

Students of color achieve at the same rate as white students.

Children are cared for and have fun as they become prepared for school.

People's health issues are identified and treated early.

**There is a decrease in homelessness.**

Seniors and people with disabilities are able to stay in their homes.

There is a reduction in violence toward individuals and families.

Non-profit agencies and volunteers are strong partners in achieving measurable results.

# Agenda for Change

*Aspirational and realistic.*

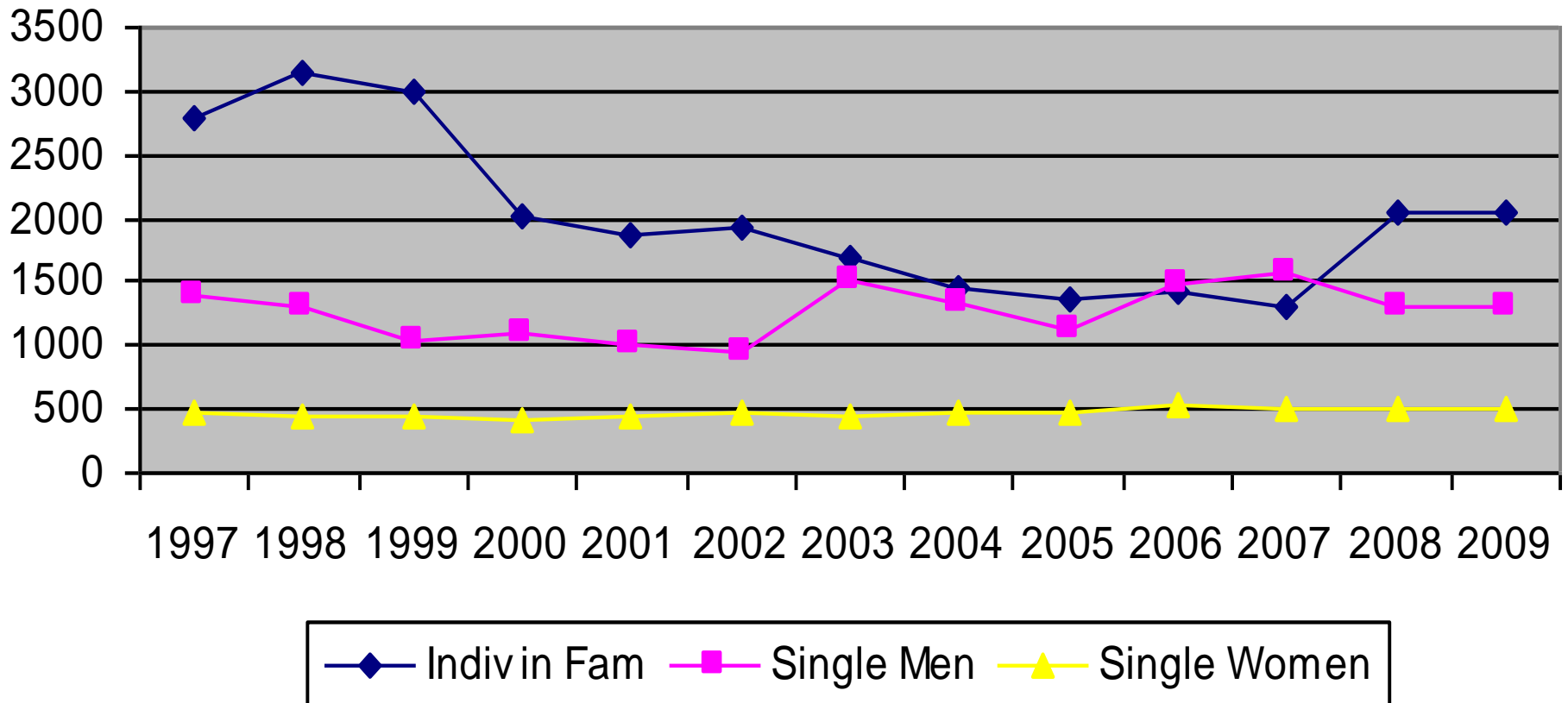
*Qualitatively and quantitatively different.*

