



Entry Form 2018 Annual Awards for Program Excellence

Entry Deadline: Friday, June 15, 2018, Midnight ET

Each entry must include a completed entry form. Please complete a form for each entry your HFA is submitting. The completed entry form will become the first page of your entry.

This form is a fillable PDF. Type your information into the entry form and save it as a PDF. Please do not write on or scan the entry form. **Questions: Call 202-624-7710 or email awards@ncsha.org.**

Entry Title: Enter your entry's title exactly as you wish it to be published on the NCSHA website and in the awards program.

Florida Housing Finance Corporation's 1 Family, 1 Year, 1 Home Pilot Program
Materials

Category: Communications

Subcategory: Promotional Materials

Entry Summary: A 15-word (max) summary of the program, project, or practice you are entering.

Florida Housing's marketing materials for the 1 Family, 1 Year, 1 Home Pilot Program.

HFA: Florida Housing Finance Corporation

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Visual Aids:

Are you mailing to NCSHA 10 copies of any visual aids that cannot be included in your entry PDF? Yes No

Payment:

- My HFA is mailing a check to NCSHA.
- My HFA is emailing the credit card authorization form to awards@ncsha.org.

HFA: Florida Housing Finance Corporation
CATEGORY: Communications - Promotional Materials and Newsletters
ENTRY NAME: 1 Family, 1 Year, 1 Home Pilot Program

OVERVIEW

Florida Housing Finance Corporation (Florida Housing) is the state's housing finance agency (HFA). Florida Housing's mission is to provide safe, decent, affordable housing that helps make Florida communities great places in which to live, work and do business. As a financial institution, Florida Housing administers federal and state resources to achieve this mission by providing funding for various homeownership and rental housing programs for the development and preservation of affordable housing, and for homeownership opportunities.

HISTORY OF 1 FAMILY, 1 YEAR, 1 HOME PILOT PROGRAM

In response to a growing need in the state, Florida Housing created the 1 Family, 1 Year, 1 Home pilot program, collaborating with local community partners targeting one county. Launched in January of 2018, the pilot program provides short-term rental housing assistance, with intensive community-based housing stability services, to homeless families with school-age children in Santa Rosa County.

Florida Housing's Board of Directors action to approve the use of federal HOME funds for tenant based rental assistance (TBRA) in small counties allowed for the pilot program to take place in Santa Rosa County. Santa Rosa County is a small county located in Florida's panhandle area where the majority of its rental housing stock and employment opportunities are on the coast. The rental housing in the county's coastal communities is mainly intended for seasonal and weekly tenants or not affordable to low-income households. Of the available HOME funds, \$750,000 is being used for the 1 Family, 1 Year, 1 Home pilot -- providing rental security deposits, as well as, up to 12 months of rental assistance for eligible families. The goal is to serve a total of 75 families over three years, which essentially translates to 25 families per year. The intended families are those that can likely reach housing stability and maintain their improved self-sufficiency after the year of rental assistance and intensive support.

With assistance from Florida Housing and the Florida Department of Education, the local community partners have developed and implemented a comprehensive plan to oversee the identification of eligible families, recruit landlords, assess the families for homeless resources and community-based services, assist families to apply for tenant based rental assistance and find participating rental units, provide family-centered intensive case management and other support services for these families. The case management component will serve to assist the families in accessing permanent rental housing to improve and maintain housing stability and overall self-sufficiency.

The focus of the pilot program is to help eligible families overcome their homeless condition permanently. In addition to security deposits and rental assistance, eligible families can attend life skill trainings, such as financial workshops and employment opportunities. The pilot also focuses on the success of the school age child, with goals to improve their attendance rate,

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their ability to focus on their studies and provide appropriate supportive services that encourage and enhances their education stability and future opportunities.

MESSAGING AND OUTREACH

Simplified and Targeted Marketing Materials

The process was initiated through Florida Housing's Policy Department. Staff in the Policy Department worked on forming a partnership with the Santa Rosa County School District, Milton Housing Authority and other local community partners in the area who specialize in housing and homelessness. Once all the partnerships were in place, the Policy Department worked with Florida Housing's External Affairs Department to create a cost-effective approach to market 1 Family, 1 Year, 1 Home to homeless families with school-age children in Santa Rosa County.

Prior to the pilot launch Florida Housing utilized earned media by drafting and distributing a press release to media outlets (print, television and radio) in Santa Rosa County and surrounding areas ([see visual aid 1](#)). The press release was also distributed to affordable housing partners, stakeholders and posted through Florida Housing's social media platform.

Florida Housing also created marketing brochures in both black and white and color to be used by Florida Housing, the Santa Rosa County School District and local community partners for marketing and outreach ([see visual aid 2](#) and [3](#)). Florida Housing strategically created this marketing piece to highlight the pilot program, provide information on how the program works, including eligibility requirements and how to apply.

