



ANNUAL REPORT 2024

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Every Child
Deserves A
Home

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From Our Home to Yours: A Community Message

As I reflect on the past year, I am both humbled and inspired by the incredible impact we've achieved together. This year has been a testament to the power of community—a community that continuously rises to the challenge of helping families rebuild their lives and find stability.

Thanks to your support, we've witnessed lives transformed, barriers overcome, and hope restored. Whether through your donations, volunteer hours, or advocacy, you've played a vital role in creating a brighter future for the families we serve.

The challenges we face are complex, but so is the strength of our shared commitment. Together, we've proven that when we come together with compassion and purpose, we can achieve extraordinary things.

As you read through this annual report, I hope you are as amazed and encouraged as I am by the stories, achievements, and milestones we've accomplished this year. These successes belong to all of us.

Michael Etheridge
Executive Director





Mission

The Road Home Dane County provides opportunities for children experiencing homelessness and their families to achieve self-determined goals and affordable, stable housing.

Vision

Every child deserves a home.

Values

Our commitment to empowerment drives us to support those we serve in achieving their full potential. We stand firmly for social justice and anti-racism, fostering an inclusive environment where everyone has a voice. Our results-oriented approach ensures that our services are effective and impactful, continually striving to meet the needs of our community.

The Next 25 Years of Impact: Our Strategic Plan

For 25 years, The Road Home Dane County has been committed to ending homelessness in our community, and we are more determined than ever to deepen our impact. This year, we aimed to serve more families, secure additional grants to support our work, and continue expanding our relationships with donors, volunteers, and community partners.

As we look to the future, we recognize the ongoing challenges facing many families, particularly those impacted by housing instability. We also understand the importance of addressing racial disparities and systemic barriers that continue to affect marginalized groups. These priorities will continue to guide our work:

Impact: We're increasing access to housing and mental health support while improving program efficiency to help families move from homelessness to stability faster.

Financial Health: We're connecting families to tools and resources that strengthen financial wellness and support long-term stability.

Partnership: We're building strong partnerships to offer more wraparound support and align efforts with others working to end homelessness.

Engagement: We're deepening community connections through better communication, engaging volunteer opportunities, and meaningful ways to give and get involved.



OUR IMPACT

Moving Forward to Affordable Housing and Ending Cycles of Family Homelessness

Our commitment to empowerment drives us to support those we serve in achieving their full potential. We stand firmly for social justice and anti-racism, fostering an inclusive environment where everyone has a voice. Our results-oriented approach ensures that our services are effective and impactful, continually striving to meet the needs of our community.

Our commitment to empowerment drives us to support those we serve in achieving their full potential. We stand firmly for social justice and anti-racism, fostering an inclusive environment where everyone has a voice.



231 Families Supported
543 Children Supported



Donated Essentials to Ease Transitions to Stability

Thanks to our incredible community for showing us the impact we make when we come together under one mission.

Every donation brings hope and stability to the families we serve.



Personal Hygiene Products

Thanks to our community members, local businesses, and organizations, we received over 1,000 personal hygiene products.



Windy City Comforts

As a part of their goal to support families overcoming homelessness, Windy City Comfort Project donated artisan-crafted cozy fleece blankets to families in the winter.



Toys for Tacos

Through our partnership with the Guild Mortgage Madison, children in our programs were given brand-new toys that helped make the holiday season special.

United Way of Dane County and AmFam DreamBank

The United Way of Dane County and American Family Insurance DreamBank provided welcome baskets filled with home essentials that help families feel more at home.



Long-Term Disability

GOAL: Provide long-term housing solutions for families who may need additional support and case management due to a disability, including those related to mental health.

MEASURE: Families with disabilities, including mental health-related, and how many are receiving treatment.



279 individuals reported existing long-term disability status

Supportive Housing: Creating Stability for Families Facing Long-Term Challenges

At The Road Home, we provide Permanent Supportive Housing for families who have experienced long-term or repeated homelessness and include at least one adult living with a disability. Many of these families are navigating complex challenges related to mental health, trauma, or other long-term health conditions.

Through regular home visits, our case managers provide compassionate, consistent support tailored to each family's unique situation. These visits help build trust and connection while offering guidance on managing daily life, accessing health care, supporting children, and building skills for long-term stability.

51
individuals enrolled in The Road Home programs are receiving mental health treatment.



Income & Employment

GOAL: Support families in acquiring or improving financial wellness and employment status to set up a foundation for long-term stability.