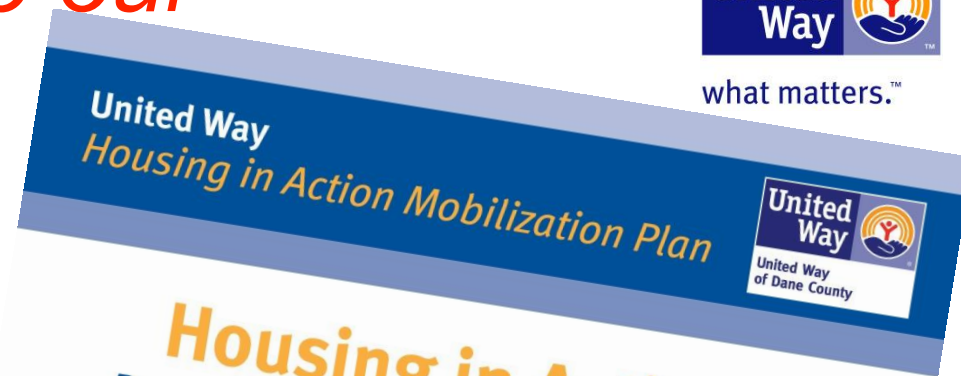
# Our Motivation To Seek Effective Solutions



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## Use of Emergency Shelter in Dane County





# Housing in Action

*Research-based strategies to reduce the need for emergency shelter*



**The Goal:**  
 By focusing on Housing First, case management, landlord/tenant connections and financial counseling, and access to food, **we will reduce by half the number of Dane County children in shelters by 2015.**

With help from Madison Metropolitan School District (MMSD), United Way tracks the number of school-age children in the district from Dane County shelters. Children who come from homelessness face extraordinary educational and health challenges.

To create systemic solutions, the Housing in Action Leadership Team (HALT) supports the research-backed strategies outlined in 2006's Housing in Action Mobilization Plan. This document reflects the progress, strategic refinements and improved metrics in this 2009 plan update.

# Mobilization Plans are our business plans

- I. Problem Statement
- II. National Research
  - I. The problem
  - II. Strategies
- III. Local Research (includes primary research from community engagement)
- IV. Hypothesis/goal (community level)
- V. Our chosen strategies and resources
- VI. Results and timeframe

