

News From The Road Home

Dane County

Summer 2021

New Affordable Housing Options for Children and Families



Recent expansions in The Road Home's programs, supportive services, communications and community outreach efforts are helping more families reach their housing goals and address housing inequities. The team at The Road Home has grown to accommodate expanding services with the addition of housing advocates, and communications and community engagement professionals.

"The power of community partnerships is being realized in new affordable housing opportunities for 90 more families with children," says Kristin Rucinski, The Road Home's executive director. "Our collaborative efforts will have a long-term impact and we welcome new staff to carry out these initiatives."

The Road Home team currently consists of 16 housing advocates helping over 200 families and 500 children. Several case managers who recently joined the organization are providing supportive services to families receiving Section 8 housing vouchers through the City of Madison Community Development Authority and the Dane County Housing Authority. Through this innovative program, families move from permanent supportive housing or homelessness into units where they pay 30% of their income toward rent. Additional projects on the horizon include The Ace Apartments scheduled to open in October offering affordable housing for families moving into four units.

"I like to explain my role as being an extra set of hands and ears," states Liz Schnee, a Housing Advocate who joined The Road Home during last year's pandemic. "I think that Madison and Dane County have a lot of resources but because we have so many resources and they're so scattered it feels impossible if a parent is working or dealing with childcare and all the other things, to also know where to go for every kind of question."

New housing opportunities created a need for additional staff to help connect with funding partners and increase awareness of The Road Home's mission. A Communications and Donor Relations position and Community Engagement Manager are the newest members of the Development team focusing on messaging, and volunteer and partnership opportunities.

As part of the community response to family homelessness, our expanded team is positioned to help more families thrive in stable housing and reach their long-term goals.



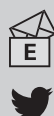
For ways you can support The Road Home visit our website.



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Congratulations Class of 2021

The Road Home congratulates recent graduates in our housing programs and on our staff. To celebrate these milestone accomplishments, graduating participants were offered portrait sessions at Olbrich Park and the State Capitol. Graduates ranged from kindergarten to high school.

While reflecting on the unique situations families navigated through the school year—virtual, hybrid and everything in between—this organization is proud of the educational achievements of so many.

The Road Home believes housing is the foundation for successes like these in education as well as employment and health. Thank you to all who support our housing initiatives.



Save The Date: 17th Annual Homes for Families Fundraising Breakfast

Due to the recent rise in COVID-19 cases in our community, we have made the decision to move our 17th Annual Homes for Families Fundraising Breakfast on October 28 to a virtual fundraising event. Please note the new time of 8:00 - 8:30 a.m for our 30 minute presentation. 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. Updated information will be available on our website and social media sites.

Why I Give - Heather Wheiland



I first heard about The Road Home from a school supply drive going on at work. After learning more about the organization, I wanted to support the work they are doing in our community. I love that The Road Home specifically targets helping families with children find stability. That is so important in setting up kids for future success.

I believe that when I am blessed I should be a blessing for others, and try to donate at least 10% of my income to various organizations who help people. I wanted to make a meaningful contribution to The Road Home but didn't have a lot of extra money at that point in my career. Setting up a monthly recurring donation online was a great way to donate smaller amounts over time and not have to remember to send something in every month.

I am so grateful that there are organizations like The Road Home filling these needs in the Madison area, and thankful to be a small part of it.

Generosity Comes in Many Forms



Donations of time for projects such as furniture assembly help us carry out our work.

Community members helped families in housing programs by donating Black hair care products through an Amazon Wish List. Over 80% of the families served by The Road Home are families of color, and products specifically designed to treat and style hair for many cultures is appreciated.

To take part in giving the gift of Black hair care products scan the QR code or visit The Road Home's website trhome.org/wish-list. Remember to choose "The Road Home's Gift Registry Address" at checkout to have items delivered directly to 890 W Wingra Drive.



Hover your phone camera over the QR Code to donate items from the Amazon Wish List

Landscaping, office furniture and wish list donations of hair care and other products--these are just some of the many ways the community has shown generosity and support to The Road Home in recent months. The organization is so thankful to the creative support and partnership from various businesses and individuals.

K&A Greenhouse recently donated flowers and landscaping to bring beauty for staff and families to enjoy when visiting the main office. A volunteer team from J L Architects assembled office furniture, allowing staff to use their time providing services to families. Children and families in our housing programs also received tickets to attend Forward Madison soccer and Madison Mallards baseball games thanks to the generosity of the team members at Breese Stevens field and Big Top Baseball.

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 January 1 – June 30, 2021.

For a list of additional grants, sponsorships and contributions, please visit our website.

\$2,500 - \$4,999

- The Capital Times Kids Fund – children's activities
- First Baptist Church – basic needs for families
- Messiah Lutheran Church – general support
- National Guardian Life – sponsorship of The Road Home charitable giving page in InBusiness magazine

\$5,000 - \$9,999

- Covenant Presbyterian Church – general support
- Illinois Tool Works – matching gift
- Madison Rotary Foundation – rental and transportation assistance
- Steve Brown Apartments – utility assistance

\$10,000 - \$24,999

- American Family Dreams Foundation – general support
- CUNA Mutual Group – Breakfast presenting sponsorship
- Evjue Foundation – Tailor Place case management
- Orchard Ridge United Church of Christ – Heart Room

\$25,000 - \$50,000

- Dan & Patti Rashke (TASC) Family Foundation – Mainstream Voucher Program
- UW Credit Union Fund for Racial Equity – COVID relief
- UW Health and UnityPoint Health – Meriter – general support and Breakfast sponsorship

\$75,000 - \$100,000

- Roots & Wings Foundation – general support

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



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Dear Road Home,

My name is RaShanna. I'm a mother of six kids, a student and a business owner.

My business, it's called 3B Healing Valley and the reason I came up with that is because I'm learning about experiences when the heart, the mind and the gut are able to recover and recoup from things that we go through, especially stress, you start to become aware and live your life differently. The spirit can start to heal itself, energy healing resolve, because I had heart issues. And the valley part, we all go through valleys in life. It's how we respond, how we react that gets us out of the valley.



A lot of stuff started coming together when I found stable housing. Prior to that, this was my mindset: How am I going to get money? How do I get money to feed the kids? All my energy, all my attention was always there. Even when I was in a different moment, my mind was always on how do I get the apartment? So now, being able to be stable, it just takes the whole burden away. Now I'm just trying to dive into everything.

My caseworker Georgie has been a key player in my success with her unconditional support.

The help I've received is not a crutch, but has allowed me to break the cycle of habitual homelessness. Since I've been 17 or 18 I've lived through various types of homelessness every two years or so.

Being able to be healthy and introspective has made me passionate about helping others, especially women who've had medical issues or trauma.