MEASURE: Family's employment status and financial improvement since program enrollment.

53% of the families enrolled had at least one adult who was employed



Employment and Income Support: Building Financial Foundations For The Future

At The Road Home, we know financial stability is key to long-term housing success. Many families arrive at our programs unemployed or underemployed, facing barriers like inconsistent job history, childcare challenges, or health issues.

In 2024, **35% of families currently in our programs increased their income**—many by reentering the workforce or securing more sustainable employment. Even after leaving our programs, families continued to make strides: **35% of those who exited increased their income post-exit**, showing the lasting impact of stable housing and targeted support.

49

families currently in one of The Road Home programs increased their income



Eviction Prevention & Support

GOAL: Provide emergency assistance to prevent financial hardships from getting in the way of long-term, stable housing

MEASURE: Families who received eviction prevention assistance and support for damages.

84% of families remained stably housed in 2024



Housing Outcomes: Keeping Families Housed

At The Road Home, our goal isn't just to help families find housing—it's to help them keep it. In 2024, we provided targeted support to families already on a lease to prevent eviction and maintain long-term stability.

Families received **eviction prevention** services, including landlord mediation, budgeting support, and emergency assistance. When financial hardship threatened housing, we stepped in with **assistance for back rent or damages**, helping families stay housed and avoid the trauma of displacement.

These interventions helped preserve housing for dozens of families, strengthening trust between tenants and landlords and reinforcing the belief that with the right support, housing can be sustainable.

22%

of families enrolled in the Road Home programs received rental and/or damage assistance



Where Stability Begins: Yesenia's Story

Finding the right resources during a housing crisis can be overwhelming. That's why The Road Home partners directly with families, case managers, and community organizations to ensure people aren't navigating these challenges alone.

Families are referred to us through Coordinated Entry, local schools, and community agencies. Once connected, our team works side by side with families to understand their unique needs and build a path forward—whether that's securing housing, navigating mental health care, increasing income, and more.



After staying at a local shelter, a staff member helped Yesenia complete the coordinated entry assessment, and she was matched with The Road Home's Rapid Rehousing program. From there, our housing advocate walked alongside her every step of the way—securing a safe apartment, helping her access rental assistance, and connecting her to community resources that supported her family's mental health and financial goals.

Today, Yesenia has not only maintained her housing—she's also started a new job and is planning for the future.

Support by the Numbers – 2024 Snapshots

- 139 families were actively supported through our housing programs by the end of the year
- 65% families who exited our programs have moved into permanent stable housing.
- 35% of active families increased their income while working with our team
- Dozens of families received eviction prevention services, helping them stay housed and avoid the trauma of homelessness
- Families received financial assistance for things like rental barriers, security deposits, and utility bills—barriers that often stand between them and long-term housing



LINC: Leading Change, One Backpack at a Time

LINC (Lead. Impact. Network. Change.) is a network of United Way of Dane County dedicated to building a new generation of volunteers and philanthropists who make real, personal impacts in our community.

In 2024, LINC rallied over **200 volunteers** who packed nearly **600 resource kits**—and **generously provided 300 backpacks to support students served by The Road Home Dane County**. Their dedication not only equips kids with school supplies but also inspires hope and opportunity for families on their journey to stability.



Fueling Hope Through Community Giving

At The Road Home, we know it takes a whole village to support families moving from homelessness to stability. Our annual **Families Moving Forward** event brings together hundreds of volunteers, local organizations, and generous donors to make a real, joyful difference.

By packing backpacks filled with school supplies, we not only prepare kids for success—but **also show families they are seen, supported, and celebrated by their community.**



Hansen Home Team: Backpacks That Build Confidence

In 2024, the **Hansen Home Team** hosted a backpack drive that made a big impact for families at The Road Home. Through the generosity of their network, they collected and filled backpacks with school supplies to help kids start the school year with confidence.

A Special Thank You To Our Sponsors!





Building a Stronger Community through the Homes for Families Fundraising Breakfast

In 2024, we proudly celebrated the 25th anniversary of our Homes for Families Fundraising Breakfast—marking a quarter-century of community-driven support, partnership, and purpose. This year’s event brought together over 300 attendees, including 30 dedicated table hosts, all united by a shared vision: to ensure every family has a safe place to call home.

