

# Nebraska Findhelp

## **Nebraska Investment Finance Authority**

Special Needs Housing: Combating Homelessness

### **HFA Staff Contact**

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**Responding to an important state housing need:**

The Covid 19 Pandemic left an indelible mark on the world, most notably for our vulnerable populations, including those experiencing or at risk of homelessness. While much of Nebraska is moving toward stability once again, this is not true for those on the cusp of homelessness, who may be living paycheck to paycheck. As we continue to provide aid through the Emergency Rental Assistance (ERA II) program and the development of Low-Income Housing Tax Credit (LIHTC) units, the Nebraska Investment Finance Authority (NIFA) has gone a step further in its quest to eliminate homelessness by providing an access point for the services and agencies that help keep people housed. Through months of collaboration and innovation, we created [nebraska.findhelp.com](https://nebraska.findhelp.com). This site captures a multitude of resources, including affordable housing, food pantries, health care, financial assistance, housing development, homeowner resources, and much more.

**Measurable benefits to NIFA’s targeted customers:**

At the same time the pandemic began to recede, the need for assistance remained high, NIFA determined we needed an interactive site that was not merely a listing of open rental units, but one that could track and encourage activity and referrals to those units and supportive services to keep renters housed. Although NIFA’s inherited, online rental housing database served Nebraska well for many years, it was not being fully utilized and the cost outweighed its usefulness.

While searching for a new platform, we determined the existing options were either too costly or couldn’t provide the extra level of need we had identified. As a result, we decided to see if findhelp.org would be willing to accommodate our needs through a personalized site. The Findhelp product had a searchable database of support services but did not include a searchable database for affordable rental housing. Initial conversations between Findhelp (formerly “Aunt Bertha”) and NIFA began in October 2021. Findhelp had developed a listing of services throughout the United States through years of research. Many of our Community-Based Organizations (CBOs) were already listed on the site but had not learned of its potential.

Findhelp utilizes an interactive method for CBOs and other organizations to create accounts and claim their programs. “Claiming” refers to reviewing the information that currently exists on the site, suggesting changes, and approving their information. Once an account has been created, the CBO has access to tools that support better client service. CBOs can build a direct referral process, log and track referrals, and create a level of communication within their organization’s team by utilizing the user groups. They can also create folders that organize their client base, as well as utilize goal setting and other forms of case management.

**Innovation:**

When NIFA learned more about the Findhelp platform and resources and how it could be tailored to meet our requirements, we knew that we had found the ideal program to serve Nebraskans in need. The only missing piece was the ability to list affordable rental properties on the site. During our communication with Findhelp, we learned that they were willing to expand their services to list our properties and nebraska.findhelp.com was born. NIFA would become the first state housing finance agency to list its existing affordable housing units on a site already home to the supportive services that residents, property managers, and developers need to prevent evictions and homelessness. The results were high impact at a low cost.

To optimize the user’s ability to easily locate affordable housing units, we explored options that would allow for users to easily navigate the site to find both essential services and available housing units. NIFA staff created quick-link tiles to serve as a starting point for a user’s search. The quick-link tiles are "Find Housing," "Food Resources," "Homeownership Resources," and "Housing Development Resources." Within these categories, there are a total of 481 housing links and 21 local housing development links, as

well as links to 64 homeowner resources and 35 food resource programs. The site's navigation is intuitive, facilitating seamless access to the relevant services.

To further highlight housing, Findhelp created a “flyout” that takes users directly to the Find Housing tab which includes all Low-Income Housing Tax Credit (LIHTC) properties in Nebraska. A flyout is a tool used to guide website traffic in a specific direction. The Find Housing flyout has increased the number of people who are easily able to find housing. Since creating the flyout in December of 2023, 10,266 users have interacted with it.