# Hypothesis/ Goal

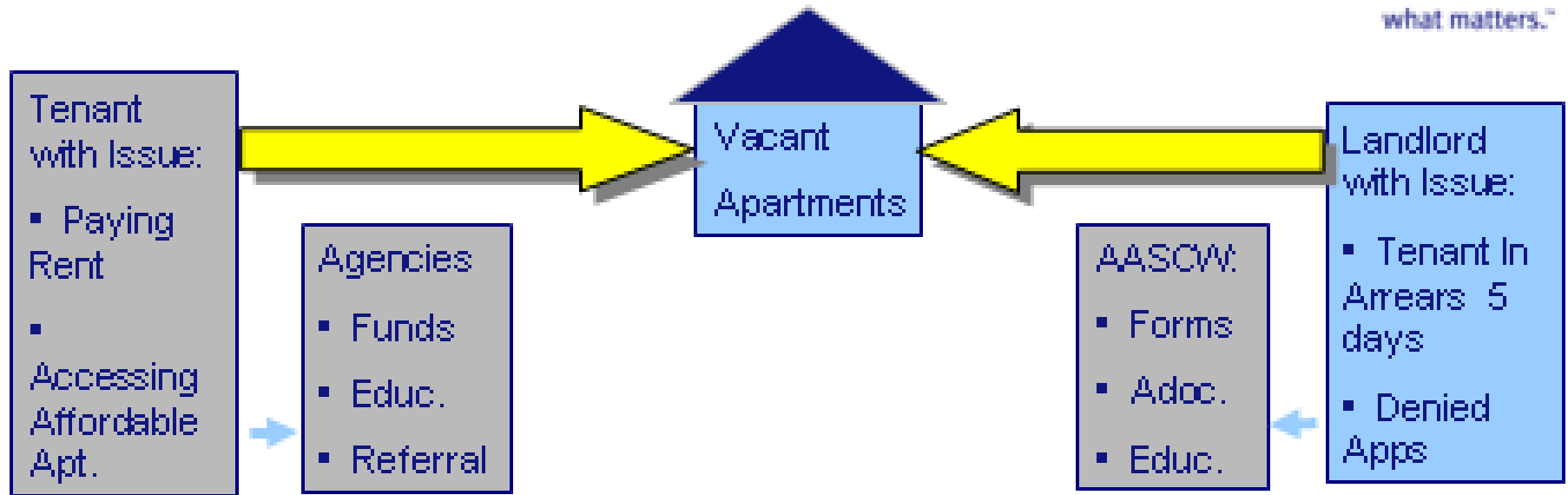


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By expanding eviction prevention strategies and providing direct access to stable housing for families facing homelessness, we will reduce our reliance on shelter as the first line of defense for these families. Our key indicator will be the number of Dane County school age children in shelter, which will decrease from 109 to 54 by 2015.

## Key Strategies:

1. **Landlord and tenant connections, Financial Management**
2. Quality Case Management
3. Food access
4. Direct access to permanent housing (Housing First)

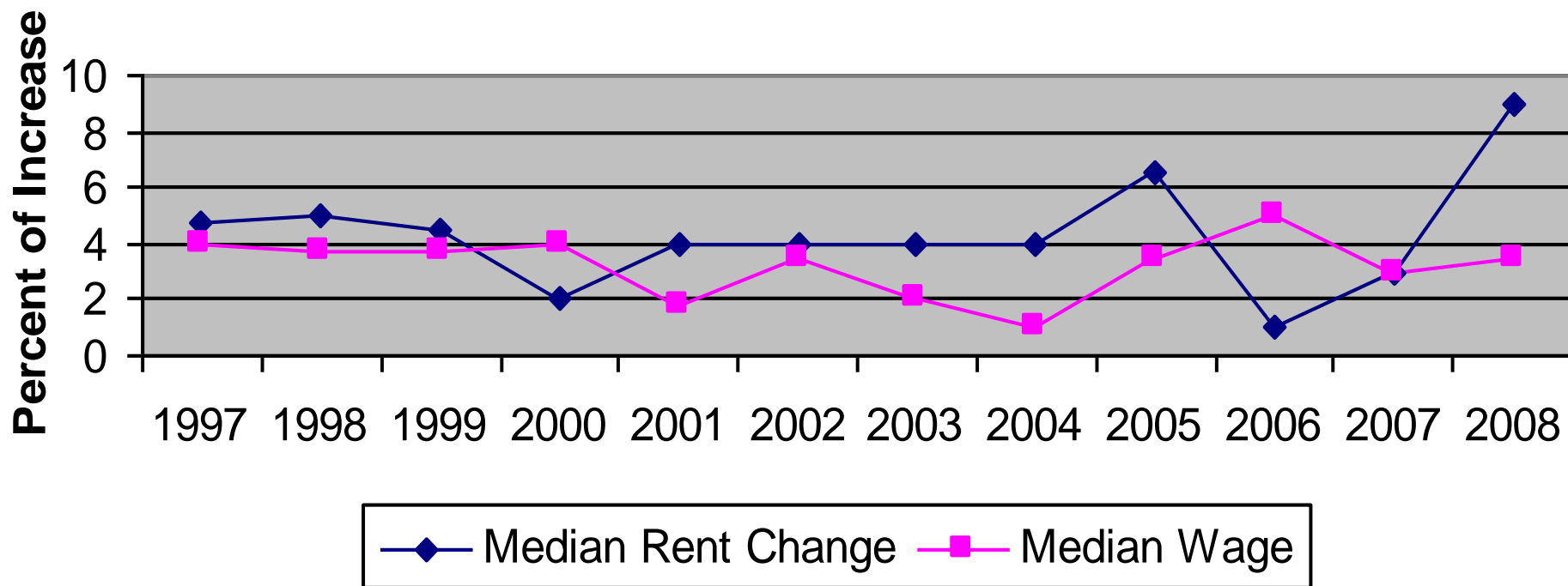


Analysis of rejection and eviction for 3 month period in 2005 of 200 households.

Conclusion: strong need for financial education and support and bridge builder strategy. to improve tenant-landlord connections.

# Rent Increases In Dane County Exceed Wage Increases

## Dane County Annual Changes Median Wage and Rent Cost 1997 - 2008



## 2006: Community Tools to Respond with Financial Help Counseling



2-1-1, Links to Resources, more surplus food



Links to training,  
Financial Education Center



Training for Case Managers on budgeting



Community Education and literacy events

# Important Community Resources

## EITC

YOU EARNED IT. TAKE THE CASH!

