



**THE
NEW
WAY**

United Way
OF GREATER CHARLOTTE

Housing, Safety & Community Committee
April 1, 2024

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A HOME FOR ALL
UNDERSTANDING THE WORK TO DATE

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Background

- **A Home For All is the result of a community-led process**
 - Convened by Michael Smith, Charlotte Center City Partners
 - Co-Chaired by Gene Woods of Atrium Health and Cathy Bessant, then with Bank of America
 - Resulted in a comprehensive, bold approach with 99 recommendations
- **United Way asked to lead implementation**
 - Prioritize and sequence recommendations
 - Convene stakeholders to drive system change
 - Build public-private partnership to fund the work
- **Vision: homelessness is rare, brief, and non-recurring and everyone has access to affordable housing and the resources to sustain it**



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Implementation Priorities FY24 - FY28

EMERGENCY RESPONSE



UNSHELTERED
Provide robust, holistic supports to those experiencing unsheltered homelessness

STREET OUTREACH
Engage individuals and connect to resources

HEALTH & HUMAN SERVICES
Provide for basic needs, overall health & mental health care and substance use treatment

EMERGENCY SHELTER & HOUSING
Low-barrier, trauma-informed emergency shelter, short and long-term subsidy, supportive services



PEOPLE
Re-imagine how we support households on the path to housing stability

SYSTEM NAVIGATION
Provide consistent care coordination for those experiencing homelessness or housing insecurity

FLEXIBLE FUNDS
Provide funding for wraparound supports tailored to each individual's unique needs

SHARED DATABASE
Create platform for system navigators to make and receive referrals, and remain connected to those experiencing homelessness or housing insecurity

UPSTREAM PRIORITIES



PREVENTION
Invest in strategies to keep people housed

CRITICAL HOME REPAIR
Strengthen and expand the critical home repair network

LEGAL ADVOCACY
Expand access to legal advocacy for those facing eviction

UPSTREAM EMERGENCY RENTAL ASSISTANCE
Provide rental assistance and care coordination to individuals behind on rent

STRIKE FUND
Create funding to finance preservation of naturally occurring affordable housing



PRODUCTION
Grow production of shelter and all forms of affordable housing

HOUSING TRUST FUND
Expand the housing trust fund with support from City of Charlotte and Mecklenburg County

PROPERTY PROVIDER RECRUITMENT AND RETENTION
Increase the number of property providers that accept subsidies and vouchers through centralized recruitment and incentives

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Progress to Date: Property Provider Recruitment & Retention

- By close of FY24
 - Award \$1M to one agency to incentivize property providers to accept households with housing barriers, subsidies and vouchers
 - \$500,000 from City of Charlotte, \$500,000 from Mecklenburg County*
 - Recruit property providers for system, not for individual household
 - Design process for matching households to housing units
 - Intended outcomes
 - Grow number of property providers, available number of units
 - Streamline the process of matching households to units
 - Aligns with 2022 Source of Income Ad Hoc Advisory Committee recommendations

5 *United Way grant award to agency will braid City, County funding. Award pending executed contract with City of Charlotte.

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Progress to Date: Upstream Emergency Rental Assistance

- By close of FY24
 - Award \$1.5M to offer upstream emergency rental assistance*
 - One or more grant recipients
 - \$500,000 from City of Charlotte, \$1M from Mecklenburg County
 - Designing pilot to determine
 - Eligibility – how far upstream
 - Assistance – how much is needed to stabilize household
 - Marketing – how will we ensure those in need are aware of program
 - Wrap around supports – what additional supports are needed
 - Intended outcomes
 - Individuals receiving assistance remain stably housed

6 *United Way grant award(s) will braid City, County funding. Award pending executed contract with City of Charlotte.

