



2014-2015 COMMUNITY IMPACT REPORT

Partnering to End
Homelessness in
Montgomery County



YOUR WAY HOME
MONTGOMERY COUNTY

MONTGOMERY BOARD OF COMMISSIONERS



Nearly three years ago, at the first annual Your Way Home Summit, the Commissioners talked about our plan to break down the silos and dismantle the stovepipes preventing our most vulnerable citizens from getting the help they needed to solve their housing crises and end their homelessness.

In January 2014, a public-private partnership was launched called Your Way Home Montgomery County to help working and low-income families end or prevent their homelessness. Since its launch, Your Way Home has had some great successes. The keys to this success include: consumer-driven and coordinated entry into our housing crisis response system; using evidence-based strategies like rapid re-housing, critical time intervention, and diversion; aligning our resources with our private partners, including both local foundations and community service providers; and focusing all of our energy on helping our most vulnerable neighbors find and maintain permanent housing and connect to resources in their communities.

Our vision for the future is to expand Your Way Home's reach to include more faith communities, local businesses, employers, landlords, educators, health providers, and first responders in Your Way Home, so we are truly working together as one community to end the problem of homelessness.

From the County's perspective, we will continue to encourage all of our health and human service agencies to collaborate more effectively on policies and funding decisions that reinforce the core vision of Your Way Home, namely to improve the health, housing stability, and economic security of the most vulnerable and underserved residents in Montgomery County.

Last year, we set a bold goal to reduce homelessness by 50 percent over the next five years. We look forward to progressing towards that goal.

Thank you all for being our partners on this journey.

Josh Shapiro
Chair

Valerie A. Arkoosh, MD, MPH
Vice Chair

Bruce L. Castor, Jr.
Commissioner

LEADERSHIP COUNCIL CO-CHAIRS

Dear Your Way Home Partners and Community,

In January 2014, Your Way Home Montgomery County (YWH) was launched following an exhaustive multi-year planning process that engaged stakeholders representing government, philanthropy, consumers, nonprofit and community partners committed to transforming a system that was ineffective in ending long-term homelessness in our community. This groundbreaking initiative has been informed by the collective impact model of community engagement and is designed to leverage the talents and resources of government and the private sector by deliberately creating and nurturing a public/private partnership among a diverse group of stakeholders. Our Your Way Home community is working together to inform policy, build organizational and staff capacity, strengthen communication and collaboration directing our assets to help the most vulnerable individuals and families achieve housing stability. Our vision is a county where the most vulnerable members of our community can achieve desired health, housing and financial outcomes and where no one will experience homelessness for more than 30 days.

Your Way Home is changing the landscape of housing crisis response. We are forging new networks, adopting evidence-based tools designed to help consumers achieve desired outcomes, leveraging existing community assets and planning for dramatic changes in federal policy and funding priorities. Together, we are restructuring systems and services to focus on rapidly re-housing families and individuals experiencing homelessness, providing them the supportive services they need to maintain permanent housing stability, and assisting as many people as possible through prevention and diversion services from becoming homeless in the first place.

The number of philanthropic partners continues to grow with funders providing continued support to several housing providers as well as pooling resources into the Your Way Home Fund used to pay for capacity building, scaling the YWH system and client services that are not available through public programs. Montgomery County funding is channeled through the County Department of Housing and Community Development and it ultimately reflects the commitment and vision of the Montgomery County Commissioners to finally end long-term homelessness in Montgomery County.

Our work is far from finished. We continue to seek cost-effective, high-impact solutions. We continue to enhance our prevention and diversion programming and are seeking opportunities to expand the permanent supportive housing system to serve those most vulnerable. We are engaging with new partners on a continuous basis. Our ultimate goal is to support consumers in defining their plan to secure housing while driving down costs for our community.

The extraordinary vision, leadership, investment, and courage of public, private and nonprofit leaders from across the county (and beyond) have inspired us to come together seeking to make positive social change. We are grateful for your support that makes a difference in the lives of so many and more each day. We invite you to join us now—please visit our website at www.yourwayhome.org to learn more and find out how you or your organization can be a part of this incredible transformation.

With Gratitude,



Carolyn K. Mayinja
Leadership Council Co-Chair



Russell Johnson
Leadership Council Co-Chair

YOUR WAY HOME MONTGOMERY COUNTY: *Simple. Efficient. Robust.*

We have already witnessed transformational results. The Your Way Home public-private partnership exemplifies what is possible when we work together, across organizations and sectors, to make a collective impact.



STACEY CALLED US TOLL-FREE

The Call Center received 839 calls per month on average in 2014. Nearly half were from Montgomery County residents trying to resolve a housing crisis.

