 294-7998



info@trhome.org



@theroadhomedane



Facebook



#TRHomeMadison

The Road Home Receives Day 1 Families Fund Grant



The Road Home Dane County has received a \$1.25 million grant from the Day 1 Families Fund. This one-time grant will allow The Road Home to ramp up its housing navigation efforts, bolster implementation of best practices, and invest in new technology that will help case managers better serve families. “This transformative gift will directly contribute to the reduction and prevention of family homelessness in our community over the next five years,” said Kristin Rucinski, The Road Home Dane County’s Executive Director. The Day 1 Families Fund worked with a small group of homelessness advocates and experts to identify a list of organizations across the country that are moving the needle on family homelessness. The Road Home was one of the organizations they invited to submit a grant proposal. We were then chosen as one of 32 nonprofits to receive the second annual Day 1 Families Fund grants which total \$98.5

million. We are grateful for this generous investment that will help us get one step closer to accomplishing our goal of ensuring every child in our community has a home.

100 Men of Dane County Awards Grant

Thank you to 100 Men of Dane County for selecting The Road Home Dane County to receive a generous grant of \$103,000 to support our case management team as we work with children in our community who have experienced homelessness. The effects of homelessness on children are significant, and our team works to help families with children overcome the trauma of homelessness and thrive in our community. We are grateful to 100 Men of Dane County’s commitment to helping children reach their full potential.



The Road Home Board President Kate Weis (center) and staff at the presentation of the check from 100 Men of Dane County

Healing House Helps Families with Medical Needs



Becoming homeless is always traumatic. For Shawna*, the mother of a teenage daughter and an infant son who needed numerous surgeries, it was particularly difficult. For this family, the turning point came when they were able to secure a spot in Healing House, a new program that opened earlier this year.

Healing House is a recuperative care facility for homeless families, the first of its kind in Wisconsin. It provides a safe place for families when someone needs to prepare for or recover from a medical procedure, childbirth, hospitalization or something similar. More than just a shelter, Healing House is open 24 hours a day, offering care to families in need by medically trained staff and volunteers for up to 28 days. The eight-bed facility provides families with three meals a day, child care assistance and case management. This program is a joint effort through Madison-

area Urban Ministry (MUM) and The Road Home. The Road Home case managers work with families during their stay to develop a plan for securing and maintaining housing after they leave Healing House.

Shawna’s infant son had two surgeries while the family was homeless. Staying at Healing House provided much-needed care for Shawna’s son and significantly reduced her stress. With their immediate needs covered, Shawna was able to focus on working with a case manager to secure housing. Meanwhile, Shawna’s son had two more surgeries. Even with her son’s health challenges, Shawna was able to quickly locate housing. A little less than one month after their arrival, Shawna and her family moved into Rapid Rehousing. Here, they will receive a small rent subsidy and case management services for the next year while they recover and stabilize. Thank you for your support that makes programs like these possible.

Why We Give to The Road Home



*Jesi Wang, incoming MetaStar CEO,
and Greg Simmons, President & CEO*

MetaStar is a public benefit corporation that has a vision of optimal health for all. As a business located in Madison we take seriously our responsibility to give back to the community by supporting organizations that effectively meet the

greatest needs of the people who live here. The Road Home is a sterling example of such an organization. We learned years ago that successful organizations like The Road Home rest on a three-part foundation — a clear compelling mission and vision, a strong board, and a strong staff.

MetaStar became involved with The Road Home over 10 years ago when we heard about its work to end family homelessness in Dane County. What could be more clear and compelling than to see that no child is without a place to call home? This has led to many event sponsorships as well as board, committee, and volunteer service by numerous MetaStar staff and their families.

I had the privilege to serve on The Road Home board for six years. I have been followed on the board by Jesi Wang who will become MetaStar's CEO when I retire at the end of 2019. We have both been impressed with the seriousness with which the board takes its financial responsibility and strongly supports new programs and services that have significantly furthered The Road Home's mission.

Finally, the caring, tireless, and very professional staff of the organization have been an example of dedication and compassion to all who know them. They never fail to impress with their knowledge, creativity, and the loving kindness they express to all who serve and are served by the organization.

MetaStar feels honored and fortunate to be able to support The Road Home now and for many years to come.

Greg Simmons
President and CEO, MetaStar, Inc.

The Road Home Receives Generous Support

These foundations and businesses recently awarded grants and sponsorships of \$2,500 and above in support of The Road Home's programs (through 11/30/2019). For a list of additional grants and sponsorships please visit our website.

\$2,500 - \$4,999

Dane Arts - Little Picassos art enrichment program
Reynolds Transfer & Storage – event sponsorship

\$5,000 - \$9,999

American Girl Fund for Children – Little Picassos
Jack DeLoss Taylor Charitable Trust – general support
US Bank Foundation – housing emergency fund
ProAxis – event sponsorship

\$10,000 - \$19,999

Magic Pebble Foundation – general support
Steve Stricker American Family Insurance Foundation –
case management

\$20,000 and above

100 Men of Dane County – case management
Day 1 Families Fund – capacity building

*We are also grateful for the support of new
Homes for Society members who recently pledged \$5,000
and above over 5 years. Thank you to all our donors for
your generosity and commitment to
The Road Home's mission.*

Upcoming Events

Please join us 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 fundraiser and we guarantee it will only last 59 minutes!

2020 Tour Information Session Dates:

Wednesday, January 22, 4:30 p.m.

Wednesday, February 19, 5:30 p.m.

Tuesday, March 17, 4:30 p.m.

Wish List

- Diapers/pull ups
- Toilet paper
- Baby wipes
- Feminine hygiene products
- Cleaning supplies
- Gifts cards for gas and grocery
- Paper towels
- 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.

Dear Road Home,

My name is Tawome and I've lived in Madison since 1992. In 2014 I became homeless due to me and the landlord having some disagreements and because of this I was given a non-renewal. I quickly began searching for a place but was not able to find one in the time frame that I had to be out of our current unit. Due to time restraint and limited income we had to pack as much as we could carry and entered the shelter. After weeks of calling every day to see if the shelter had space we were finally accepted into the YWCA 90-day shelter program. We were happy to know that we would at least have a designated place to go every night until we found housing. This was also exciting because it meant that we didn't have to call the shelter every day to see if they had space for me and my son for the night.

While at the YWCA I worked with a case manager who referred me to The Road Home Housing & Hope program. When I first applied I was denied and was very sad. Shortly after I got a call from The Road Home case manager telling me the decision was overturned and that my son and I were accepted into the program. I love that you guys gave me and my son a second chance. Since living here I love interacting with the events and Elizabeth has been so supportive by listening and supporting me when I feel like things are not going right. After 5 years in Housing & Hope I am glad to announce that I will be moving in a few months and am glad that I can make room for another family to get the same support that my son and I received.

Tawome and son



-Tawome