

News From The Road Home

Dane County

Winter 2021

2021 Homes For Families Virtual Fundraising Breakfast



The Road Home Dane County held our annual Homes for Families Fundraising Breakfast virtually on October 28. With the help of dedicated table hosts, community partners and generous sponsors, this year's event raised over \$300,000 toward continuing our mission of ending family homelessness.

Loyal supporters of The Road Home invited guests to join their virtual table and view the 30-minute presentation centered around our theme Moving Forward. Enedina is a mother, a student and engaged community member who shared her family's story of finding support through The Heart Room program.

The Heart Room program creates stable housing for six families in our community by combining three years of rental assistance with flexible and family-driven support and services. It is a partnership between Orchard Ridge United Church of Christ (ORUCC), The Road Home, Joining Forces for Families (JFF) and Early Childhood Initiative (ECI). The Road Home provides housing support, JFF assists with employment needs, ECI focuses on children, and ORUCC funds the rental assistance.

After finding the relief and security of stable housing, Enedina is continuing to move forward by attending classes at Madison College to further her English. Her children have been active on local sports teams and her son recently scored two goals during his first soccer game. This past spring Enedina was able to take part in a listening session with the Governor as part of a local advocacy group, Cooperativa Raíces para el Cambio/ Roots4change Co-op. Through her volunteerism with this local organization, Enedina helps to deliver meals to families and says, "I know the desperation of not having anything to put on the table and to have to go to bed without eating." Helping her community move forward just as she has been given support is a driving force in Enedina's life.

Executive Director, Kristin Rucinski, spoke passionately about what moving forward means to her and The Road Home Dane County during her remarks. "We are not going to stop, we are not going to rest, we are not going to accept the fact that there are children in our community with no place to be," Rucinski declared.

To view the 2021 Homes For Families Virtual Fundraising Breakfast in its entirety please visit trhome.org/breakfast.



Every child deserves a home

890 W Wingra Dr. | Madison, WI 53715

trhome.org



Our Thanks to This Year's Generous Breakfast Sponsors

Thank you to our presenting sponsor, CUNA Mutual Group, and all of the our sponsors for helping us bring the community together to end family homelessness in Dane County for our virtual fundraising Breakfast event. It is because of your generous support that we are able to achieve our annual fundraising goals that sustain our agency.



Dane County Credit Union, Group Health Cooperative of South Central Wisconsin
MetaStar, Summit Credit Union, Titus Talent Strategies, Tero Solutions
WPS Health Solutions, Wisconsin Management Company, Inc.
& FGS The Restoration Company

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 1, 2021.

\$2,500 - \$4,999

Frank Beverage Group - Breakfast sponsorship
Old National Bank - Breakfast sponsorship
ProAxis - Breakfast sponsorship
Reynolds Transfer & Storage - Breakfast sponsorship
RSM - Breakfast sponsorship
Sub-Zero Wolf Foundation - Breakfast sponsorship

\$5,000 - \$9,999

Alliant Energy - Breakfast sponsorship
Associated Bank - general support
Naviant - Breakfast sponsorship
Technology Education Foundation
- Family Technology Fund

\$10,000 - \$24,999

A Fund for Women
- Women's employment and training fund
Quartz - Breakfast sponsorship and general support

\$25,000 - \$50,000

Epic Systems - general support
Otto Bremer Trust - general support

Executive Director Kristin Rucinski Announces Departure



Kristin Rucinski has announced she will be stepping down as executive director during the first quarter of 2022. Rucinski has shared her 100% commitment to making the transition as smooth as possible for staff, families, Board members, donors, funders, partner agencies and volunteers. The Board of Directors has contracted with The QTI Group for the search and Rucinski will overlap to help with the transition.