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Progress to Date: Critical Home Repair

- Critical Home Repair
 - Assessing current state
 - Funder lens
 - Provider lens
 - Consumer lens
 - Intended outcomes
 - Streamline application process across programs
 - Expand capacity of existing vendors
 - Grow NOAH preservation

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Progress to Date: People Pillar

- People Pillar
 - Mapping current systems
 - Identifying gaps in care coordination
 - Establishing system-level standards of care
 - Recommending communication platform for all service providers
 - Assessing need for flexible funding to support households
 - Intended Outcomes
 - Design and launch pilot program(s), including target population(s)

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Progress to Date: Unsheltered Homelessness

- Unsheltered pillar added in March 2024
 - Provide nimble response to growth in unsheltered homelessness
 - Prioritize holistic, person-centered investments
- United Way convened stakeholders to outline goals
 - City of Charlotte funding multi-disciplinary street outreach team focused on uptown
 - Contract with Hearts for the Invisible, building on county investment
 - Rental subsidy and supportive services for approximately 10 chronically homeless individuals
 - Exploring longer term investment in permanent supportive housing

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MOVING THE WORK FORWARD

FY25 WORK PLAN AND FUNDING REQUEST

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FY25 Work Plan & Requests | Scaling

- Eviction Prevention: Sustain additional \$200K investment in Legal Aid, NC
 - Legal representation for low income households facing eviction
 - Provides equal access to justice to protect/defend rights
 - Intended impact: 200 households facing eviction receive legal representation
 - Does not constitute 'right to counsel'
- Property Provider Recruitment and Retention: Sustain \$500K investment
 - Intended impact: 200 new units available to those with subsidy/voucher
- Upstream Emergency Rental Assistance: Increase investment to \$2M
 - Intended impact: 300 households stabilized, connected to services

Mecklenburg County funded initial pilots and is evaluating co-investments in scaling

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FY25 Work Plan & Requests | Piloting

- Critical Home Repair: \$1.5M to implement consultant recommendations
 - Intended outcomes:
 - Expand pool of contractors able to complete home repairs
 - Improve consumer experience through creation of single application
 - Grow system capacity, increasing number of repairs completed/year
- People Pillar: \$1M to launch pilot
 - Intended outcomes (dependent on target population)
 - Families experiencing housing instability remain stably housed
 - Families residing in hotels move to permanent housing
 - Youth aging out of foster care avoid entering into homelessness

Mecklenburg County is evaluating co-investments in pilots

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FY25 Work Plan & Requests | Unsheltered Homelessness

- Multi-disciplinary street outreach: \$100K to sustain current investment
- Shelter: \$7M to purchase and renovate hotel
 - Create low-barrier, non-congregate shelter
 - Offer specialized services for those with mental illness, addiction
 - Target unsheltered population, those who are shelter/service resistant

Mecklenburg County is evaluating co-investment in street outreach, shelter conversion

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Public-Private Partnership



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FY25 Anticipated Funding Needs

A Home For All Funding FY25 Anticipated Funding Needs			
Item	County	City	Total
United Way Operations*	\$ 990,841	\$ -	\$ 990,841
System Navigation*	\$ 1,500,000	\$ 1,000,000	\$ 2,500,000
Eviction Prevention	\$ 400,000	\$ 200,000	\$ 600,000
Critical Home Repair	\$ 1,500,000	\$ 1,500,000	\$ 3,000,000
Upstream Emergency Rental Assistance*	\$ 2,000,000	\$ 2,000,000	\$ 4,000,000
Strike Fund*	\$ 150,000	\$ -	\$ 150,000
Property Provider Recruitment & Retention*	\$ 500,000	\$ 500,000	\$ 1,000,000
Street Outreach	\$ 250,000	\$ 100,000	\$ 350,000
Hotel Conversion**	\$ 7,000,000	\$ 7,000,000	\$ 14,000,000
Total Request	\$ 14,290,841	\$ 12,300,000	\$ 26,590,841

*Indicates United Way may braid City, County funding and issue grant award to nonprofit service providers

**Shelter operating costs to be determined

Note: Expansion of Housing Trust Fund aligns with A Home For All's Production Pillar

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THANK YOU!

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