

NewsFromThe Road Home

Dane County

Summer 2020

Racism and Housing Disparities



In the work we do every day at The Road Home, we see how racism has created and continues to perpetuate deep housing disparities, including right here in Dane County. Over 80% of the families we support are people of color and are primarily Black. Sometimes homelessness is the result of current implicit or explicit bias not to rent to a family because they are Black, or not to give a loan to help on the path toward homeownership. Neighborhoods and communities are shaped by these decisions which become intertwined with centuries of systemic injustice in our education system, criminal justice system, healthcare system, employment practices, and financial system.

The impacts are stark. For example, these structural inequalities have brought about a large gap in wealth which lays the foundation for a 30% point gap between Black and white home ownership ([Breaking Down the Black-White Home Ownership Gap](#), The Urban Institute, Feb 2020). Wisconsin has one of the lowest rates of Black home ownership in the country, at only 23% and Dane County has an even lower rate ([A Snapshot of Race and Homebuying in America](#), National Association of Realtors Research Group). While racial discrepancies in homelessness exist around the country, they are worse than average here in Dane County. African Americans make up 5% of the population of Dane County. Yet, they make up almost half of the homeless population ([2019 July Point-in-Time Count of Homelessness, Madison/Dane County](#)).



Responding to the COVID-19 Crisis

A lot has changed for all of us in the last few months. That has certainly been true for our staff and the families that we work with. Many families in our housing programs have lost income due to the COVID-19 pandemic. With the recent ending of the state and federal rent moratoriums, and the utility moratorium scheduled to end September 1, we are now seeing a significant rise in requested assistance. We are continuing to provide essential services to families who have experienced homelessness while keeping everyone healthy and safe. Our office is closed to the public; however, a staff member comes in from at least 9 a.m. until 1 p.m. each day to pick up mail and any donations of wish list items. Up to three other staff can also be in the main office. Our case managers

are conducting most visits by phone or video chat. Program participants can schedule a time to use a computer at the office, if needed.

We believe in the power of community—especially in times of crisis. If you are looking for ways to help our community during the COVID-19 crisis, please consider making a donation to support families. We will use these funds to help families in our housing programs cover expenses such as rent, utilities and groceries. If you prefer to donate wish list items, you can order them online and have them delivered to our office at 890 W Wingra Dr in Madison, 53715 or drop them off in our entryway between 9 a.m. and 1 p.m. See our wish list for our most urgent needs.

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



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New Programs Provide Stable Housing for Families This Summer



Fair Oaks Apartments, under construction

We have exciting news to share on new programs that will increase housing opportunities.

The Mainstream Voucher Program is a housing program that has begun this summer. Funding for the Section 8 vouchers in this program comes through the US Department of Housing and Urban Development (HUD) and is administered by the Community Development Authority of Madison. The Road Home will provide support services for 40 families with vouchers, allowing families to pay 30% of their income for rent. Families are eligible if they have already been in a rapid rehousing or permanent supportive housing program, so this program will make space available in those programs for families currently experiencing homelessness.

Starting September 1, **Foundations** will begin providing housing for six families who have experienced homelessness in our community. Similar to our House-ability program, Foundations will provide scattered-site permanent supportive housing (meaning housing located throughout the community instead of in one apartment complex) to families who are chronically homeless. Foundations is primarily funded through HUD with The Road Home providing case management and administering the program. Families pay 30% of their income back into the program. We are currently looking for landlords to partner with for this program. HUD funds 100% of rent, reducing financial risks to landlords. If you are a landlord interested in learning more about partnering with us for Foundations, contact Zach Stephen at zachs@trhome.org.

You may already know about **Fair Oaks Apartments**. We are partnering again with Stone House Development, Inc. to provide affordable three-bedroom apartments for families who have experienced homelessness. Families began moving in this August. Through United Way funding, we will also be partnering with The Playing Field that is expanding to create a new early learning center on the east side of Madison that will serve children living in Fair Oaks Apartments.

This summer we will also make some changes to our Second Chance Apartment Project. This housing program will continue to create affordable housing for youth-led families (adults aged 18-24 and their young children) transitioning out of homelessness. With new funding from United Way of Dane County, we will add a partnership with RISE, a local nonprofit. RISE will focus on providing support around children's development while The Road Home will focus on the family's housing stability. The program will now be called **Building Futures**, but will operate as the Second Chance Apartment Project has for the past 15 years.

We believe that the solution to homelessness is affordable housing. We look forward to the opportunities these new programs will offer families in our community to find and maintain stable housing. Thank you for your continued support that makes our work possible.