**Partnerships that achieve strategic objectives:**

At NIFA, we are guided by our core values of Commitment, Integrity, Collaboration, Innovation, and Stewardship. The Findhelp project has fostered collaborative partnerships with Community-Based Organizations (CBO) across the state who provide necessary supportive services to residents in our Low-Income Housing Tax Credit (LIHTC) units. As the number of those units continues to increase each year, nebraska.findhelp.com provides a sustainable and scalable way to build on those partnerships and connect CBOs with the developers and property managers of affordable housing. Findhelp highlights and promotes the tremendous work of Nebraska’s CBOs maximizing the potential of our LIHTC properties to provide appropriate and sufficient supportive services.

Our efforts with Findhelp integrates all five of NIFA’s core values. Launched July 1<sup>st</sup>, 2023, 360 of our LIHTC properties have been listed on the site to date. 3,678 partner programs across the state are now listed on the site with 667 of those programs “claimed” by those partners – meaning they have logged in and confirmed their information and services.

Nebraska.findhelp.com is an excellent example of additive partnerships across Nebraska. Property managers are utilizing the site to connect residents with needed services that prevent evictions. CBOs are listing services that are essential to people in need. The site brings together a network of partners including NIFA, housing developers, property managers and service providers across the state.

**Effective use of resources and benefits that outweigh the costs:**

NIFA was able to reduce our cost of providing an online resource of affordable rental units by nearly 70% while adding the benefit of our CBO services. Integrating our listings with needed services to those who may be at-risk of homelessness has had a big impact for little cost. Findhelp and NIFA have a mutual goal of increasing the number of providers who claim their programs and we have combined our efforts to ensure all providers have their current programs and contact information listed.

Just in the last month, over 20,000 searches have occurred on the nebraska.findhelp.com site. Search results indicate a user is trying to find a program. Program searches occur when a user takes an action, such as selecting a category, that provides a list of programs. Of the total searches to date, 61% have been in the housing category demonstrating the need for housing resources.

Interactions and connections are also high with 19,210 users clicking to learn more about a program and nearly 2,000 contacting a program either with an electronic referral or an appointment, clicking a phone or email, or an external connection that has its own application form. Searches and interactions show a direct correlation between searching for a program and actually following through to the organization.

**Replicable Results:**

NIFA’s collaboration with Findhelp has proven to be a pivotal step in enhancing housing accessibility for low-income individuals and those at-risk of homelessness in Nebraska. By leveraging Findhelp’s platform,

NIFA has not only facilitated access to housing resources but has also pioneered a replicable model that can be easily adopted by other State Housing Finance Agencies across the country. Our innovative partnership establishes a precedent for scalable solutions in addressing housing disparities, allowing other States to deploy similar programs to meet the ever-changing needs of their residents.

Recognizing the benefit and reach of [nebraska.findhelp.com](http://nebraska.findhelp.com), the LIHTC team added points to NIFA's competitive application for LIHTC for utilizing Findhelp. These optional points can now be awarded to developments that commit to providing resource and service referrals coordinated through the Findhelp site, providing an effective tool to show they are meeting the supportive service needs of our residents.

**Future Opportunities:**

After the surge of historical levels of federal pandemic relief aid, states and their communities are adjusting back to normal levels of funding through traditional means. Programs through health and human services, housing and urban development continuums of care and state level funding pale in comparison to these levels. We are learning as a country to do more with less.

Offering [nebraska.findhelp.com](http://nebraska.findhelp.com) as a solution to immediate service location and integration will help Nebraska and other communities make this adjustment so we are better equipped to collaborate and be more intentional with our services to those experiencing or at-risk of homelessness.

The future of this partnership with Findhelp has significant potential. Property Management companies can create groups where each of their properties has the ability to log and track referrals. The property management company can then monitor the referrals from their individual projects and report to our compliance team, creating data that will ultimately show trends that may be useful in supporting tenant needs.

The list of providers utilizing Findhelp continues to grow, making an ever-increasing number of resources available to prevent evictions. NIFA is committed to growing this platform by partnering with Findhelp in bringing a summit event to Nebraska/Iowa later this year. We continue to provide technical assistance and education to our statewide partners and host ongoing property management trainings. We held our first targeted property manager webinar training in November 2023, which introduced attendees to our new website and explained its benefits. We also brought a representative from Findhelp to our annual Low-Income Housing Tax Credit (LIHTC) compliance training in April 2024, which had over 200 property managers in attendance. These trainings will continue as we build a referral tracking system for property managers, which will allow them to demonstrate that they are providing supportive services to their tenants.

