

United  
Way



of the Lewis and Clark Area



# Housing First Capital Campaign



# Working to Provide Stable Living for Individuals **with** **Permanent Supportive Housing, and Wrap Around Services on-site.**



# About Us



**1941**

United Way of the Lewis  
& Clark Area is  
Established

## **Our Mission**

Uniting resources,  
organizations, and  
people to transform our  
community for good.



**36**

Partner Agencies



**5**

Employees



**6**

Community Impact  
Programs

**Making a  
positive impact  
on the Helena community.**

# The Problem



Unsheltered in Lewis and Clark County



Individuals with Vouchers searching for housing



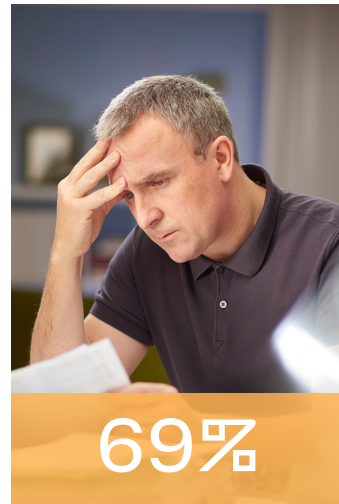
Unsheltered lives lost in 2023



Increase cost in rent in one year- 5th highest in the US 2021-2022



Average cost of emergency services for unsheltered individuals per year



Low income individuals are rent cost burdened

# The Solution



48 Units



Stability  
housing, life, services



Voucher use



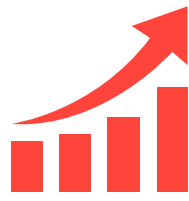
Housing for Kids  
Aging Out of  
Foster Care



