



Southern Nevada Regional Homeless Trust Fund - Update

► Southern Nevada Homelessness Continuum of Care Board Meeting 11.10.22

**United Way of Southern
Nevada**
UWSN.org



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 <https://uwsnefsp.smapply.io/prog/housingflexfunds/>
- ▶ 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 AaronK@uwsn.org



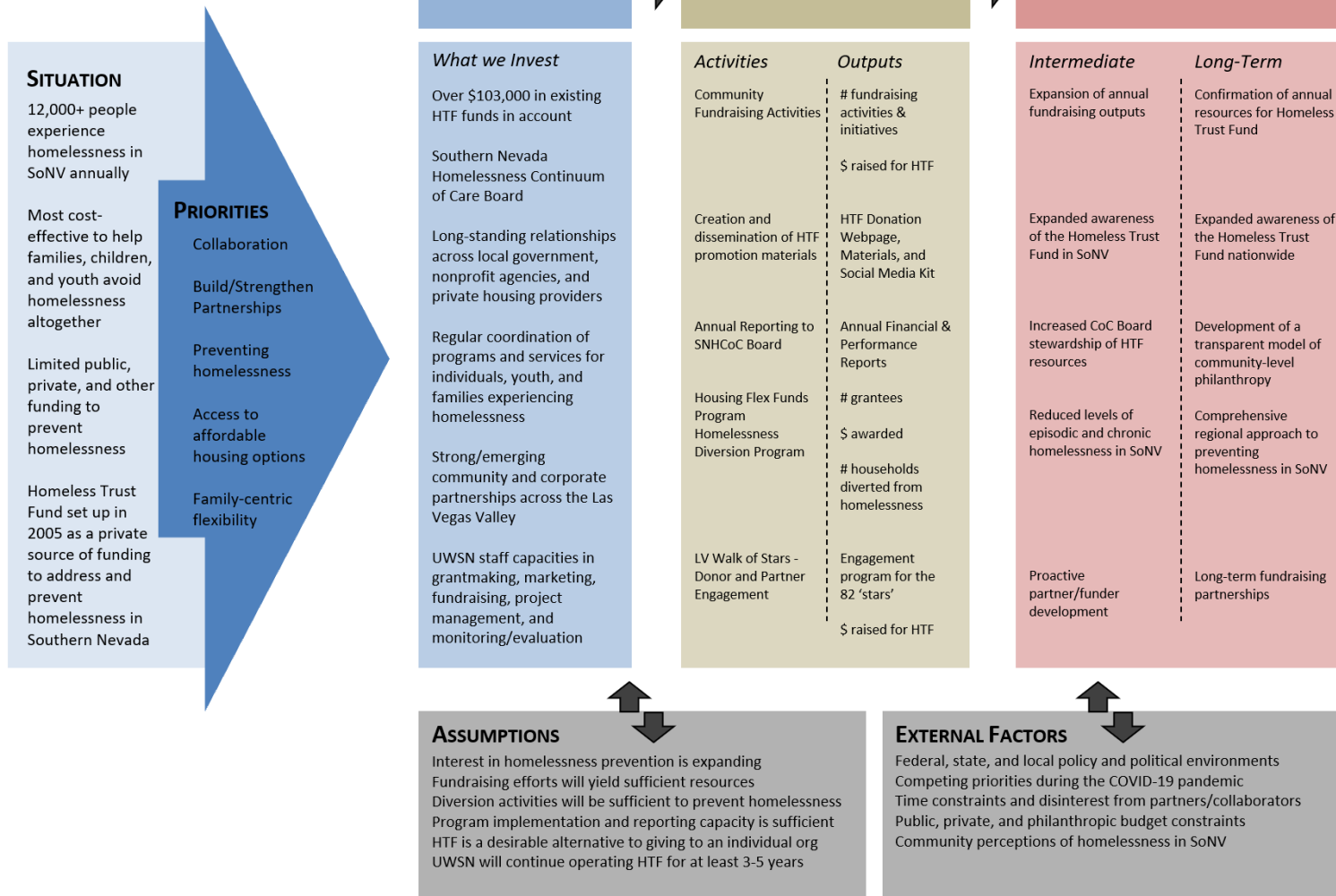
FY 22-23: MARKETING MATERIALS

- ▶ **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 AaronK@uwsn.org



HOMELESS TRUST FUND LOGIC MODEL

Southern NV Regional Homeless Trust Fund Logic Model



► 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!

THANK YOU

Aaron Krolkowski, PhD

Vice President of Programs

(702) 892-2307

AaronK@uwsn.org

5830 W Flamingo Rd
Las Vegas, Nevada 89103

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