- Special tax benefits
- For low and moderate income workers
- Taxes and

## Financial Education Center

"Your road to financial security"

- 2300 S. Park Street
- 1 stop shop for financial counseling and classes



- Community Events
- Every October since 2006
- Free programs



- Case managers concerns about lack of follow through
- Need for more individual attention



# *United Way's Motivation to Research New Strategies and Best Practices: Our Path to Financial Coaching*

## **United Way Core Values:**

- **Mobilization efforts to address critical issues**
- **Research based strategies**
- **Strong reliance on volunteer inspiration and engagement**

## **Resources to apply to our key strategies:**

- **Funding**
  - **Annual Campaign, unrestricted and donor designated**
  - **Targeted Investments:**
    - **United Way of America**
    - **Strategic Partnerships (FINRA, AmeriCorps...)**
- **Volunteers**
- **Community Partnerships**

# *2010 Financial Literacy Focused Investments bring in Financial Coaching*



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- ***YWCA Second Chance Financial Counseling:***
- ***CAC Building Bridges:***
- ***Financial Education Center EITC***
- ***Financial Coaching thru FINRA and AmeriCorps***
- ***Eviction Prevention at Community Agencies***
- ***Skilled Trained Case managers in Funded Programs***
- ***Financial Coaching part of Case Manager Team***

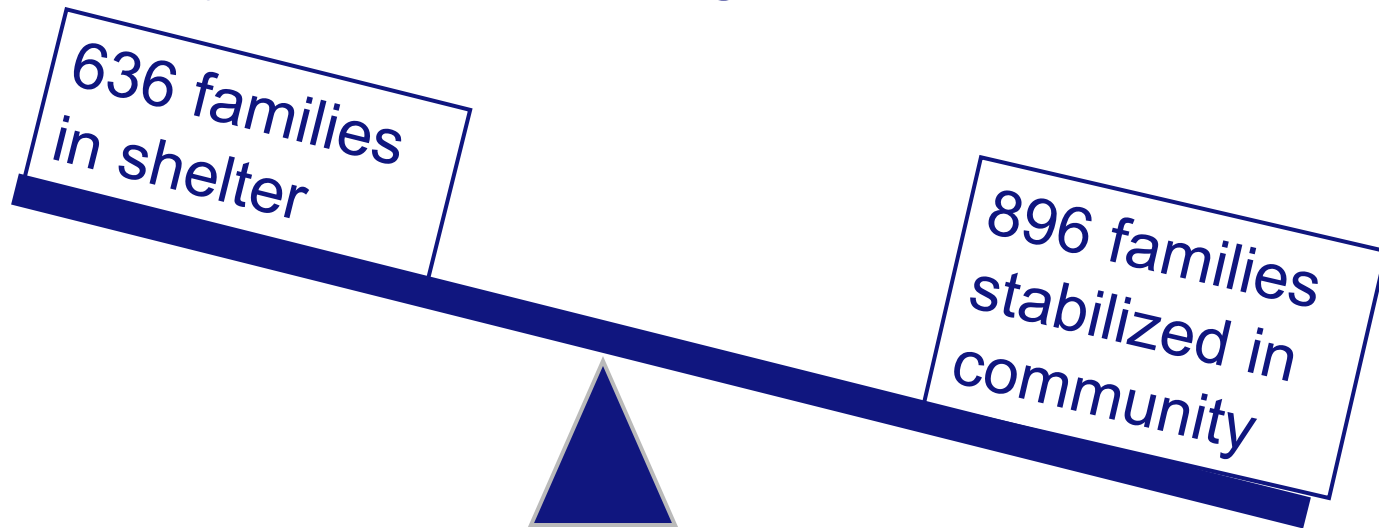
# *How we measure our results*

Percentage of Dane County families who:

- Are able to avoid stays in homeless shelter
- Access eligible tax credits (there was a 14% increase in 2008 from 2007)
- Evictions avoided
- Increased access to surplus food
- Increase their standard of living (measured by % of families with incomes below poverty level)

# *We are making progress*

For every family served in shelter, we are assuring that 1.4 families are stabilized in community based housing.



896 families were stabilized in Housing in 2009 through 17 United Way funded programs.