



Southern Nevada Regional Homeless Trust Fund

► Southern Nevada Homelessness Continuum of Care Board Meeting 4.14.22

United Way of Southern
Nevada
UWSN.org



OVERVIEW: HOMELESS TRUST FUND

- ▶ **Southern Nevada Regional Homeless Trust Fund** was established in January 2005 by the Southern Nevada Regional Planning Coalition (SNRPC).
- ▶ The SNRPC transferred authority and oversight of the Homeless Trust Fund to the Southern Nevada Homelessness Continuum of Care Board (CoC Board) in 2016.
- ▶ Agreements governing the fund were updated in 2021
- ▶ The fund is held by United Way of Southern Nevada and it currently holds **\$103,158**



HOMELESS TRUST FUND (2005-2022)

- ▶ **~\$130,000 in revenue (2005-2022)**
 - ▶ \$65,250 (50%) – Las Vegas Walk of Stars
 - ▶ \$31,400 (24%) – Individual Contributions
 - ▶ \$15,500 (12%) – Corporate Contributions
 - ▶ \$17,750 (14%) – Donations made for NHA
- ▶ **~\$26,700 in expenses (2005-2022)**
 - ▶ \$3,925 in legal fees (2005)
 - ▶ \$22,750 in grants to NHA (2007)



HOUSING FLEX FUNDS PROGRAM

- ▶ An initiative of the Southern Nevada Homelessness Continuum of Care, funded by the Southern Nevada Regional Homeless Trust Fund
- ▶ Program to pay for expenses that are directly connected to a housing outcome (housed, rehoused, maintained housing)
 - ▶ **Assistance for non-lease holders** (e.g. shared housing, host family, etc) in the form of rental payments, purchase of a bed (and/or bedding) that makes it possible for a person to stay in a host family's house, or utility assistance for a host family to house clients experiencing homelessness
 - ▶ **Assistance for employment-related expenses** that otherwise would result in the loss of housing (e.g. uniforms, safety equipment, tools, public transportation, gas cards, and/or car repairs) until the client receives their next check
 - ▶ **Assistance for fees required by landlords** (e.g. credit checks, criminal background checks, rental application fees)
 - ▶ **Assistance for other items not listed**, as long as the expense can be directly connected to a housing outcome



HOUSING FLEX FUNDS PROGRAM

- ▶ Agencies receiving Housing Flex Funds from the Homeless Trust Fund will be responsible for monthly reporting on the use of Housing Flex Funds.
- ▶ Eligible Agencies (FY22-23)
 - ▶ Qualified CoC partner agencies participating in the Housing Problem-Solving initiative are the only agencies eligible for Housing Flex Funds and will be invited to participate in the program.
 - ▶ Pilot with Catholic Charities and Clark County (April – June 2022)
 - ▶ Agencies can request up to \$5,000 in Housing Flex Funds (FY 22-23)
- ▶ Learn more about the program requirements at <https://uwsnefsp.smapply.io/prog/housingflexfunds/>



FUNDRAISING PLAN: FY 22-23

- ▶ **FY 22-23 Target: \$230,000**
- ▶ Las Vegas Walk of Stars (\$1,500)
- ▶ Community Fundraising Appeal (\$15,000)
- ▶ Corporate Grants / Sponsorships (\$125,000)
- ▶ Government & Foundation Grants (\$75,000)
- ▶ UWSN Workplace Campaigns (\$13,500)
- ▶ Send fundraising ideas and suggestions to AaronK@uwsn.org



