

# Southern Nevada Regional

# Homeless Trust Fund - Update

► Southern Nevada Homelessness Continuum of Care Board Meeting 11.10.22



## OVERVIEW: HOMELESS TRUST FUND

Southern Nevada Regional Homeless Trust
Fund was established in January 2005.

 Oversight of the Homeless Trust Fund is the responsibility of the Southern Nevada
Homelessness Continuum of Care Board
(CoC Board).

► The fund is held by United Way of Southern Nevada and it currently holds \$109,408



HOMELESS TRUST FUND (2005-2022)

- ~\$141,116 in revenue (2005-2022)
  - ► \$65,250 (46%) Las Vegas Walk of Stars
  - ► \$31,400 (22%) Individual Contributions
  - > \$26,702 (19%) Corporate Contributions
  - ► \$17,750 (13%) Donations made for NHA

- ~\$31,675 in expenses (2005-2022)
  - ➤ \$3,925 in legal fees (2005)
  - > \$22,750 in grants to NHA (2007)
  - ► \$5,000 Housing Flex Funds Grant (2022)



# HOUSING FLEX FUNDS UPDATE

- An initiative of the Southern Nevada Homelessness Continuum of Care, funded by the Southern Nevada Regional Homeless Trust Fund
- Program pays 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 UPDATE

► Pilot Funds Released in August 2022

Clients Assisted (Sept/Oct): 2 Households (5 people)

Average Cost of Assistance: \$325/household

A client enrolled in the CCSN Renew and Hope Program had been experiencing homelessness for a few months and is a welder by trade. The team found out that he needed to buy equipment to take his welding certification test. Without the equipment he would not have been able to obtain this certification. The certification is empowering him to apply for welding jobs, and the job will help him to obtain long term housing. Without the Housing Flex Funds, CCSN would not have been able to assist this client

Another client had to leave her current housing, but could not move her family of 4 into a new home because she still owed money for past due energy bills. They were not able to switch on their power at the new apartment until their past due bills were paid. In this case, Housing Flex Funds helped to keep a family housed and avoid homelessness.



# HOUSING FLEX FUNDS PROGRAM

- ► Eligible Agencies (FY22-23)
  - Qualified CoC partner agencies participating in the Housing Problem-Solving initiative are eligible for Housing Flex Funds.
  - ► HPS Agencies will be invited by 11/15 to request up to \$5,000 in Housing Flex Funds (FY 22-23)
- Learn more about the program requirements at <a href="https://uwsnefsp.smapply.io/prog/housingflexfunds/">https://uwsnefsp.smapply.io/prog/housingflexfunds/</a>
- Agencies receiving Housing Flex Funds from the Homeless Trust Fund will be responsible for monthly reporting on the use of Housing Flex Funds.



# FUNDRAISING PLAN: FY 22-23

- FY 22-23 Progress:
  - ► \$11,250 New Revenue (\$230,000 Goal)
- Las Vegas Walk of Stars: \$0 (\$1,500 Goal)
- Community Fundraising Appeal: \$0 (\$15,000 Goal)
- Corp. Grants & Sponsorships: \$11,250 (\$125K Goal)
- ► Government & Foundation Grants: \$0 (\$75,000 Goal)
- ► UWSN Workplace Campaigns: \$0 (\$13,500 Goal)
- Send fundraising ideas and suggestions to <u>AaronK@uwsn.org</u>

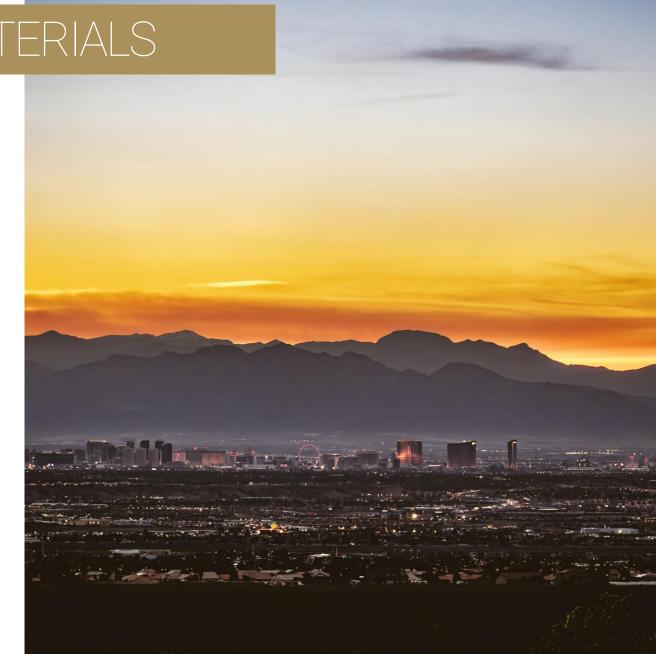


# FY 22-23: MARKETING MATERIALS

Currently In Development:

- 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 <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

housing options

Family-centric

flexibility

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

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

What we Invest

**INPUTS** 

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**

### Activities Outputs

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

\$ raised for HTF

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

Annual Reporting to Annual Financial & SNHCoC Board Performance Reports

Housing Flex Funds Homelessness **Diversion Program** 

Engagement

S awarded # households diverted from homelessness

\$ raised for HTF

# grantees

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

**OUTCOMES & IMPACT** 

Intermediate Expansion of annual fundraising outputs

Confirmation of annual resources for Homeless Trust Fund

Long-Term

Expanded awareness of the Homeless Trust Fund in SoNV

the Homeless Trust Fund nationwide

Development of a

community-level

philanthropy

transparent model of

Expanded awareness of

Increased CoC Board stewardship of HTF resources

Reduced levels of episodic and chronic homelessness in SoNV

Comprehensive regional approach to preventing homelessness in SoNV

Proactive partner/funder development

Long-term fundraising partnerships

- ► Key Activities for FY23 (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
  - ► All ideas welcome!

Nevada UWSN.org

### 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





# THANKYOU

## **Aaron Krolikowski, PhD**

Vice President of Programs

(702) 892-2307

AaronK@uwsn.org

5830 W Flamingo Rd Las Vegas, Nevada 89103