When starting with the organization 16 years ago, Rucinski provided direct support to the families with children served by The Road Home as a case manager. Her dedication to families and the local community led to her leadership role as executive

director beginning in 2012. She has helped to create major growth within the organization more than doubling the amount of housing case managers who serve families. She built strong relationships with local developers and landlords to produce new and innovative housing opportunities and worked diligently to diversify staff, board and community partners. Most importantly she has touched the lives of so many families with children here in our local community who struggled with housing insecurity. With her strong leadership over 90% of the families who went through a housing program at The Road Home have not returned to shelter and have maintained stable housing.

Please join us in thanking Kristin Rucinski for her tireless work, dedication and passion for helping families with children find and maintain stable housing. The Road Home is in a solid position to welcome the next executive director and keep doing good work in the community.



Committed Community Volunteer: Diane Iverson

Diane Iverson is a long-time volunteer with The Road Home, and truly lives a life of giving. Diane has been committed to building bridges throughout the faith-based community for over 50 years starting in 1970, personally volunteering, advocating, encouraging and educating individuals of issues around homelessness, children’s well-being and helping animals. Beginning in 2009 volunteering with shelter services at The Road Home, she has transitioned to supporting families and staff in a variety of ways including organizing supply drives and helping to educate the public. As a thank you to her many years of service, The Road Home recently nominated Diane for the Manfred E. Swarsensky Humanitarian Service Award through the Rotary Club of Madison.

Kristin Rucinski, The Road Home executive director, says, “Diane is one of our most loyal volunteers who I know is just a phone call away whenever a need arises. She responds with a smile on her face and already starts looking forward to the next time she can make an impact.”

Why We Give: Reynolds Transfer & Storage

Reynolds Transfer & Storage is the 2021 recipient of the Association of Fundraising Professionals Madison Chapter National Philanthropy Day Outstanding Small Business Award. Nominated by The Road Home in recognition of their services to our organization and the community, Ben Reynolds and executive director Kristin Rucinski joined all of the 2021 honorees in a celebration hosted by the local AFP Greater Madison chapter on Nov. 11.



Reynolds Transfer & Storage has been part of the greater Madison-area since 1888 and shares a dedication to helping those who have experienced homelessness with in-kind donations of moving services.

Since 2015, Reynolds has partnered with The Road Home to pick up lightly used furniture around Dane County, store it until needed, and deliver it to families moving from homelessness to housing. In a given year, furniture deliveries help over 50 families receive needed items for their new homes. The value of these services is over \$40,000 annually or close to \$250,000 in six years. In addition, the company has sponsored The Road Home annual fundraising Breakfast for many years.

When asked why they give, Ben Reynolds, director of operations says, “At Reynolds we believe that we serve the whole community, not just the residents that can pay for our services. As a moving company, we can provide the most help through reduced rate or free services to nonprofits that help people settle into housing.”

Please join us in congratulating the Reynolds family and staff on their much deserved recognition.

Become a Recurring Donor

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 maintain housing—and change lives. Gifts at \$50, \$100 or more a month can have a greater impact. 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: trhome.org



We have earned the Platinum GuideStar 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.



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Dear Road Home,

My kids, when I look at them, I have to make this happen for you all, I have to do this for you all. I was living in a hotel for six months maybe, but Tree Lane Apartments contacted me because I was on the priority list for Section 8, project-based housing. And with Belinda, The Road Home case manager, I said, "I've got goals I'm trying to accomplish, what do you do to help with that?" And we just took it from there.

When she [Belinda] found out what my goals were she was helping me knock them out and when it came to me searching for a specific place to live, because I have three boys and I didn't want to live in an apartment anymore, it was like game time! Growing up I always dreamed of owning my own house.

That was a goal that kind of got pushed back due to what I went through growing up. It's that time, I need something to leave for my kids.

The case managers helped me get my license and my GED. They helped me get a lot of stuff settled with my credit and I would come to them saying, "This is what I want to do, this is what I've already done," and they acted as my motivation. The support of them being there, knowing they are there when I do need them -- that was the main thing I needed.

I literally have dreams about it every night [owning my own home]. To know that it's ours, stable housing means that it's all mine.

-Jaleesa

