ON A MISSION: NONPROFIT HOUSING DEVELOPERS DRIVING INNOVATION

DANE COUNTY HOUSING SUMMIT OCTOBER 11, 2019

KATHERINE KAMP, WISCONSIN PARTNERSHIP FOR HOUSING DEVELOPMENT

SARAH CEPONIS, THE ROAD HOME

KATHRYNE AUERBACK, MOVIN' OUT

LORRIE KEATING HEINEMANN, MADISON DEVELOPMENT CORPORATION

THE THIRD SECTOR

NONPROFIT DEVELOPERS (FOUNDING YEAR)	
Commonwealth Development (1979)	Movin' Out (1995)
Dane County Housing Authority	Operation Fresh Start
Habitat for Humanity (1985)	Porchlight (1986)
Housing Initiatives	Project Home
Independent Living (1973)	The Road Home Dane County (1999)
Madison Development Corporation (1977)	Wisconsin Partnership for Housing Development (1985)

NONPROFIT DEVELOPERS

- Some organizations are statewide; some serve a specific neighborhood or population (e.g. people experiencing homelessness, people with disabilities, seniors with low income).
- Third Sector nonprofits provide a broad range of services addressing needs ranging from homelessness to homeownership assistance.
- These nonprofits have been in our community for a many years and are mission-driven and committed to our community.

FOR PROFIT VS. NON-PROFIT DEVELOPERS

- Community nonprofits are committed to creating permanent affordable housing.
- We are mission driven and people-focused—we want to help people achieve long-term housing stability regardless of their income or circumstances.
- We are all governed by our volunteer boards, who help ensure we are responsive to community needs.
- Profit is reinvested into projects that advance our missions, i.e. funds stay in our community.
- We provide or coordinate the SERVICES necessary to support long-term housing stability.
- We drive social change in our communities and innovate to better achieve our missions.

POPULATIONS SERVED

- Nonprofit homeless service providers serve the chronically homeless with the greatest needs. This means they need to DEVELOP housing and provide SUPPORT SERVICES.
- Nonprofit developers who provide rental units to families serve those with the lowest incomes and these households may also need SUPPORT SERVICES.
- Nonprofit developers who provide home ownership opportunities are serving low to moderate income households, offering subsidies and support services to make ownership possible for households not served by the market.

INNOVATION

- Non-profit developers have been responsible for much of the housing innovation in our communities.
- For homeless providers this meant adoption of the "housing first" model.
- For others it means creative partnerships to provide housing for the lowest income and for those with disabilities in our communities.
- It also means seeking different types of ownership options, like condominiums and land trusts and development of mixed income neighborhoods.

OBSTACLES TO OUR WORK

- We lack resources and capital to develop enough housing and services to meet the needs in our communities.
- Serving the most challenging population requires support services and case management, and funding for these services are not readily available.
- In order to support lower rents, nonprofit developers must assume less debt than traditional developers. Rental income must fund the services to support residents.
- Thus, we require more federal, state and local support and no- to low-cost capital for our projects.

EXAMPLES

- The Road Home: provides support services for families with children.
- Movin' Out: provides community-integrated housing and services that make rental housing and ownership options available to people with disabilities.
- Madison Development Corporation: helping create an innovative new affordable housing fund.

The Road Home
Dane County

Every child deserves a home

Presented by:
Sarah Ceponis
The Road Home Nonprofit Strategist

Dane County Housing Summit
October 10, 2019

Focused on families...

Children experiencing homelessness:

- 2x more likely to go hungry
- 3x more likely to have emotional and behavioral problems that interfere with learning
- 4x more likely to be sick

… which strengthens the community.

It can be 2-3x more expensive to provide emergency shelter to a family (~$3,000/ month) than rent would cost.

Case management services help families transform their lives and break the cycle of homelessness for good.

Housing stability allows for overall stability (the *Housing First* approach).

