



We all need a
place to call
home





HOMELESSNESS CONTINUES TO BE A STRUGGLE FOR TOO MANY OF OUR NEIGHBORS.

In Dane County, 3,500 individuals, over 1,000 of them children, experience homelessness every year. It's believed that up to 60% of people living on the streets are mentally ill and in desperate need of help. Homelessness is not a lifestyle choice for those who are mentally ill.

Many describe it as being lost in a dark tunnel that they cannot escape from.



A PROVEN SOLUTION TO ENDING MADISON'S MENTALLY ILL HOMELESS CRISIS

Housing Initiatives has a proven solution for ending homelessness in Madison. We've been quietly providing peace, hope, and shelter **to over 500 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:



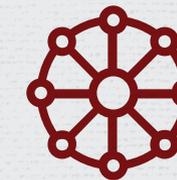
Every Person Matters. Showing people that their life matters is the foundation for hope.



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.

95%

of Housing Initiatives clients
never return to homelessness



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Housing Initiatives is my saving grace. Its a quiet place where I've been able to heal my mind. Housing Initiatives allows people to be as good as they possibility can be. I just keep getting better and better. I'm now finishing school and will soon be placed in a computer-help job. I would be on the street or in a hospital if it weren't for them.

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- Erik, homeless or in mental institutions/hospitals for 10 years

REBUILDING LIVES AND ENRICHING OUR NEIGHBORHOODS

By ending homelessness for the mentally ill, Housing Initiatives not only improves the lives of our clients, but we also build the health and vitality of our neighborhoods.

- ▶ **Rebuilding lives.** When provided a safe home combined with supportive services, mental health improves and people re-engage with employment, school, and family.
- ▶ **Saving money.** According to the federal government, it costs tax-payers \$40,000 every 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.
- ▶ **Enhancing our downtown.** By getting Madison's most troubled individuals off the street, Housing Initiatives enhances the experience for those who work, play, and live downtown.
- ▶ **Enriching our neighborhoods.** Housing Initiatives purchases and renovates properties in struggling neighborhoods which spurs new development and extends stability throughout the area.
- ▶ **Providing a vital community service.** Our clients have unique needs, which can make them difficult to assist. Housing Initiatives understands how to care for our struggling neighbors and inspire them to continue the difficult healing process.

