

# THE NEW WAY

United Way  
OF GREATER CHARLOTTE



A Home For All  
September, 2023

# Background

- A Home For All is the result of a community-led process
  - Convened by Charlotte Center City Partners
  - Co-Chaired by Gene Woods of Atrium Health and Cathy Bessant of Bank of America
  - Nearly 250 government, community, nonprofit, and business leaders participated
  - Resulted in a comprehensive, bold approach with 99 recommendations
  - United Way was asked to lead implementation
- Vision
  - Homelessness is rare, brief, and non-recurring and everyone has access to affordable housing and the resources to sustain it

a home  
for all  
POWERED BY UNITED WAY

# Implementation Pillars

## IMPLEMENTATION PILLARS



### 1. People

System Navigation  
Shared Database  
Flexible Funds



### 2. Prevention

Strike Fund  
Critical Home Repair  
Legal Advocacy  
Upstream Emergency Rental Assistance



### 3. Production

Housing Trust Fund Expansion  
Property Provider Recruitment & Retention

# Implementation Priorities

## IMPLEMENTATION PILLARS INITIATIVE PRIORITIES



### 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

#### SHARED DATABASE

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

#### FLEXIBLE FUNDS

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



### 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

# Funding the Work | Key Assumptions

- Braided funding strategy
  - Federal, state, city, county and private philanthropic dollars
  - Private dollars allow for innovation and flexibility
- City and County make public commitments to fund implementation
  - \$4.6M committed for FY24
- United Way will work with community partners to raise private dollars

# THANK YOU!

**United Way**  
OF GREATER CHARLOTTE

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