Coordinated Entry

Housing First

Network of partners

A Strong System

Affordable Housing Funds

Referrals & resources

The Road Home's Programs

Rapid Rehousing

Medical respite

Permanent Supportive Housing

Affordable housing partnerships

All with robust case management and support services

Affordable Housing Properties & Partnerships

- Housing & Hope
  - 30 units across two sites
  - Owned by TRH, on site TRH case managers
  - Managed by Meridian
- The Breese
  - 9 units
  - Owned and managed by Stone House
  - On site case management by TRH
- Fair Oaks (2020) & Schroeder Rd (2021)
  - Similar Stone House partnerships as above

In the best interests of families, we separate property management from case management and, above all, make affordable housing and support available to families who otherwise could not access housing.

What can we do together?

- Learn more about The Road Home at a Homes for Families Tour (11/20 or 12/17).
- See our Facebook page for wish list items, volunteer needs, and ways to team up.
- Are you developing affordable units, or have affordable units that need support services?

Contact Executive Director
Kristin Rucinksi at kristinr@trhome.org.

Thank you!

Sarah Ceponis
Nonprofit Strategist
sarahceponis@trhome.org
608-294-7998

MOVIN' OUT

Movin' Out, Inc.

Housing solutions for people with disabilities

Kathryne Auerback
Executive Director

Mission

Movin’ Out partners with people with disabilities, their families, and their allies, to create and sustain community-integrated, safe, affordable homes.

Guiding Principles

- Community integration
- Self determination
- Partnership and collaboration

Assisted 1,600+
families with
home ownership

- HUD-Certified Housing Counselors
- Home Buyer Education
- Down Payment Assistance
- Safety & Accessibility Modifications

MOVIN' OUT

Developed and operate 1,000+ units of affordable rental housing

- Apartments & single family, duplexes, etc.
- 30-80% CMI
- Supportive units
- Resident success

Community Impact

- Asset-based community development
- Create connections & opportunities
- Build community & social capital

MOVIN' OUT

Connect with Movin' Out

- Bring us to your organization or community to share info
- Follow us on Facebook
- Subscribe to our e-newsletter
- Schedule a tour

ka@movin-out.org www.movin-out.org (608) 251-4446

Comments for the

DANE COUNTY HOUSING SUMMIT

October 10, 2019

501(c)3 established in 1977

Presented by:
Lorrie Keating Heinemann, MBA
President & CEO
Lorrie@mdcorp.org
608-256-2799
Madison, WI

Madison Development Corporation

Innovative, Creative, Impactful!

MDC is a non-profit socially responsible housing and economic development corporation that provides over 300 units of ***permanent*** affordable workforce housing in Dane County, Wisconsin

I. Housing: MDC buys, develops, owns and manages all of our MDC properties. We plan to add ***universal design*** to all of our new projects.

II. Lending & Investments: MDC provides financing to "hard-to-finance" businesses, including neighborhood ventures & growing high tech companies in Dane County.

III. In 2020, with the Local CEOs & the United Way, MDC hopes to launch a Fund to help finance the creation of new workforce housing units in Dane County

MDC Housing – *Permanent* Affordable Housing

305 units of affordable workforce housing in the Greater Madison Area

DANE TOWNHOMES

12 family units (2&3 bedrooms)
Completed in 2016

Corner of Park & Taft

THE MIFFLANDER

46 units – (efficiency, 1 & 2 bedrooms)
Completed in 2017

431 W Mifflin Street

THE AVENUE (former UW Hospital)

Existing 28 unit (1 – 3 bedrooms)
Currently adding 44 units to site

1954 E. Washington

Innovative, Creative, Impactful!

MADISON DEVELOPMENT CORPORATION

“The Graaskamp” – New 44-unit Affordable Workforce Housing & The Graaskamp Park – 1946 E. Washington, Madison WI (2020)

Universally Designed Building
>>>>
and Park!

MDC Innovative, Creative, Impactful!

Lorrie@mdcorp.org
608-256-2799

MADISON DEVELOPMENT CORPORATION

HOW TO PARTNER WITH NONPROFITS?

- **Reach out to one of these nonprofits** to meet with them, see how they can help develop affordable housing in your community!
- **Encourage financial support for these nonprofits** in your community and the county to increase the resources available for them to serve those most in need.
- **Pay attention to city, county, state and federal budgets** and help ensure that adequate resources are available to support housing development and associated support services.
- **Tax-deductible donations once a year, monthly, as part of your estate planning.**