

HOUSING INITIATIVES

2014 Annual Report





“Housing Initiatives reached out to me in my darkest moment and treated me like a human being that mattered. They literally saved my life. I consider Housing Initiatives staff my extended family.”

— PHIL, HOMELESS FOR THREE YEARS



A MESSAGE FROM EXECUTIVE DIRECTOR DEAN LOUMOS

After 20 years of growth, I am proud of the progress and positive impact we've had on over 550 individual lives and many neighborhoods across Madison. In that time, we've gained the experience and confidence needed to increase our capacity to help many more homeless in need. The time to expand our efforts is now as 3,500 of our neighbors experience homelessness every year. Many of these people are suffering from severe mental illness alone on the streets. There is no time to waste in getting these folks off the streets and onto the road to recovery.

In 2014, the Housing Initiatives Board of Directors took two important steps forward to grow our capacity to meet the urgent need by 35%. First, we completed a strategic planning process that will lay the foundation for expanding our programming efficiently and effectively. We understand that growth can be difficult, so we are putting in place the plans and management necessary to ensure successful growth for our clients and our organization.

In addition, the Board approved the planning and launch of a capital campaign to raise \$2 million to purchase and renovate 30 new apartment homes. We will bring 30 people home who have been on the streets for years and suffer from mental illness. Of special focus, will be housing veterans and the most troubled downtown homeless. We will have events to engage our community in this important effort. We invite you to join with us and bring someone home off the streets. Everyone needs a place to call home.

I warmly thank our board, donors, volunteers, and community members for the support you have given us all these years. We will continue to work hard to meet our mission of ending chronic homelessness for those who suffer from mental illness.

Dean Loumos

Dean Loumos,
Executive Director
Housing Initiatives





“After 40 years, I am finally beginning to recover from mental illness. Without Housing Initiatives, I wouldn’t have gotten off the streets, I wouldn’t have healthcare to manage my illness, and I don’t believe I’d still be alive.”

— JOHN, HOMELESS FOR OVER 10 YEARS

WHO WE ARE

Housing Initiatives has a proven solution for ending homelessness in Madison. We've been quietly providing peace, hope, and shelter to over 550 Madison homeless neighbors and their families for 20 years. We are the only organization in Madison that focuses exclusively on providing permanent homes to our neighbors who live on the streets and suffer from severe mental illness.

Housing Initiatives' program model is highly successful, with 95% of Housing Initiatives' clients never returning to homelessness. Our program is based on four guiding principles:



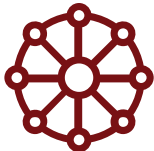
Every Person Matters. Showing people that their life matters is the foundation for hope.



A Supportive Approach to Healing. Housing Initiatives connects our clients with our 15 partner agencies for a wide range of support such as counseling, substance abuse programs, or medication therapy.



Stability of a Permanent Home. Knowing their home is not temporary is the stability our clients need to physically and mentally heal.



Neighborhood-Based Housing. Our apartment homes are in small, 4-8 unit buildings located throughout Madison neighborhoods. By embedding our clients within a community, they are close to vital city services and they reconnect with society.



According to the federal government, it costs tax-payers \$40,000 per year to keep a mentally ill person homeless due to emergency visits, jail visits, shelters, etc. **The cost for Housing Initiatives to provide permanent housing to these same people is \$10,000 per year.**



**WE PROVIDED HOMES
TO 221 PEOPLE IN 2014.**



HELPING OUR MOST VULNERABLE NEIGHBORS

Housing Initiatives has the experience, knowledge, and compassion to bring home our most vulnerable community members — those who struggle with severe mental illness and have lived on the streets for years because of it.

In 2014, we provided permanent homes to 221 people with the breakdown as follows:

88 WOMEN

109 MEN

45 CHILDREN

42 VETERANS

(39 Men + 3 Women)

Of special attention is getting our veterans off the streets. Most of them suffer from post traumatic stress disorder and other mental illnesses due to the trauma they experienced while fighting for our country. They've become homeless because of this. In Madison at any given time, there are around 100 vets living on the streets. Housing Initiatives is determined to work with other agencies to end veteran homelessness by the end of 2016.

95%

of Housing Initiatives clients never
return to homelessness.