A housing-focused site that includes LIHTC properties was a new concept for Findhelp and its implementation has resulted in the expansion of services they offer. Findhelp also partners with healthcare providers throughout Nebraska and has created a Findhelp collaborative. This collaborative brings together two essential partnerships: managed care organizations and NIFA. MCOs are looking at Social Determinants of Health in relation to access to healthcare and improved healthy living. NIFA is looking at all facets of housing production and retention combined with access to services. As NIFA expands its reach into healthcare and housing, this partnership will bring additional positive outcomes to those who are homeless or at-risk of homelessness.

Nebraska Investment Finance Authority

Nebraska Findhelp

Special Needs Housing: Combating Homelessness

Supporting Visual Aids

https://nebraska.findhelp.com/

Nebraska.findhelp.com can help you find affordable services like housing, food, medical care, job training, and more in Nebraska



ZIP

If you or someone you know is in crisis, call or text 988 to reach the [Suicide and Crisis Lifeline](#), chat with them online via their website, or text HOME to 741741 (multiple languages available). If this is an emergency, call 911.

At NIFA we are committed to collaborating and connecting you with tools, resources and support to help you in various ways. Do you want to find housing assistance, develop and maintain affordable housing, or obtain supportive services? We're here to help.

Below, you'll find a list of programs that Nebraska residents find especially helpful!



**Find Housing**  
Find Your Next Rental Home



**Food Resources**



**Homeowner Resources**

Home Loans  
Homebuyer Education  
Financial Assistance for Homeowners



**Housing Development Resources**

Find federal, state, and local resources for housing development

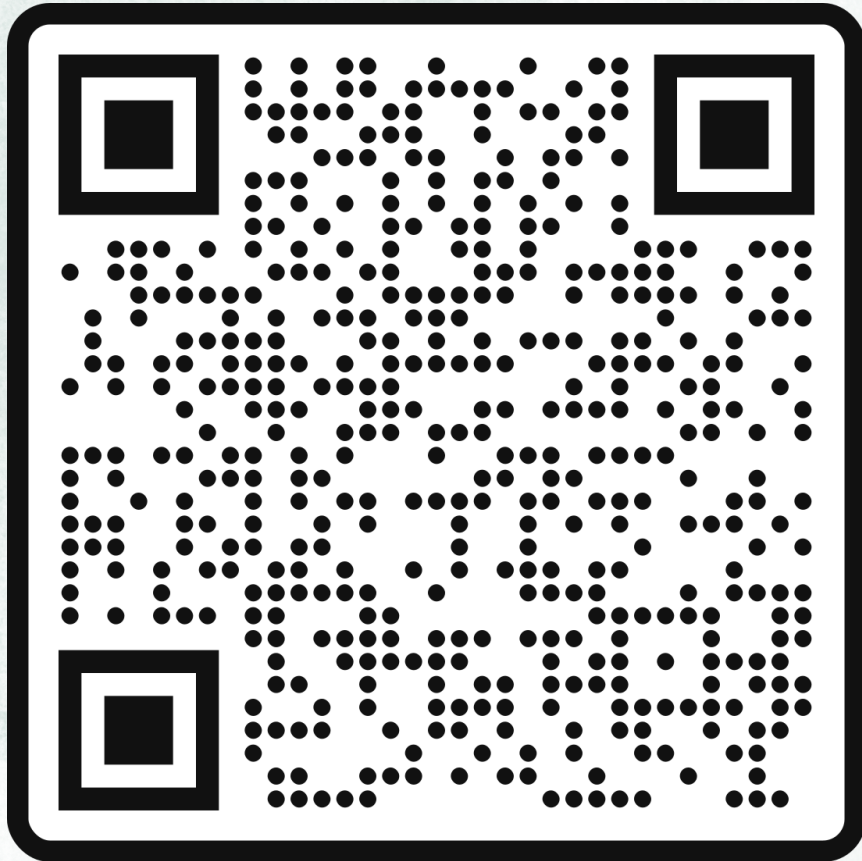
Looking for rental housing? ×

Use the link below to find a list of rental housing units near you. Simply click and enter your zip code.

nebraska.findhelp.com



Connecting Nebraskans to services



**WEBINAR:**

# Intro to FindHelp



## Webinar: Intro to FindHelp

Learn how to **connect residents to resources** in this special walkthrough of Nebraska.findhelp.com for property managers.

