

# News From The Road Home

Dane County

Winter 2020

## Strong Families, Strong Communities: Our Homes for Families Virtual Fundraising Breakfast



*Aurey, featured speaker at our virtual fundraiser*

This year instead of gathering around tables at the Alliant Energy Center, attendees of our annual Homes for Families Fundraising Breakfast participated in different ways. Some met over Zoom with virtual “table hosts” to watch our recorded presentation, while others tuned in on Facebook. With the support of generous donors, sponsors and leadership gifts, we are excited to report that we met our goal of \$375,000. You can still participate in our event by watching it on our website.

Our Breakfast centered around the connection between strong families and strong communities. Aurey, the featured speaker, shared his family’s journey from homelessness to housing. After staying at Safe Haven, a program through Porchlight, Aurey was accepted as a participant in House-ability, a joint program run through the YWCA, The Salvation Army and The Road Home. Although he hadn’t attended school in 20 years, Aurey enrolled in Madison College. “I didn’t really have good computer skills at the time, but Justin, my case manager, walked me through it,”

Aurey said. Last December, Aurey graduated with a degree in Business and Entrepreneurship with magna cum laude honors! Throughout his journey, Aurey has stayed focused on his son, Darelus, and creating the stability his son needs to thrive. “Now that my family - my son and I - are stable and stronger, we’re in a position to make other people, systems and our community stronger,” Aurey said.

Kristin Rucinski, Executive Director of The Road Home, described some of the unique challenges The Road Home has faced this year. When COVID-19 hit in March, staff had to significantly change operations while looking for ways to support families who faced new barriers such as loss of child care or jobs. At this most challenging of times, members of the community stepped forward to help. Just as The Road Home settled into these new patterns, George Floyd was murdered. The Road Home knew we could do more to combat racial injustices in housing—and that together as a community, we all could do more. Despite the challenges of the year, The Road Home’s programs have continued to expand. This expansion arrives at a critical time as the family shelter system is currently overwhelmed due to COVID-19.

We appreciate the support of sponsors, table hosts and guests. Funds raised help support housing programs, case management and other services. Thank you for coming together to make a lasting impact on families with children who have experienced homelessness in our community.



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



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



[www.trhome.org](http://www.trhome.org)  
(608) 294-7998



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



[@theroadhomedane](https://twitter.com/theroadhomedane)



Facebook



[#TRHomeMadison](https://www.instagram.com/TRHomeMadison)

## Our Thanks to This Year's Generous Breakfast Sponsors:

Visionary: CUNA Mutual Group; UW Health, UnityPoint Health-Meriter & Quartz and ProAxis

Champion: Alliant Energy, CSM Companies, MetaStar, Naviant

Partner: BMO Harris Bank, Frank Beverage Group, Reynolds Transfer & Storage, RSM, and Sub-Zero Wolf Foundation

Advocates: Old National Bank, Foley and Lardner/Scott and Tess Klug, Group Health Cooperative of South Central Wisconsin, TASC, Tero Solutions, Titus Talent Strategies, Wisconsin Management Company and WPS Health Solutions

**Generous leadership gifts were provided by:** Anonymous, Laura and Mike Huggett, Mary and Rich Lynch, Linda and Todd Schaack, Jay and Katie Sekelsky, Chan Stroman and John Roll, Jeff and Tara Swalve, and Adam and Michelle Sweet.

## Day 1 Families Fund Opens New Possibilities for Families



Last November we were thrilled to announce that The Road Home Dane County had received a \$1.25 million grant from the Day 1 Families Fund, to be used over five years. As Kristin Rucinski explained at that time, “This transformative gift will directly contribute to the reduction and prevention of family homelessness in our community over the next five years.” We immediately formed a committee to help us determine the most effective ways to use these funds.

We are excited to share with you how we plan to use these funds in 2021 and how we have already used some this year. A significant portion of the funds will be used for Mainstream Voucher programs. These include two partnerships that provide Section 8

vouchers to at least 50 families in our community, allowing families to pay no more than 30% of their income for rent. The first partnership is with the City of Madison’s Community Development Authority and is designed to help families living in supportive housing move to other housing, opening up spots for families who are currently homeless. The second partnership is with the Dane County Housing Authority and targets families who are currently homeless. In both cases, HUD provides the Section 8 vouchers. Day 1 Funds will cover the The Road Home staff costs to provide case management to these families.

In addition, we have set aside some Day 1 funds for a COVID response fund, allowing us to directly assist families who have been impacted by the COVID-19 emergency and not return to homelessness when possible. We also formed a “Ready to Rent” Fund, which will help us work effectively with landlords by offering incentives for them to rent to families in our programs including larger security deposits or funds to cover damages that might occur. Finally, Day 1 funds covered technology purchases that have allowed staff to work effectively from home during the pandemic.