“I’ve been so blessed to have this wonderful home. Having a permanent place to live has helped me focus on my health and work on my job skills. Housing Initiatives staff makes people feel like they are worthy of life.”

— Mary is one of the tenants who moved into the new Housing Initiatives building in 2014. After going through a divorce and being unable to find employment due to her mental illness, Mary lost her home. Her long journey had her living out of several 90-day shelters and eventually sleeping in front of the Madison Municipal Building. After five years, Mary came home to her Housing Initiatives apartment.

NEW HOMES, RENEWED HOPE

In 2014, we purchased and renovated our 16th building, a 4-unit property on Britta Drive in Southwest Madison. This brought our total number of apartments to 94. **We were able to bring 4 chronically homeless neighbors in off the streets into a safe home to start their path to recovery.**

FOSTERING COMMUNITY AND OUR CONNECTEDNESS

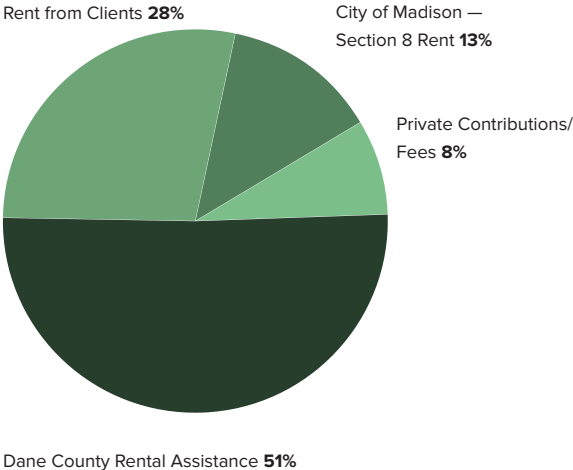
At Housing Initiatives we foster a strong sense of community among our clients, supporters and the neighborhoods that our clients call home. In 2014, we hosted a large event that symbolized our pride in the Housing Initiates community.

We held a family-reunion style picnic that enabled our clients to meet and socialize with Housing Initiatives Board members, partner agencies, and our biggest supporters. It was a special afternoon enjoyed by supporters and clients alike. In addition, **we raised \$30,000 to support our programming.**

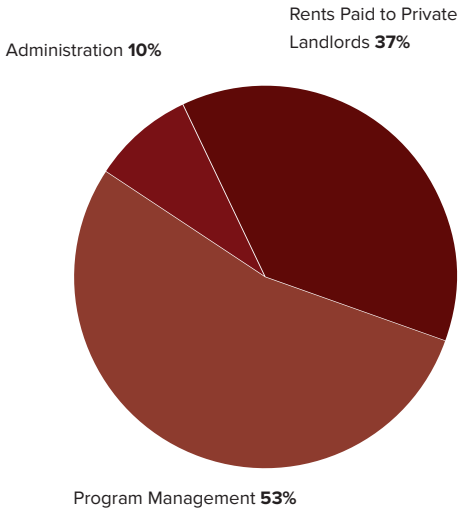


FINANCES

INCOME



EXPENSES



Dane County Rental Assistance	\$715,973
Rent from Clients	\$395,648
City of Madison – Section 8 Rent	\$185,019
Private Contributions/Fees	\$109,770
Total Income	\$1,406,410

Rents Paid to Private Landlords	\$508,199
Program Management	\$723,388
Administration	\$144,265
Total Expenses	\$1,345,852

Not included in the above expenses is \$225,844, which is comprised of primarily depreciation expense. With this expense included, total 2014 expenses is \$1,571,696 and the total 2014 net income is (\$165,286)

BOARD OF DIRECTORS

Sandy Drew, *President*
Kathryn Nichol, M. D., *Vice President*
Ed Gleason, *Treasurer*
Mark Adams
Robert Beilman, M. D.
Sylvester DeRamus
Theresa Hottenroth
Byron Olson
Chris Prestigiacomo
Erik Pettersen
George Silverwood

STAFF

Michael Basford, *Associate Executive Director*
Tony Castenada, *Property Manager/Client Services*
Gery Granstrom, *Asset Manager/Supervisor*
Dean Loumos, *Executive Director*
Christine Verdico, *Program Director*
Mickey Wurl-Koth, *Asset Manager*

Copies of this report are available at the Housing Initiatives office or online at HousingInitiatives.org





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