**Tuesday, Nov. 28th**

10 a.m. Central

Register now at [https://us02web.zoom.us/webinar/register/WN\\_0XCIZ-qcSUieWapbLLDkEq](https://us02web.zoom.us/webinar/register/WN_0XCIZ-qcSUieWapbLLDkEq).

**Register Now**

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# Findhelp Data 1/1/23 to 3/31/24

360 LIHTC Properties listed on the site

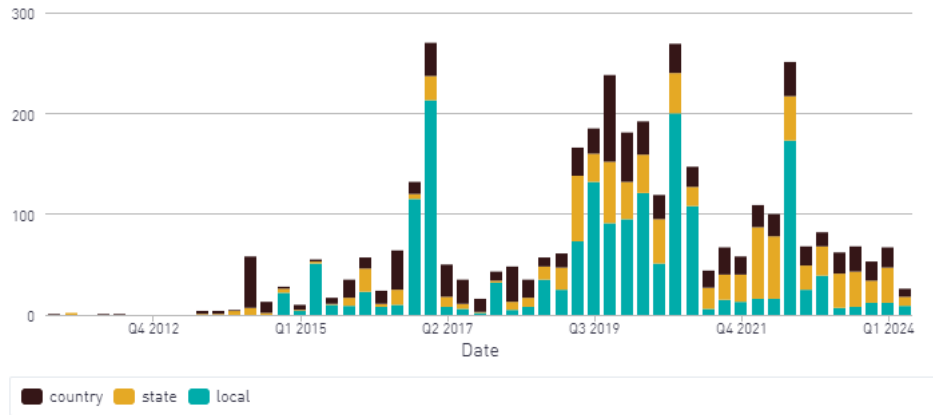
Programs added since 1/1/23

①

# 3,678

Programs Added | All Dates

① Programs Added | All Dates