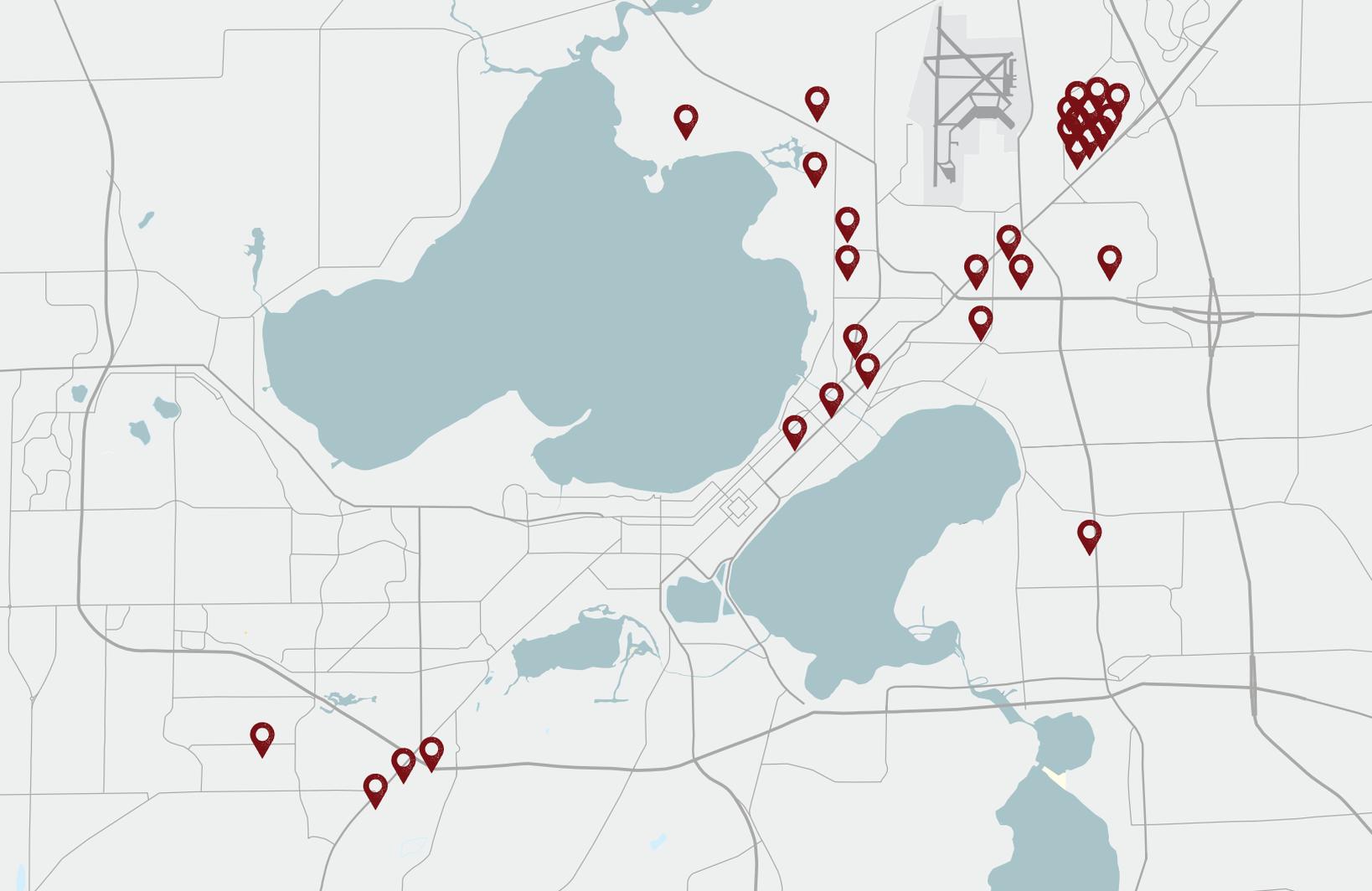


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Now that I have a home, I'm recovering from PTSD and I've found my way out of the dark tunnel. Soon, I'll likely leave Housing Initiatives because I'll be able to find employment again.

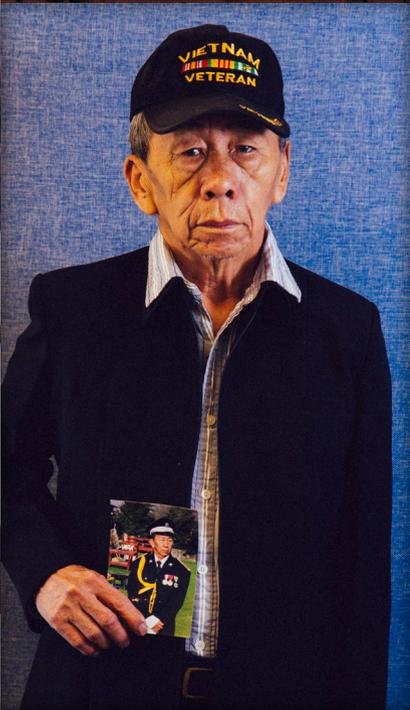
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- Mike, Desert Storm veteran,
homeless for 4 years



NEIGHBORHOOD-BASED HOUSING IN THE HEART OF MADISON

Neighborhood-based housing enables clients to re-engage with society by building relationships with neighbors and by being part of the community. This diversity enriches our neighborhoods and helps all of us better understand members of our community who may have struggles and life experiences different from our own.



A place to call home.

A PLACE TO CALL HOME CAMPAIGN will end homelessness for 30 of our neighbors living on the streets and suffering from severe mental illness by the end of 2016. We'll focus our efforts on two very important homeless groups in need:

- ▶ **Veterans:** In Dane County, approximately 120 veterans are homeless, many with post traumatic stress disorder and other mental illnesses. Housing Initiatives believes that our vets who have served our country should have a safe place to call home.
- ▶ **Downtown homeless:** By getting Madison's most troubled individuals off the street, Housing Initiatives enhances the experience for those who work, play, and live downtown.

GIVE THE GIFT OF A HOME TODAY

Our goal is to raise \$2,000,000 to purchase 30 apartment homes in small 4-8 unit buildings in the heart of neighborhoods across Madison. With your help we will:

- ▶ End homelessness for up to 1/4 of all the veterans currently living on our streets
- ▶ Save Madison tax-payers \$900,000 every year
- ▶ Spur economic growth and enrich the diversity of neighborhoods across Madison
- ▶ Increase Housing Initiatives' capacity to house and support homeless neighbors by 35%

A Place To Call Home is a unique opportunity for giving. Because we are purchasing multiple small apartment buildings, we'll be able to secure properties as we raise money. This means that your gift today can immediately purchase and renovate a home for someone in urgent need.



A building of 4-8 apartment homes for \$250,000



2 fully furnished apartment homes for \$125,000



1 fully furnished apartment home for \$65,000



1 new maintenance truck for \$20,000



1 high-efficiency furnace for a new building for \$5,000

When someone is sick, without hope, and has no one to turn, Housing Initiatives can help someone find a way out of the darkness and towards recovery.

We all need a place to call home. And at times, we all need someone to help us stand back up when we fall.

Join with us and bring someone home.

Visit HousingInitiatives.org/Give or contact us at Give@housinginitiatives.org



We all need a place to call **home.**



110 Ruskin St., Madison, Wisconsin 53704 | HousingInitiatives.org