

News From The Road Home

Dane County

Winter 2024

Our Partners

UWDC &
American Family
Insurance Give
Welcome Baskets



Thank you to the United Way of Dane County and American Family Insurance for their donation of welcome baskets. This gift helps ease the transition for families moving into stable housing, providing support as they begin their new chapter.

Monona Meadows Donates Home Essentials



Thanks to the residents at Monona Meadows for their generous donation of home essentials to support families transitioning into stable housing.



The Road Home Dane County Celebrates 25 Years of Ending Family Homelessness at Fundraising Breakfast

The Homes for Families Fundraising Breakfast is one of the most anticipated events of the year for those in the Dane County community dedicated to addressing family homelessness. This year's event was filled with inspiration and impact as supporters and contributors to The Road Home's mission gathered to celebrate a quarter century of dedication to ending homelessness for families in our community.

Not only was the morning filled with powerful reflections, but it was also full of "firsts" that made the event even more memorable. We were thrilled to welcome Takisha Jordan from the Lived Experience Council of Dane County serving as the emcee. Her electrifying energy lit up the room.

Attendees were treated to a deeply moving performance by Justin Festge-Russell, a talented scholar and Youth Poet Laureate from UW-Madison. His art and storytelling added another layer of depth to the morning, resonating with the audience and underscoring the event's themes of resilience and hope.

Throughout the event, attendees were continuously reminded of the incredible progress made over the past 25 years and the critical work that still lies ahead. From the achievements we've celebrated to the challenges that remain, the morning was an inspiring call to action for all those present to stay committed to ending family homelessness in Dane County.

"Thanks to our community of partners and supporters, The Road Home exceeded our fundraising goal this year," shared Development Director, Meghan Salzwedel. This success is a testament to the collective dedication to The Road Home's mission and the many families we serve.

We invite you to visit our website at www.trhome.org/breakfast to relive the powerful moments of the event.

Every child deserves a home

890 W Wingra Dr. | Madison, WI 53715

trhome.org



The Road Home Receives \$8,000 Grant from A Fund for Women

The Road Home has received a generous \$8,000 grant from A Fund for Women, a component of the Madison Community Foundation. This grant will support The Road Home's Women's Employment & Education Fund, which helps women in our housing programs overcome barriers to employment and stable housing. The funds will assist with costs like childcare, transportation, education expenses, and removing financial obstacles to success.

Nicole Christen, Program Director, shared that the fund has already supported courses, business event fees, childcare registration, uniforms, and car repairs. These flexible resources help families progress toward stability.

This partnership helps The Road Home continue its mission to end family homelessness through community support.

To learn more, visit www.trhome.org/blog/

The Road Home Staff Wear Purple

November marked Homelessness Awareness Month, a time to reflect on the challenges faced by those experiencing homelessness and the strength of the individuals and families working toward a better future. At The Road Home, staff members wore purple to show compassion and solidarity for the families we serve. The color symbolizes both empathy for those experiencing homelessness and recognizes the resilience required to overcome homelessness.



The Road Home's 2024 Holiday Giving Opportunities:

This holiday season, you can make a meaningful impact in the lives of families experiencing homelessness through The Road Home. Here are a few ways you can get involved:

- Purchase household supplies from our Amazon Wish List to support families at The Road Home.

You can download a copy of The Road Home Wish List at www.trhome.org/wish-list/

- Make a financial gift on our website to support housing, case management, and employment assistance programs.

Together, we can ensure that every family has a safe and stable home to celebrate the holidays. **To donate or learn more, visit our website today!**



Scan the QR code to order from our Amazon Wish List and have items shipped directly to our main office.



Experiencing True Hospitality: Sara's Story

Sara, a young mother in The Road Home's Building Futures program, has faced many challenges, from unsafe living conditions to judgment from others. After enduring domestic violence and frequent moves, she sought stability for her family. Sara's journey led her to a safe place through The Road Home and Domestic Abuse Intervention Services (DAIS), where supportive case managers helped her find housing and navigate paperwork. Sara's experience highlights the importance of a safe, welcoming community for families. Now, with a stable home, she's hopeful for her family's future and encourages others to stay strong and patient during their housing search. Her message? "You are welcome here!"

To read more on Sara's story visit www.trhome.org/blog/

Why We Give To The Road Home: Steve Brown Apartments



Steve Brown Apartments has been proudly supporting The Road Home Dane County for over a decade. As a housing provider, we understand the vital role that stable housing plays in fostering security, opportunity, and growth—especially for families with children.

Ensuring children have a stable home environment is a cause that resonates deeply with us, which is why The Road Home's work is so meaningful. We're committed to providing more than a quality rental experience. Through our charitable grant program, SBA Gives, we extend this commitment to the community by supporting organizations that foster stability and dignity for those in need. Giving back is central to our identity. As our CEO, Margaret Watson says: "Our goals as a company are to provide exemplary service to our residents, to honor our team members, and to always give back to our community."

Supporting housing initiatives is one of our primary giving priorities because we know firsthand how critical home is to a person's well-being and future. A significant portion of our charitable contributions is directed toward local organizations addressing homelessness in the greater Madison area, including The Road Home. Over the years, we've supported The Road Home in various ways. Programs like Building Futures have played a key role in helping families regain stability and independence.

Additionally, we've contributed through diaper drives, holiday gift donations, and fundraising efforts, appreciating the many ways The Road Home allows us to make a direct and meaningful impact. Their holistic approach to serving families aligns with our belief that every family deserves not just housing but a foundation for success. We are continually inspired by the dedication of The Road Home's team, case workers, and leadership. Their work creates lasting impacts for families across Dane County, and we are proud to contribute to their efforts. Together, we're building stronger, more stable communities—one family, one home, and one future at a time.

Blankets That Bring Hope: Windy City Comfort Project

Behind every blanket is a story. Thanks to Windy City Comfort Project, 72 new stories of hope are unfolding for families in our community.

At the SAUCED Night Market at Garver Feed Mill, they sold 72 of their beautiful, artisan-crafted blankets. True to their mission, they're donating one blanket for every sale—meaning 72 cozy fleece blankets are on their way to The Road Home to support families this winter. We're so grateful to partner with Windy City Comfort Project and can't wait to see their impact continue to grow!

Supporting Stability Through The Otto Bremer Trust

The Road Home had the honor of receiving generous support from The Otto Bremer Trust, which awarded \$65,000 for general operations. This funding will directly enhance our ability to provide affordable and stable housing for families experiencing homelessness or at risk of losing their homes.

For decades, The Otto Bremer Trust has been dedicated to fostering stronger, more resilient communities across Minnesota, Montana, North Dakota, and Wisconsin. Their mission aligns closely with our own efforts to end homelessness in Dane County, making this partnership especially meaningful.

We are deeply grateful for their generosity in helping local families find stability and hope for the future.



Scan the QR code or visit trhome.org to donate today! You can also use the enclosed envelope to donate and support our mission of ending family homelessness.

Contact Meghan Salzwedel, Development Director, for information on joining our Giving Society: meghans@trhome.org

We're excited to share that our organization has earned a 2024 Platinum Seal of Transparency with Candid!
Now, you can support our work with trust and confidence by viewing our #NonprofitProfile: trhome.org/who-we-are

Platinum
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2024
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