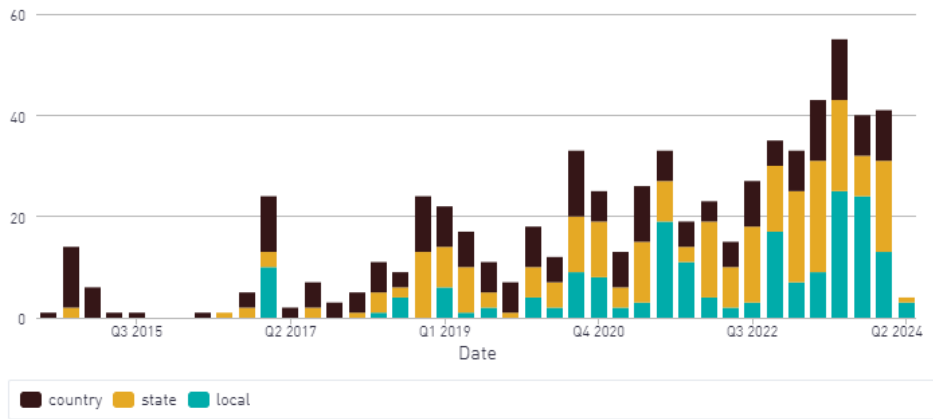
Programs claimed since 1/1/23

①

# 667

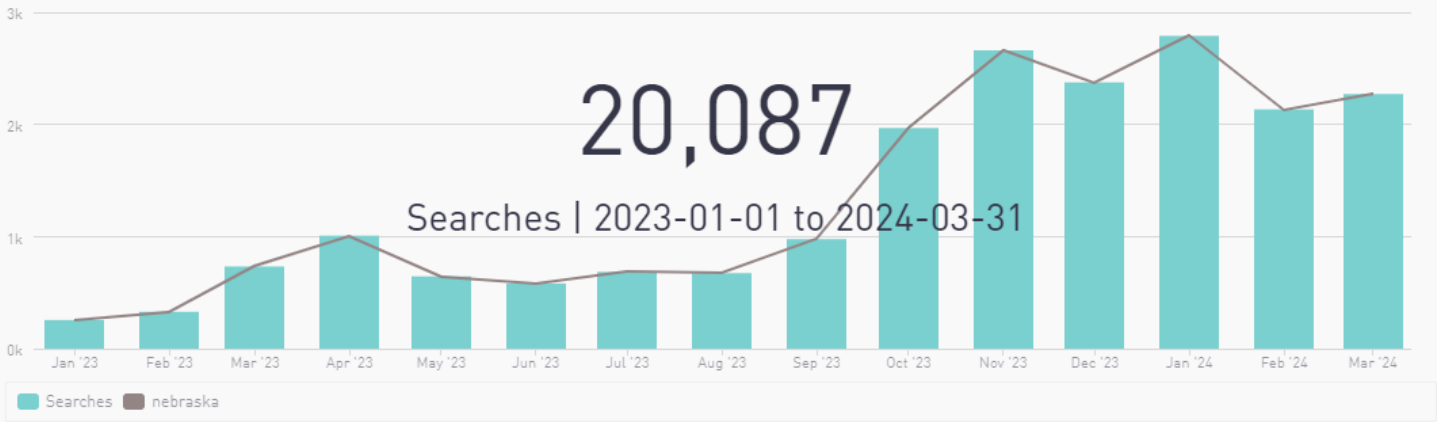
Programs Claimed | All Dates

① Programs Claimed | All Dates

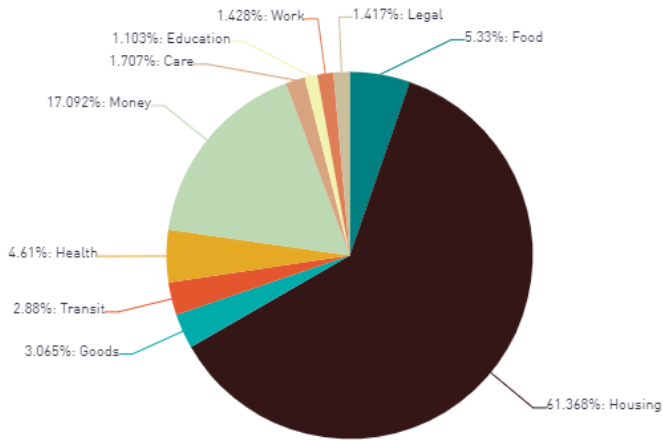


**Searches** are activity that indicates a user is trying to find a program. Postal searches occur when a user enters a zip code to begin searching for programs. Program searches occur when a user takes an action (such as selecting a category) that would provide a list of programs as a result.