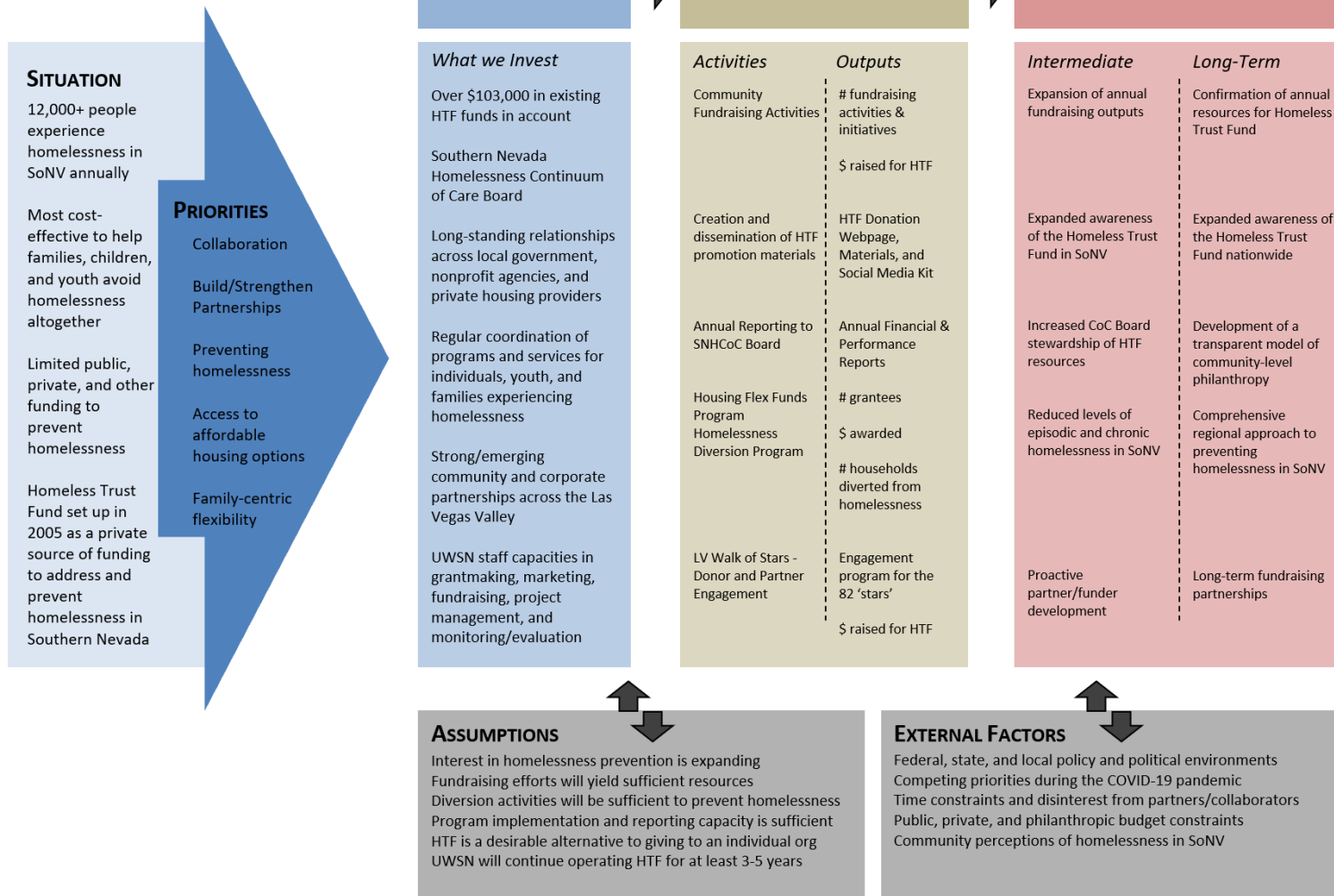
FY 22-23: MARKETING MATERIALS

- ▶ Donation Webpage / Option at www.uwsn.org
- ▶ Promotion through UWSN Workplace Campaigns
- ▶ Social Media Content
- ▶ Earned Media (TV, Paper, Radio, etc)
- ▶ Send Marketing ideas to AaronK@uwsn.org



HOMELESS TRUST FUND LOGIC MODEL

Southern NV Regional Homeless Trust Fund Logic Model



► Key Activities for 2022-2023

- Community Fundraising
- Building Awareness of the HTF
- Piloting and Expanding the Housing Flex Funds Program
- Re-engaging the Las Vegas Walk of Stars and other key stakeholders

THANK YOU

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