These funds are unique to help us with new innovative programs, but we still rely on the generous support of people like you to fund our current programs. We will continue to meet and evaluate opportunities to use the Day 1 grant to make a difference for families in our community who have experienced homelessness.

## Become a Recurring Donor

We make becoming a regular supporter of The Road Home easy by helping you set up automatic monthly giving. Recurring gifts are a powerful way to make a significant impact as your gifts provide steady support and add up to make a difference for even more families over time. For as little as \$10 a month, you can support case management services which help families succeed at housing—and changes lives. Gifts at \$50, \$100 or more a month can do even more. Recurring gifts can help fit giving into your monthly budget. For your convenience, you can easily set up a monthly, quarterly or annually payment schedule with us via credit card, through ACH or online at [www.trhome.org](http://www.trhome.org).



We have earned the GuideStar Platinum seal of transparency. GuideStar is a 501 (c) (3) that gathers and disseminates information about every IRS-registered nonprofit organization. Participating organizations earn levels of recognition based on their commitment to transparency in answering a series of questions.

# Why We Support The Road Home



*RSM staff*

the communities where we live and practice is a priority for us. The Road Home is one of those organizations in our community that is addressing an important need, especially in these unprecedented times.

For the last several years, RSM has committed to The Road Home in several ways. In addition to our sponsorship of the Annual Homes for Families Breakfast, a partner in our Madison office, Steve Kelley, has recently joined the Board of Directors. Other partners have provided professional tax advice and several of our partners and employees, including my wife Nancy and I, have made personal financial contributions.

As a firm and as individuals, we are honored to support The Road Home since we strongly believe in the mission and the manner in which it's executed. Since our involvement with the organization, we are truly humbled by the number of families who have "Reached New Heights" with assistance from The Road Home. This is directly attributed to the dedicated professionals, volunteers, board members and community friends that are part of this great organization.

Our involvement with The Road Home is one way we can fulfill our commitment to stewardship in our community and more importantly, continue assisting families in reaching their goals.

Thank you The Road Home for all you do!

Shawn Carney, Managing Partner, Madison  
RSM US LLP

At RSM, as a provider of business services to middle market companies along with tax and wealth management services to individuals, we take our commitment to stewardship seriously. This is why giving back to

## The Road Home Receives Generous Support

These foundations, businesses, organizations and congregations contributed \$2,500 and above in support of The Road Home's programs July 1 through December 15, 2020. For a list of additional grants, sponsorships and contributions, please visit our website.

### \$2,500 - \$4,999

**Green Bay Packers Foundation** – RISE program

### \$5,000 - \$9,999

**Associated Bank** – general support

**Courtier Foundation** - \$5,000 for Fair Oaks peer support

**Dane County Credit Union** – COVID-19 emergency response and general support

**Old National Bank** – COVID-19 emergency response and Virtual Breakfast sponsorship

**US Bank Foundation** – general support

### \$10,000 - \$19,999

**National Guardian Life** – general support

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

## Upcoming Events

*Please check our website for more information on current activities and news.*



## Wish List

- Diapers (esp. size 4-6)
- Toilet paper & paper towels
- Baby wipes
- Feminine hygiene products
- Cleaning supplies
- Gifts cards for gas and grocery
- Soap
- Toothpaste and toothbrushes (adult and child)
- Laundry and dish detergent
- Shampoo/conditioner and 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.*



890 W Wingra Dr • Madison, WI 53715

Non Profit Org.  
US Postage Paid  
Madison, WI  
Permit # 2950

Address Service Requested

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

## Dear Road Home,

My name is Ms. Thomas and I have been working with The Road Home for just over a year. I want to start by saying I have had a very pleasant experience with the staff so far. I have had quite a few barriers during this journey and all of the staff I have had the pleasure of working with have been extremely supportive in whatever way they can.

When dealing with homelessness in the city of Madison, there's a group of changes presented with that particular life challenge in itself, but through the help of the support system I have had at The Road Home I have achieved every goal I set. My family and I have been nothing but impressed with the response times and effective communication to get things taken care of. Just over a year ago we had no idea where we would be and how things would have played out but through a pandemic and all I felt so much support and genuine care and we appreciate that so much. The staff I dealt with never made us feel like another problem or case on a desk and I'm so very thankful for them. My family and I have been in stable housing since October of 2019 and have been in a pretty good place since and if there was help needed we got it. If you let them see you have ambitions and drive, you will see that they will show you the support and help as much as possible.

Thank you once again to the staff who supported us with so much care.

- Ms. Thomas and family