BENJAMIN FOUND SHELTER

Shelters provided 690 families and individuals with a safe place to sleep in 2014. Exits directly from shelter to permanent housing increased from 29% in 2013 to 41% in 2014.



JOHN & JESSICA WERE CONNECTED TO COMMUNITY SERVICES

51% of uninsured Your Way Home clients were connected to health insurance by the time they exited to permanent housing in 2014.

104 Your Way Home clients connected with the Department of Commerce to search for employment opportunities.

JESSICA HELPED KEITH MOVE INTO PERMANENT SUPPORTIVE HOUSING

240 people with significant barriers to housing stability were housed in Permanent Supportive Housing in 2014.



STEPHANIE & DAVE HELPED ALBERT FIND AN APARTMENT

Your Way Home helped 520 people end their housing crisis in 2014, a 200% increase from 2013.

YOUR WAY HOME IS A PARTNERSHIP WITH A PURPOSE

With 10 core service providers, 8 regional philanthropic funders, 8 county agencies, and 107 landlords.





JOYCELYN'S STORY

"I never thought I would be in a shelter but when my husband passed away I couldn't work due to my disabling pain. I had nowhere else to go and I lost everything." Joycelyn "Mama" Bracciale was at the Coordinated Homeless Outreach Center (CHOC) for a year until Your Way Home launched in January 2014.

"It was a blessing working with the Your Way Home staff. My workers were very helpful and provided me hope that I could make it."

Joycelyn signed a lease for a one bedroom apartment in Lansdale with the help of the Housing Locator. Both Your Way Home and individual donations helped to provide some of the necessary household items. "My home feels very comfortable and cozy. I am so grateful to everyone that helped make it this way."

THANK YOU LETTER FROM DANIEL TREJOS

Jenn,

Six months ago I was hopeless. Stability, a house and job was a dream and a fairytale. I got 100% clean the day I moved in on 12/24/14. You provided an opportunity and a starting point to build my life on. It was very stressful being homeless and living with a bunch of addicts and not knowing how or where to start or being overwhelmed with too much to fix at once: house, job, sobriety, family, bills, etc.

The house was the huge break and push I needed. What you offered was the building block of my life. The house got our family back together. There are not enough words to express my gratitude, so I strive to let my actions do the speaking. I've done more drugs, been to more prisons, and lost more kids than most of your clients ever will. And I was on track for losing more. You believed in me more than I did, gave me a chance, and never judged me.



MAJOR ACCOMPLISHMENTS

- Received Sparking Solutions Award from Philanthropy Network Greater Philadelphia
- Presented our successful diversion pilot project at the National Conference on Ending Homelessness 2015 in Washington, DC
- Presented our systems change approach at the PA Housing Alliance's Homes Within Reach state wide conference
- Featured in the Philadelphia Inquirer and Montgomery News
- Awarded partnership grants from eight regional grantmakers
- Partnered with Horizon Theatre in Norristown to present their original play, *In the Blood*, about the experience of homelessness

WHAT LIES AHEAD

- Evolve a more open and inclusive data system to measure our progress and impact, enhance accountability, and create responsive solutions to long-standing system challenges
- Strengthen the alignment between our housing crisis response and behavioral health systems to better support residents with significant barriers to permanent housing stability
- Promote health, education and economic opportunities to stimulate housing stability for all residents exiting homelessness
- Expand our efforts to end chronic, youth and veteran homelessness
- Develop Your Way Home system leaders across all sectors and among people with lived experience of homelessness

FINANCIALS

JANUARY 2014 - MARCH 2015

PUBLIC SECTOR INVESTMENTS 2014

Our vision is to make the experience of homelessness in Montgomery County, Pennsylvania rare, brief and non-recurring.

Informed by the collective impact model of community collaboration, our common agenda is to improve the housing stability, economic security and health of people experiencing, or at imminent risk of, homelessness.

Montgomery County’s human service agencies are responsible for the oversight and distribution of approximately \$10 million in public funding for programs that end and prevent homelessness from a variety of federal, state and local sources, including specific programs for veterans, transition age youth, women fleeing domestic violence, and people experiencing serious mental illness and/or recovering from substance abuse.

Of this total public investment, \$2 million is dedicated to Your Way Home core operations, including a Call Center for coordinated entry, Housing Resource Centers for rapid re-housing and diversion programs, emergency shelters and related expenses administered by the County’s Department of Housing and Community Development.