Program Report: Jan-June 2020

At The Road Home, we seek long-term solutions to homelessness by helping families find and maintain stable, affordable housing. In the first half of 2020, we worked with **148 families, including 319 children.**

Not only do we help families locate existing housing in the community, we also partner with others to create new, affordable housing. We offer a range of supportive services to help them be successful in maintaining this housing. **In 2019, 95% of the families we supported remained stably housed.**

Upcoming Events

Due to COVID-19, our 16th Annual Homes for Families Fundraising Breakfast will be a virtual fundraiser. Please note the date change to October 22, 8:00 am. Please watch our website and social media for more information.

If you are interested in hosting a “virtual table” to watch the presentation or for more information, please contact Peggy Halloran, Development Director, by email at peggyh@trhome.org

2020 Tour Information Session Dates:

We have also suspended tours until further notice. Please check our website for more information.

American Family Insurance - Why We Support The Road Home



American Family Insurance staff

For over 20 years, The Road Home Dane County has answered the call of providing opportunities for homeless children and their families to achieve self-determined goals and affordable, stable housing. American Family Insurance and The American Family Insurance Dreams Foundation are honored to support The Road Home as they champion the causes of children and families in Dane County.

American Family Insurance seeks to inspire, protect, and restore dreams by helping individuals find a path to self-sufficiency through supporting organizations and programs that offer opportunities in lifelong learning and increasing access to basic needs. This creates a natural partnership with The Road Home and their holistic support of families. The physical housing itself is only one of the elements that contributes to healthy families and communities. By ensuring that on-site case managers can respond to the needs of families, plans are in place that sustain housing through employment, financial stability, education, and children's activities.

Even more so, The Road Home recognizes that the systemic causes of homelessness are rooted in policies and social constructs of racism and discrimination. We stand together, with many other organizations and partners, who are committed to supporting communities of color across the country through not only our words, but our actions.

Most recently, American Family Insurance has supported The Road Home through financial and in-kind support, volunteerism, as well as the service of sales vice president Jeff Swalve on the Board of Directors. Our relationship with The Road Home will continue to evolve as we seek out a path, together, to address and solve homelessness in Dane County and beyond.

The Road Home Receives Generous Support

These foundations, businesses, organizations and congregations recently contributed \$2,500 and above in support of The Road Home's programs (through June 30, 2020). For a list of additional grants, sponsorships and contributions, please visit our website.

\$2,500 - \$4,999

- Our Lady Queen of Peace Parish – general support
- RSM – Breakfast sponsorship
- Sub-Zero Wolf Foundation – Breakfast Sponsorship
- The Capital Times Kids Fund – children's activities
- The Church of Jesus Christ of Latter-day Saints – COVID-19 emergency response

\$5,000 - \$9,999

- Otto Bremer Trust – COVID-19 emergency response

\$10,000 - \$19,999

- American Family Dreams Foundation – case management and general support
- Illumina Corporate Foundation – COVID-19 emergency response
- Steve Brown Apartments – Second Chance Apartment Project and Foundations
- Steve Stricker American Family Insurance Foundation – general support

\$20,000 - \$49,999

- Epic Systems – general support
- United Way of Dane County – COVID-19 emergency response
- UW Health, UnityPoint Health-Meriter & Quartz – general support and Breakfast sponsorship

\$50,000 and above

- Roots & Wings Foundation – general support over 3 years

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



Wish List

- Toilet paper and paper towels
- Cleaning supplies
- Baby wipes
- Feminine hygiene products
- Laundry and dish detergent
- Gifts cards for gas and grocery

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. 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.*

Generous Community Support during COVID-19

We believe in the power of community, especially in times of crisis and are grateful for all the support we have received through grants and individual contributions. We have been overwhelmed by the generosity to support families in our housing programs during the pandemic. Around 70 families have accessed funds designated for COVID-19 relief for rent or utilities. Additionally, all 148 families in our programs have received \$50 gift cards for food or cleaning supplies. The example below is just one of many families who benefited from the community's support.

Your support has helped families such as Mary's maintain stable housing and provided much needed assistance with the additional expenses due to the pandemic.

Mary and her children had been living off of a fixed income from SSI when the pandemic started. The family's expenses increased by almost double with her four children home full-time when schools closed. She received some extra funds through FoodShare to help with food for her home but was still coming up short on the funds for her utility bill. She had the additional cost of internet for virtual learning for her children as well as the extra recreational and educational supplies she needed to purchase to keep her kids entertained, along with cleaning supplies and safety equipment to keep her and her children safe. Thankfully, we were able to utilize the funds from donations restricted to COVID-19 expenses to pay off one month of her MG&E bill which was a huge relief to her in an already stressful time. The family is extremely grateful for this support.

- written by Georgie Nazos, Housing Specialist