Immediate  
Use



Affordable  
Rent

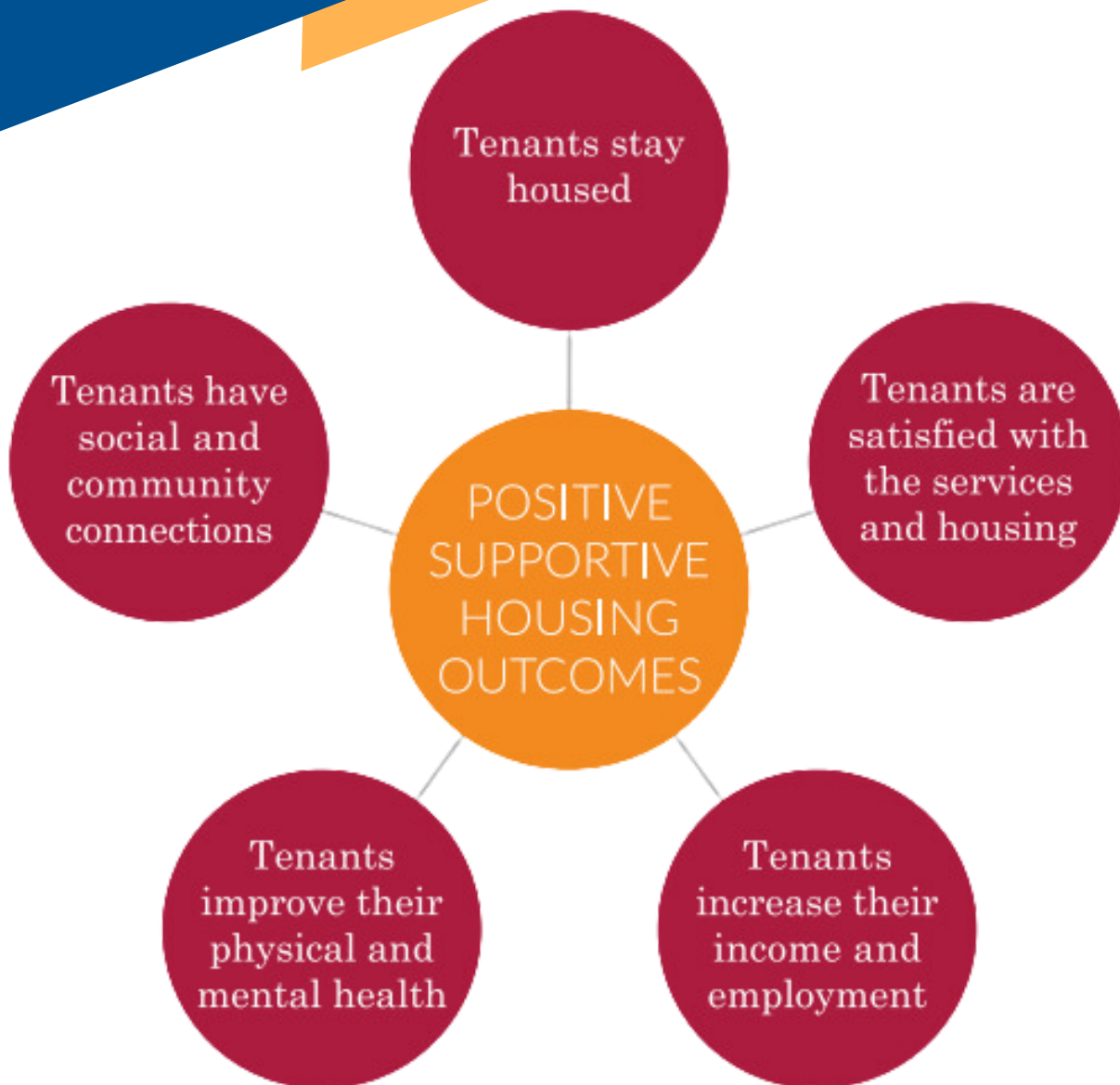


Room to  
Grow



Program  
Transitions for  
clients in  
programs like  
(YWCA, Family  
Promise, etc.)

# Why Use The Permanent Supportive Housing Model



- Improved Housing Stability
- Improved Employment Rates
- Improved Overall Well-Being
- More Productive Lives
- Significant Cost Savings in emergency medical services & incarceration costs

- Enhances Community Safety
- Revitalizes Neighborhoods
- Supporting Vulnerable Populations
- Empowering Self-Sufficiency
- Preventing Recidivism

# Understanding The Permanent Supportive Housing Model



Permanent Supportive housing is a combination of affordable housing and supportive services designed to help vulnerable individuals and families use stable housing as a platform for health, recovery and personal growth. It focuses on balancing three distinct components of the model – housing, supportive services, and property and housing management. These three components can be viewed as a “three-legged stool,” in which each part must bear equal weight to have a balanced project.

A project’s relationship to the community adds a vital fourth leg, turning the stool into a community table at which point supportive housing providers must have a seat. Supportive housing thrives when integrated within the wider community. And, quality supportive housing projects are as diverse as the communities in which they are located.

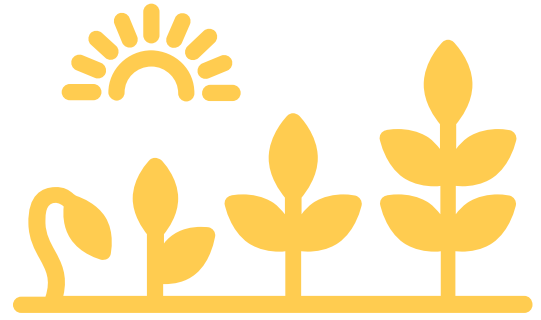


- Targets households headed by individuals experiencing or at risk of homelessness, including those in institutions, facing barriers like mental illness, substance use, or chronic health conditions.
- Is affordable, meaning the tenant household ideally pays no more than 30% of its income toward rent.
- Provides tenant households with a lease or sublease identical to non-supportive housing – with no limits on length of tenancy, as long as lease terms and conditions are met.
- Actively involves tenant household members in a flexible range of supportive services, without mandating service participation for ongoing tenancy.
- Effectively coordinates with key partners to address issues resulting from substance use, mental health and other crises, with a focus on fostering housing stability.
- Supports tenants in connecting with community-based resources and activities, interacting with diverse individuals including those with disabilities, and building strong social support networks.