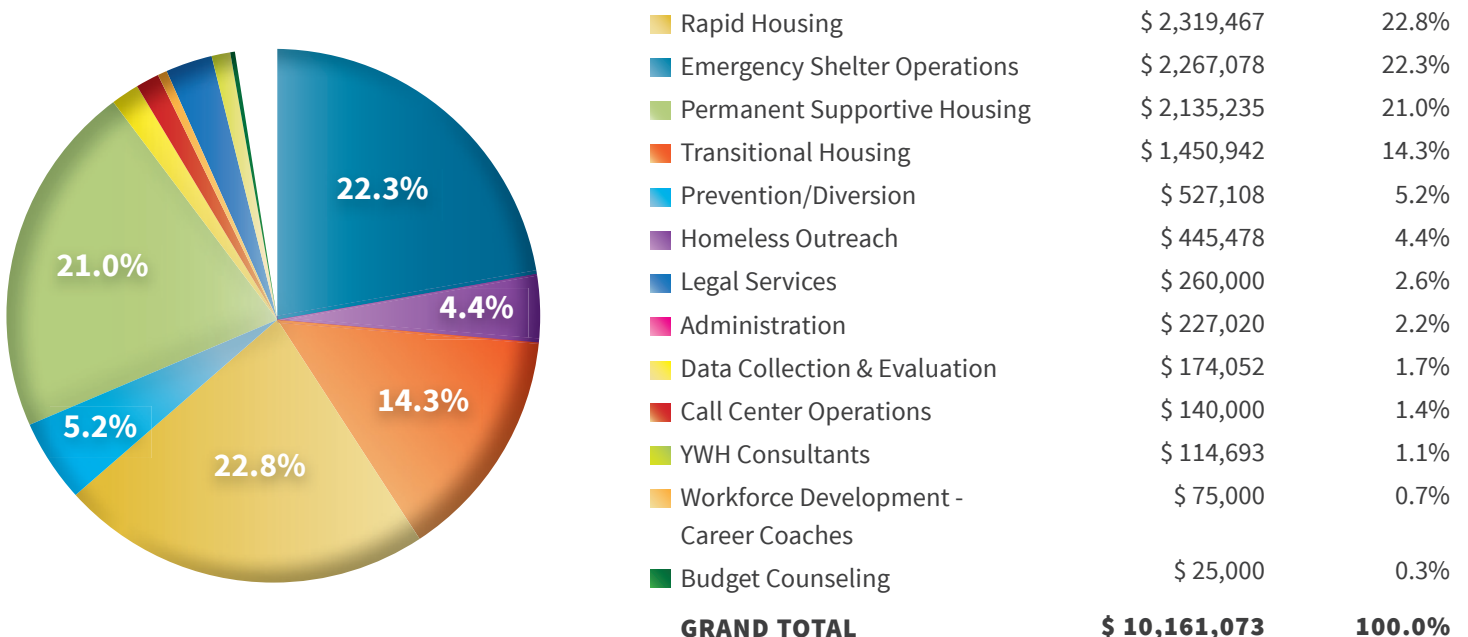
The Montgomery County Commissioners have committed to Your Way Home operations through a five-year commitment of funds from the County’s Affordable Housing Trust Fund financed by recorder of deeds fees rather than tax monies.

Your Way Home’s contributions from the private sector, including philanthropic grants and donations from individuals, civic organizations, and the business community, fill critical gaps in public funding, primarily to support systems change and transformation through capacity building, learning, evaluation and other activities that scale the impact of public investments.

In addition, flexible funding for client services help to increase the number of families and individuals that can exit from homelessness directly to permanent housing each year.

The Your Way Home public-private partnership to co-invest in ending homelessness is envisioned to continue through 2019 when the systems transformation should be complete.

The partnership’s Leadership Council comprised of public, private and nonprofit leaders works to ensure that both public and private resources are efficiently coordinated and leveraged to maximize their community impact and return on investment.



FINANCIALS

JANUARY 2014 - MARCH 2015

PRIVATE SECTOR INVESTMENTS 2014

Systems transformation is a highly complex process involving government, consumers, service providers, businesses, philanthropy and other community partners.

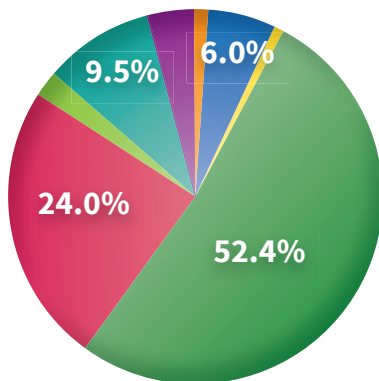
Your Way Home is fortunate to have the support of generous private supporters who understand the importance of engaging these constituencies, bringing to light the best practices and learning opportunities to inform this transformational journey.

