

Southern Nevada Regional Homeless Trust Fund

► Southern Nevada Homelessness Continuum of Care Board Meeting 4.14.22



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)

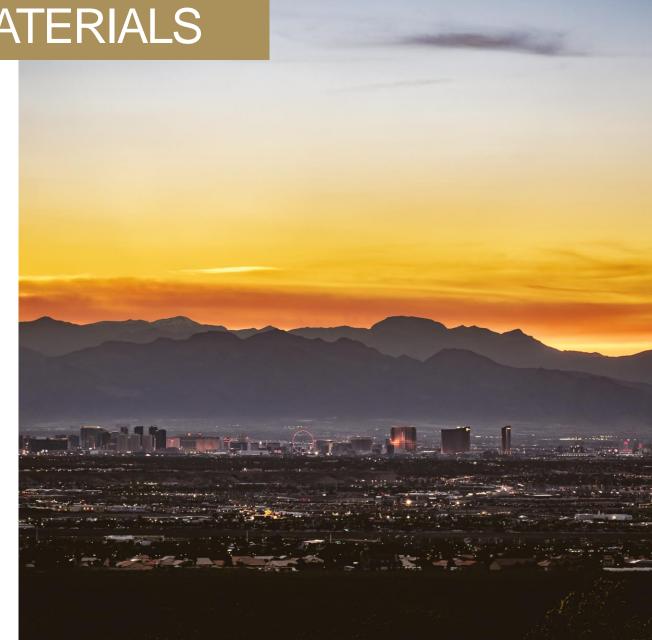
Send fundraising ideas and suggestions to <u>AaronK@uwsn.org</u>



FY 22-23: MARKETING MATERIALS

- Donation Webpage / Option at <u>www.uwsn.org</u>
- Promotion through UWSN Workplace Campaigns
- Social Media Content
- Earned Media (TV, Paper, Radio, etc)

Send Marketing ideas to <u>AaronK@uwsn.org</u>



HOMELESS TRUST FUND LOGIC MODEL

Southern NV Regional Homeless Trust Fund Logic Model

PRIORITIES

Collaboration

Partnerships

Preventing

Access to

affordable

flexibility

housing options

Family-centric

homelessness

Build/Strengthen

SITUATION

12,000+ people experience homelessness in SoNV annually

Most costeffective to help families, children, and youth avoid homelessness

altogether

Limited public. private, and other funding to prevent homelessness

Homeless Trust Fund set up in 2005 as a private source of funding to address and prevent homelessness in Southern Nevada

INPUTS

ACTIVITIES & OUTPUTS

OUTCOMES & IMPACT

What we Invest

Over \$103,000 in existing HTF funds in account

Southern Nevada Homelessness Continuum of Care Board

Long-standing relationships across local government, nonprofit agencies, and private housing providers

Regular coordination of programs and services for individuals, youth, and families experiencing homelessness

Strong/emerging community and corporate partnerships across the Las Vegas Valley

UWSN staff capacities in grantmaking, marketing, fundraising, project management, and monitoring/evaluation

Activities Outputs

Community # fundraising **Fundraising Activities** activities & initiatives

S raised for HTF

grantees

\$ awarded

households

diverted from

homelessness

S raised for HTF

Creation and HTF Donation dissemination of HTF Webpage, promotion materials Materials, and Social Media Kit

Annual Financial & Annual Reporting to SNHCoC Board Performance Reports

Housing Flex Funds

Homelessness Diversion Program

LV Walk of Stars -Engagement Donor and Partner program for the 82 'stars'

Intermediate

Expansion of annual fundraising outputs

resources for Homeless Trust Fund

Confirmation of annual

Expanded awareness of

the Homeless Trust

Development of a

community-level

philanthropy

transparent model of

Long-Term

Expanded awareness of the Homeless Trust Fund in SoNV

Fund nationwide

Increased CoC Board stewardship of HTF resources

Reduced levels of episodic and chronic homelessness in SoNV Comprehensive regional approach to preventing homelessness in SoNV

Long-term fundraising

partnerships

Proactive partner/funder development

► Key Activities for 2022-2023

Community Fundraising

Building Awareness of the HTF

Piloting and Expanding the Housing Flex Funds Program

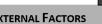
Re-engaging the Las Vegas Walk of Stars and other key stakeholders

Assumptions

Interest in homelessness prevention is expanding Fundraising efforts will yield sufficient resources Diversion activities will be sufficient to prevent homelessness Program implementation and reporting capacity is sufficient HTF is a desirable alternative to giving to an individual org UWSN will continue operating HTF for at least 3-5 years

EXTERNAL FACTORS

Federal, state, and local policy and political environments Competing priorities during the COVID-19 pandemic Time constraints and disinterest from partners/collaborators Public, private, and philanthropic budget constraints Community perceptions of homelessness in SoNV





THANK YOU

Aaron Krolikowski, PhD

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