# UWLCA Housing First Capital Campaign Impact

## Community Transformation

The UWLCA Housing First Capital Campaign aims to transform the Helena community by providing essential transitional living for vulnerable individuals and families, fostering stability and opportunity for all.

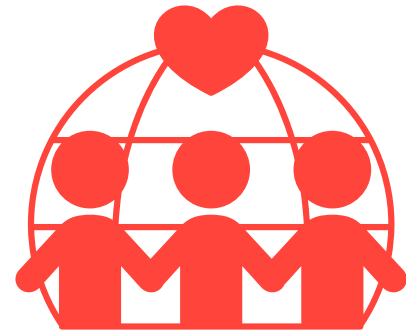


## Immediate Relief

With an urgent need for housing solutions, the purchase of the Helena Inn will offer 48 studio apartments for immediate occupancy, providing a crucial lifeline for individuals transitioning from unstable housing to permanent supportive housing.

## Community Benefits

Supportive housing not only improves the lives of tenants but also enhances the safety and aesthetics of neighborhoods, contributing to increased property values and overall community well-being.



## Inclusivity

Quality supportive housing projects actively engage tenants in a comprehensive array of supportive services without imposing participation requirements, ensuring inclusivity and empowering individuals to take charge of their own journeys towards stability.

## Stakeholder Engagement

The Housing First Campaign engages diverse stakeholders, including major donors, the press, and community members, fostering collective action and investment in building a more equitable and compassionate community.





# UWLCA Housing First Capital Campaign Impact



## Impactful Partnership

Through collaborations with reputable organizations like Many Rivers Whole Health, the Helena Housing Authority, and Pureview Health Center, the campaign ensures on-site supportive services tailored to the needs of tenants, promoting holistic well-being and long-term success.

## Cost-Effective Solution

The Housing First Campaign aims to transform the Helena community by providing essential stable housing for vulnerable individuals and families, fostering stability and opportunity for all.



## Balanced Approach

The campaign emphasizes the importance of a balanced approach to supportive housing, integrating affordable housing, supportive services, and property management to create stable environments conducive to personal growth and recovery.

## Holistic Support

The campaign prioritizes tenants' holistic well-being, focusing on outcomes such as increased income and employment, improved physical and mental health, strengthened social connections, and sustained housing stability.



## Measurable Impact

By tracking core outcomes such as tenant satisfaction, income growth, health improvements, social connections, and housing stability, the model ensures accountability and demonstrates tangible results in improving the lives of those most in need.

# The Partnerships



Community partnerships play an integral part in the overall success of the UWLCA Permanent Supportive Housing program, as they ensure access to a diverse range of supportive services and resources tailored to the needs of tenants. By leveraging the expertise and resources of local organizations and agencies, these partnerships strengthen the effectiveness and sustainability of the project, fostering a collaborative approach to addressing homelessness and promoting housing stability.



**PUREVIEW**  
Health Center



of the Lewis and Clark Area



**And more...**

# Addressing Housing Challenges in Helena, MT

The affordable housing shortage has contributed to the increase of our region's population who are unsheltered, who are on the verge of eviction, and who are sharing space to survive.

Recently in Helena, we have seen tents on our streets in sub-zero temperatures. Camps on public and private property. The closure of mental health providers, lack of addiction services, and a decrease in government support for needed resources. The pandemic and resulting inflation have exacerbated this dilemma. The information provided below is meant to educate and clarify the current methods used in our community in response to these challenges.

~70% of our current clients are from Montana, most are from the Helena area.

## The Philosophy – Housing First

Housing First is an approach to assistance that prioritizes housing persons, as the first step toward improving their quality of life. In Helena, the United Way serves as the facilitator for our Housing First efforts, in partnership with the Montana Continuum of Care Coalition.

This is a nationally proven, evidence-based method, that views housing as the foundation for life improvement and provides stability and well-being for persons facing a variety of challenges. Housing security creates a space from which persons can then seek the services needed for further success.



