



NEW KEY INITIATIVE

SAFE & STABLE HOMES: HOUSING STABILITY FOR ALL

The Challenges

On a single night in Milwaukee, Ozaukee, Washington, and Waukesha counties, more than **1,200 people** experience homelessness.

More than **118,000 people** in our four-county region live at risk of homelessness at any given time due to low income and other pressures that strain already tight budgets.

For many, their margin is razor thin. One unexpected cost, one medical bill, one car repair can trigger a fast-moving chain reaction. Rent falls behind, notices arrive, and choices disappear.

What starts as a setback can quickly become a crisis.

These numbers are not just statistics. They represent neighbors, families, and children trying to stay stable in a system where one challenge can change everything.

Our community proved that ending family homelessness was possible. Now, we are leading the next chapter: preventing homelessness for all by addressing challenges before they become crises.

The Solutions

Our goal: We will prevent homelessness for 40,000 people by 2032.

It's simple: we are shifting from reacting to a crisis to stopping it before it starts. We are strengthening the systems that keep individuals and families housed, stable, and supported so fewer people face the trauma of homelessness and fewer individuals and families end up in emergency situations.

Safe & Stable Homes: Housing Stability for All builds a stronger, connected prevention system.

We focus on three key strategies:



Effective prevention and rapid resolutions. We use what we know works: support for legal aid, shelters, rapid rehousing, and strong street outreach to stop evictions and quickly move people back into stable housing.



Targeted prevention outreach. We use data from nonprofit partners to provide income support and flexible financial help through an expanded Flex Fund before a housing crisis occurs.



Coordinated systems. We bring it all together into one coordinated network. The Coordinated Entry process assesses the needs of individuals and families and efficiently matches them with the most appropriate support services available. Housing case managers help individuals and families at imminent risk of homelessness secure safe, stable housing. And shared online systems help partners respond faster and more effectively.

This is how we move from crisis response to prevention, from instability to lasting housing security.



The Plans

Acting early, moving fast, and keeping people safely housed: this is how we will prevent homelessness for **40,000 people**.

Here is what we will prevent and how we will do it:

- **Prevent street homelessness.** This is the person who lives in places not meant for human habitation. We are connecting people living in tent encampments to affordable apartments. We will also support safe spaces—so no one needs to be outside in a Wisconsin winter.
- **Prevent evictions and foreclosures.** This is the person who is experiencing homelessness because of unaffordable housing costs, domestic violence, or sudden job loss. We will prevent this through free legal aid, tenant/landlord mediation, and flexible financial assistance.
- **Prevent other causes to homelessness.** This is the person exiting or interacting with an institution, like incarceration or the hospital system, without the wraparound support they need for housing stability. We will be working with our healthcare system on addressing the intersection between maternal health and housing stability.
- **Prevent returns to homelessness.** This is the person who previously exited homelessness into stable housing then loses that housing and re-enters the homeless assistance system. We will prevent this by giving our shelter staff the tools and resources they need to quickly house their clients and keep them housed long-term.

**HOUSING IS MORE THAN SHELTER.
IT'S DIGNITY, STABILITY, AND
A FOUNDATION FOR EVERYTHING
THAT FOLLOWS.**

IMPACT IN ACTION



When Savannah completed treatment for addiction, she was left with nowhere to go.

It was then she connected with Hebron Housing Services.

She entered Juno House, a temporary home for people experiencing homelessness, then moved into transitional housing, and finally into her own apartment—with steady support every step of the way.

“Having a place to stay makes recovery possible,” Savannah shared.

For Hebron Housing Services CEO Kathleen Fisher, this work depends on strong community investment.

“United Way support gives us the tools for system navigation, Coordinated Entry, and rental assistance. It changes what we can do for families.”

Today, Savannah is building a new life—and using her experience to help others do the same.

Through United Way’s Safe & Stable Homes: Housing Stability for All initiative, individuals and families are connected to the resources and support they need to overcome barriers and begin a path out of homelessness.

Partners like Hebron Housing Services help bring our strategies to life every day, providing individuals like Savannah the opportunity for a fresh start.