RESULTS

Since the launch of 1 Family, 1 Year, 1 Home, 18 families have received approval and are successfully going through the screening process, attending life skill workshops, and are in permanent supportive housing. There are additional families in various stages of the screening, application or approval process. Based on the original goal to serve a total of 75 families over a three-year period, with 25 families per year, the program has proven to be a great success in the few months it has been active.

The marketing brochure and media outreach used by Florida Housing and the local community partners to promote the pilot program to homeless families with school-age children have resulted in positive press coverage and significant interest from families in the county. The simplified brochure and targeted media outreach allowed Florida Housing and its community partners to effectively distribute information to homeless families with children in Santa Rosa

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County at minimal cost, and yielded great results, with 72 percent of the goal for the year being achieved in a few short months!

Moreover, the brochure has been very effective in educating the faith-based organizations across the county, which has led to value added assistance related to helping families move, purchase furniture, household items and bedding. It is also being used to recruit employers, and more importantly landlords willing to participate in the rental assistance program. This month, Florida Housing's Rental Housing Locator provider (www.floridahousingsearch.org) has used the brochures to conduct an intensive landlord recruitment in Santa Rosa County.

The need for safe, decent, affordable housing is continuously growing. Florida Housing believes 1 Family, 1 Year, 1 Home will meet its goal and result in essential data that will further the discussion on the need for additional funding for permanent housing for homeless families.



For Immediate Release:
Wednesday, January 31, 2018

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Florida Housing Launches Pilot Helping Homeless Families with Children in Santa Rosa County

SANTA ROSA - Florida Housing Finance Corporation (Florida Housing), in collaboration with local community partners, is launching a pilot program this month that will provide short-term rental housing assistance to homeless families that have school age children in Santa Rosa County.

Board Chairman Ray Dubuque said that he believes this pilot program with Florida Housing and local community partners continues the mission of providing affordable housing. "The Board welcomes this initiative," Dubuque said. "As a board member from the Panhandle area I am especially elated to see the launch of this pilot here and ensuring it provides safe, decent, affordable housing for the citizens of Florida."

"Research shows that being homeless means greater challenges for children in school," said Trey Price, Executive Director of Florida Housing. "At a minimum these at-risk kids are more likely to have lower school achievement while homeless."

Of the available HOME funds, \$750,000 will be used for the housing pilot in Santa Rosa County to provide rental security deposits, as well as, 12 months or less of rental assistance to the eligible families. Eligible families will also have the opportunity to attend life skill trainings, such as financial workshops. The allocation is expected to serve a total of 75 families over three years – 25 families per year. The amount of rental assistance per family will depend on the amount a family can pay for rent and the cost of the monthly rent.

Local community partners that are working with Florida Housing on this program include the following: Santa Rosa County School District, EscaRosa Coalition on the Homeless, Milton Housing Authority, Family Promises, and other organizations. Families will be identified, assessed and prioritized by the Santa Rosa County School District's Homeless Education Program. The Homeless Education Program is a federal program that provides school districts resources to help keep homeless children in school and work to provide all the opportunities that are available to the other students. Local partners will also handle the case management around the families by assisting the families with accessing permanent rental housing and improving their overall self-sufficiency.

For more information on Florida Housing, visit www.floridahousing.org.

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Opening Doors

In partnership with:



SANTA ROSA
COUNTY
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we make housing affordable™
Florida Housing
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Family Promise®
of Santa Rosa County

Building community, strengthening lives.



Family, Year, Home!

Tenant Based Rental Assistance





What is One Family, One Year, One Home Tenant Based Rental Assistance?

In 2016, the Florida Housing Finance Corporation approved short-term, tenant based rental assistance funding for a Small County Demonstration for homeless families that have school age children. In collaboration with local community partners such as: the Santa Rosa County School District, Opening Doors, NWFL (formerly EscaRosa Coalition on the Homeless), Milton Housing Authority, and Family Promise; One Family, One Year, One Home was created to support homeless families in Santa Rosa County for one year with rental assistance and case management to help stabilize the families. Several faith-based organizations including Dawn Church, Hope Church and St. Rose of Lima Catholic Church are also participating in the demonstration by assisting these families with household items. The ultimate goals are for the children to succeed in school and the families to remain permanently housed by the completion of the demonstration program.

Goals of TBRA:

- Increase student attendance and academic achievement;
- Provide housing stability; and
- Assistance with increasing family income and resources.

Eligible Families Will Receive:

- Twelve (12) months rental assistance;
- Academic support for students; and
- Family resource support.



To Participate, Families Must:

- Meet with the Communities of Learning Staff and begin the application process;
- Complete a Family Sustainability Plan;
- Agree to follow the Santa Rosa County School District (SRCSD) school attendance policy;
- Support their child's school success;
- Meet with Opening Doors, NWFL to prepare the documentation necessary for participating in the demonstration program;
- Participate in an orientation with the Milton Housing Authority and if approved, search for and locate housing; and
- Set goals and meet with a Family Promise Case Manager twice a month for the first month and then once per month for the remaining 11 months.

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