# Different Levels Of Housing

## Shelters

A safe place for unsheltered persons to get out of the elements. Providing a temporary place to sleep, meals, coffee, referral services, etc.

God's Love  
Family Promise  
\*Ruth's Place  
(Future Shelter)

## Permanent Supportive Housing

Federal voucher programs, these facilities offer low-cost independent living for individuals, couples, & families, providing basic supportive services that offer stability, allowing residents to remain housed permanently.

YWCA  
Friendship Center  
Salvation Army  
Hope Center  
The Hannon House  
Sleeping Giant Group Home  
God's Love Transitional Housing

## Transitional Housing

These are staffed, medium to long term, rehabilitation facilities that assist residents with skills for successful, independent living.

Helena Housing Authority  
Broadwater Village  
and others

**HOUSING  
FOR ALL**

## Affordable Independent Housing

Similar to PSH, but without the onsite supportive services. Other communities in Montana have found a variety of ways to address this need. Tiny Homes, Home Sharing, Tax based incentives for building, Housing Trust Funds and Land Trust Properties.

United Way's  
Housing First Apts.  
Stewart Homes  
Eagle's Manor  
Road Runner Residences  
M.E. Anderson Apartments

# Campaign Milestones

01

PHASE

▶ Fundraise for Purchase

02

PHASE

▶ Create Permanent Supportive Housing (PSH) Program Plan

03

PHASE

▶ Secure Partnerships for PSH Services

04

PHASE

▶ Finalize Purchase and Renovations to Property

05

PHASE

▶ Tenants Move-In

Ongoing improvements to Property

Ongoing improvements to PSH supports

Considerations for additional uses of the property

Ongoing fundraising for program needs



# Ways to Support The Housing First Capital Campaign

## Foundation Members

**\$100,000 +**

\* Only 7 Spots  
Available

By becoming one of our seven foundation members you are helping to build a strong foundation for this project, which lays the groundwork for a space where individuals can find refuge and stability. Your contribution not only supports any necessary renovations but also symbolizes the strength and resilience that will be built into every aspect of the affordable housing project. By providing this essential support, you're helping to create a solid foundation upon which individuals can rebuild their lives and embark on a path towards a brighter future. Your generosity ensures that our hotel becomes a beacon of hope and opportunity for those in need.

## Sponsor a Suite

**\$50,000**

By sponsoring a studio suite you're providing a safe haven for individuals in need, offering them a fresh start on their journey towards independence. Your support transforms lives, providing a vital stepping stone towards brighter futures for those striving to rebuild their lives.

## Sponsor a Kitchen

**\$10,000**

Sponsoring a kitchen ensures that people have a space to nourish themselves and build essential life skills, fostering independence and practical living skills. Your support empowers residents to cultivate a sense of home and a space where self sufficiency can be practiced on a daily basis as residents work in the comfort of their own space.

## Sponsor a Bathroom

**\$2,500**

Sponsoring a bathroom offers individuals a private and dignified space for personal care, promoting hygiene and a sense of well-being which is essential during their housing journey. Your support provides not just a facility, but a sanctuary where residents can reclaim their dignity and rebuild their lives with confidence.

## Sponsor a Bed

**\$500**

Sponsoring a bed provides a crucial element of comfort and security, offering individuals a restful night's sleep and a sense of stability as they work towards rebuilding their lives. Your support ensures that every resident has a safe space to recharge, empowering them to face each day with renewed hope and determination.

## Purchase a key

**\$250**

We're offering the opportunity to purchase a symbolic key for \$250, which will be featured in an art installation at our Helena office. Your contribution not only supports our mission but also becomes a tangible symbol of unlocking opportunities and empowerment for those we serve.



**We will gladly accept a donation of any amount.  
Scan the QR code to donate now.**

Any surplus funds from this campaign will be allocated to the United Way of the Lewis & Clark Area General Fund to support our ongoing mission.



of the Lewis and Clark Area

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# Thank You



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