We are grateful for the assistance provided by consultants and key informants who are helping us achieve our dream of making the experience of homelessness in Montgomery County rare, brief and non-recurring.

* Private sector investments, including foundation grants and individual donations, to Your Way Home Montgomery County to build system capacity and scale collective impact. These contributions do not include private contributions made directly to Your Way Home service providers.

* Montgomery County Foundation, Inc. is the YWH Fund fiscal intermediary. Expenses to advance the YWH Initiative that were paid directly by North Penn Community Health Foundation.

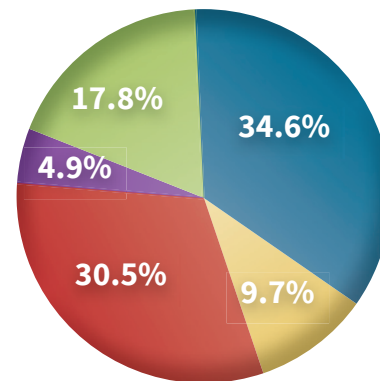
PRIVATE CONTRIBUTIONS



North Penn Community Health Foundation	\$ 219,887
North Penn United Way	\$ 100,535
The Philadelphia Foundation	\$ 40,000
Genuardi Family Foundation	\$ 25,000
Personal Contributions from Individuals	\$ 16,402
Patricia Kind Family Foundation	\$ 10,000
The Curatera Foundation	\$ 5,000
Montgomery County Housing Coalition	\$ 2,700

TOTAL CONTRIBUTIONS \$ 419,524

PRIVATE EXPENDITURES



Learning and Evaluation	\$ 106,816
Capacity Building	\$ 94,229
Temporary Financial Assistance	\$ 55,000
Scaling Impact	\$ 30,052
Diversion	\$ 15,000
TOTAL	\$ 309,097
BALANCE	\$ 110,427

THANK YOU DONORS

We are deeply grateful for each donor who, through their contributions, provided support to YWH and/or services to people in Montgomery County that were experiencing homelessness.

FUNDERS

County of Montgomery, Pennsylvania
The Curaterra Foundation
Genuardi Family Foundation
The Montgomery County Foundation, Inc.
North Penn Community Health Foundation
North Penn United Way
Patricia Kind Family Foundation
The Philadelphia Foundation
United Way of Greater Philadelphia & Southern New Jersey

GOVERNMENT PARTNERS

Montgomery County Commissioners
Montgomery County Housing & Community Development (Lead Agency)
Community Connections
Montgomery County Departments of:
Aging & Adult Services
Behavioral Health/Developmental Disabilities
Child Day Care Services
Children & Youth
Commerce
Veteran Affairs

COMMUNITY PARTNERS

Advanced Living Communities
Carson Valley Children's Aid
Creative Health Services
Genesis Housing Corporation
Hedwig House
Inter-Faith Housing Alliance
Laurel House
Legal Services of Southeastern Pennsylvania
Keystone Opportunity Center
Montgomery County Emergency Service
Montgomery County Housing Authority
New Jersey 211
Philanthropy Network Greater Philadelphia
Pottstown Cluster of Religious Communities
Resources for Human Development
Salvation Army of Norristown and Pottstown
Siemer Institute for Family Stability
Valley Youth House
VNA Community Services
Veterans Multi-Service Center

YOUR WAY HOME LEADERSHIP COUNCIL MEMBERS

Russell Johnson, President, CEO, North Penn Community Health Foundation, Co-Chair
Carolyn K. Mayinja, Acting Director, Montgomery County Department of Housing & Community Development, Co-Chair
Linda Abram, Director of Community Impact, North Penn United Way
Jason D. Alexander, Your Way Home Strategy Consultant, Principal, Capacity for Change, LLC
Richard Cirko, Executive Director, VNA-Community Services
Elizabeth Fetter, Director of Critical Time Intervention, Resources for Human Development
Felicia Flora, Captain, Salvation Army of Norristown
Virginia Frantz, President & CEO, The Montgomery County Foundation, Inc.
Pam Howard, Director of Adult Mental Health Services, Montgomery County Department of Behavioral Health/Developmental Disabilities
Meredith Huffman, Executive Director, Genuardi Family Foundation
Joel A. Johnson, Executive Director, Montgomery County Housing Authority
Barbara O'Malley, Human Services Cabinet Coordinator/Acting Director, Montgomery County Department of Aging & Adult Services
Barbara Wilhelmy, Executive Director, Pottstown Cluster of Religious Communities

CONTACT

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YOUR WAY HOME
MONTGOMERY COUNTY

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