Thanks to the incredible generosity of our supporters, **we raised over \$300,000 in support of our housing programs.** These funds directly fuel our work—providing shelter, stability, and opportunity to families experiencing homelessness in Dane County. As we honored this milestone, we also looked ahead with hope and determination, knowing that together we are building a stronger community together.

Being part of The Road Home’s programs didn’t just give me a place to live—it gave me space to grow. Now, I get to stand here not just as someone who received help, but as someone giving back. That’s full-circle, and that’s powerful.

~Shanika, Program Participant



Shanika Lucas



2024 Financial Summary

Revenue Sources	2024	2023	Expenses	2024	2023
Contributions	\$1,905,368	\$2,064,698	Program Services	\$2,125,526	\$2,236,968
Government Grants	\$594,716	\$574,487	Administrative Costs	\$970,366	\$465,952
Foundation Grants	\$143,500	\$67,272	Fundraising	\$376,812	\$365,294
In-Kind Contributions	\$37,497	\$56,736			
Investment Revenue	\$282,866	\$366,747	Total Expenses	\$3,472,704	\$3,068,214
Leasing Income	\$118,976	\$83,725			
Other Income	\$22,899	\$1,297			
Total Revenue	\$3,105,822	\$3,214,962			

In 2024, The Road Home received over \$2.5 million from generous individuals, businesses, and governmental entities. **Thank you to everyone who contributed to be part of ending family homelessness in our community.**

The Road Home’s varied mix of revenue shows the commitment of so many people to this cause, and ensures The Road Home is not overly reliant on one area of revenue, poised to keep serving families long-term.

Program Services make up the large majority of The Road Home’s annual expenses, including the **financial housing support and case management services** that are the core of our work with families. Through these tools, The Road Home’s team of Housing Advocate experts provides the consistent, compassionate support that empowers families to meet their goals and achieve long-term housing stability.

In 2024, The Road Home ended the year with a budget deficit. As expenses rise for the vital services we provide to local families, we are committed to pursuing new and expanded sources of revenue, ensuring we can continue to serve as many people as possible. With **healthy financial reserves** to smooth future bumps, The Road Home continues to operate with strength in serving our community.

Thank You to Our Donors

At The Road Home Dane County, we know that ending family homelessness isn't a solo mission. It takes a whole village—and our nonprofit partners are the heartbeat of that village.

The list of donors is on our website: www.trhome.org/2024donors.

The Road Home Staff

Allie Grant, *Program Manager*

Allison Turkowitz, *Lead Housing Advocate*

Angela Smith, *Fundraising & Community Engagement Manager*

Becky Brickert, *Program Coordinator*

Betsy Berry, *Office Manager*

Biana Speed, *Communications Manager*

Brenna Kelley, *Human Resources & Operations Director*

Briahna LeFave, *Housing Advocate*

Darienne Blair, *Program Manager*

Elliott Valentine, *Development Director*

Jazzman Brown, *Housing Advocate*

Kesha McCurty, *Housing Advocate*

Michael Etheridge, *Executive Director*

Madelyn Peppard, *Program Coordinator*

Maximiliano D'Larentez, *Housing Advocate*

Melissa Diaz Cabrera, *Housing Advocate*

Meredith Dauda, *Housing Advocate*

Nicole Christen, *Program Director*

Qiana Holmes, *Program Manager*

Ronnie Fudge, *Housing Advocate*

Sara Crooker, *Housing Advocate*

Shantrice Solis, *Housing Advocate*

Taylor Schultz, *Housing Advocate*

Tiffany Le, *Administrative Assistant*

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Steve Kelley
Choreo

Shelly Shaw
Office of Community Health at UW-Madison



Take The Next Step With Us

Families thrive because of people like you. Whether it's through your time, your generosity, or your voice—you help families move from homelessness to housing, from crisis to stability, and from surviving to thriving. Here's how you can continue to walk alongside us:

DONATE

Your gift directly supports families on their journey toward safe, stable housing. Every dollar helps fund critical services like case management, housing assistance, and long-term support. **Give a gift online at www.trhome.org**

VOLUNTEER

Lend your time, talents, and heart. Volunteers help with everything from events to donation drives you make a real, lasting impact on the lives of the families we serve. **Email Angela at angelas@trhome.org to learn about future events and educational opportunities at www.trhome.org/volunteer-opportunities/.**

STAY UP-TO-DATE

Be the first to know about our latest stories, events, and ways to get involved. Sign up for our newsletter to stay connected with our mission and the families you're helping. **Sign up to get our newsletter at www.trhome.org.**