① Searches | 2023-01-01 to 2024-03-31



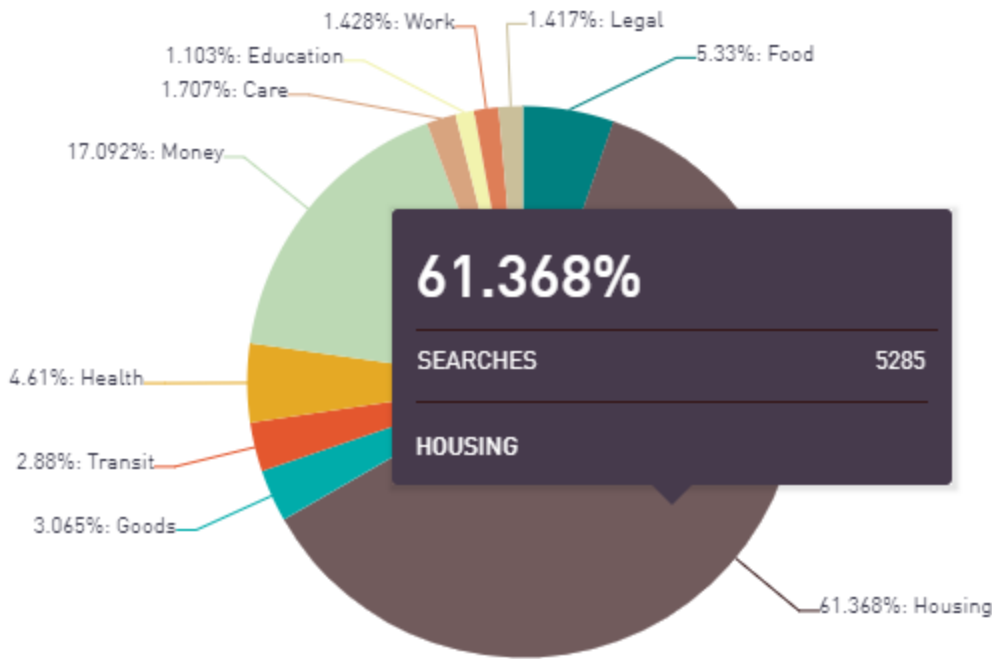
② Searches by Category | 2023-01-01 to 2024-03-31



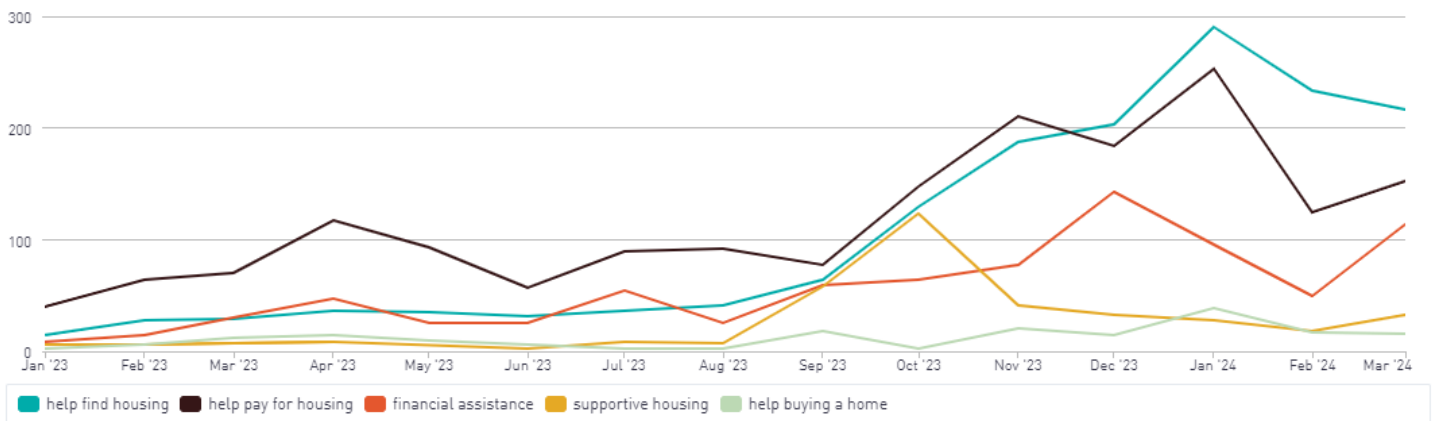
③ Most Common Search Terms | 2023-01-01 to 2024-03-31

TERM	DOMAIN	SEARCHES
help pay for housing	housing	1,769
help find housing	housing	1,576
financial assistance	money	834
supportive housing	housing	380
help buying a home		182
food pantry	food	138
help find housing, fpi_elig	housing	131
help for homeowners		131
emergency food	food	111
emergency shelter	housing	109
government benefits	money	109
transportation	transit	96
help pay for housing, fpi_elig	housing	92
help pay for transit	transit	91
clothing	goods	90

### 🕒 Searches by Category | 2023-01-01 to 2024-03-31



### 🕒 Top 5 Search Terms | 2023-01-01 to 2024-03-31



### 🕒 Top 10 Counties | 2023-01-01 to 2024-03-31

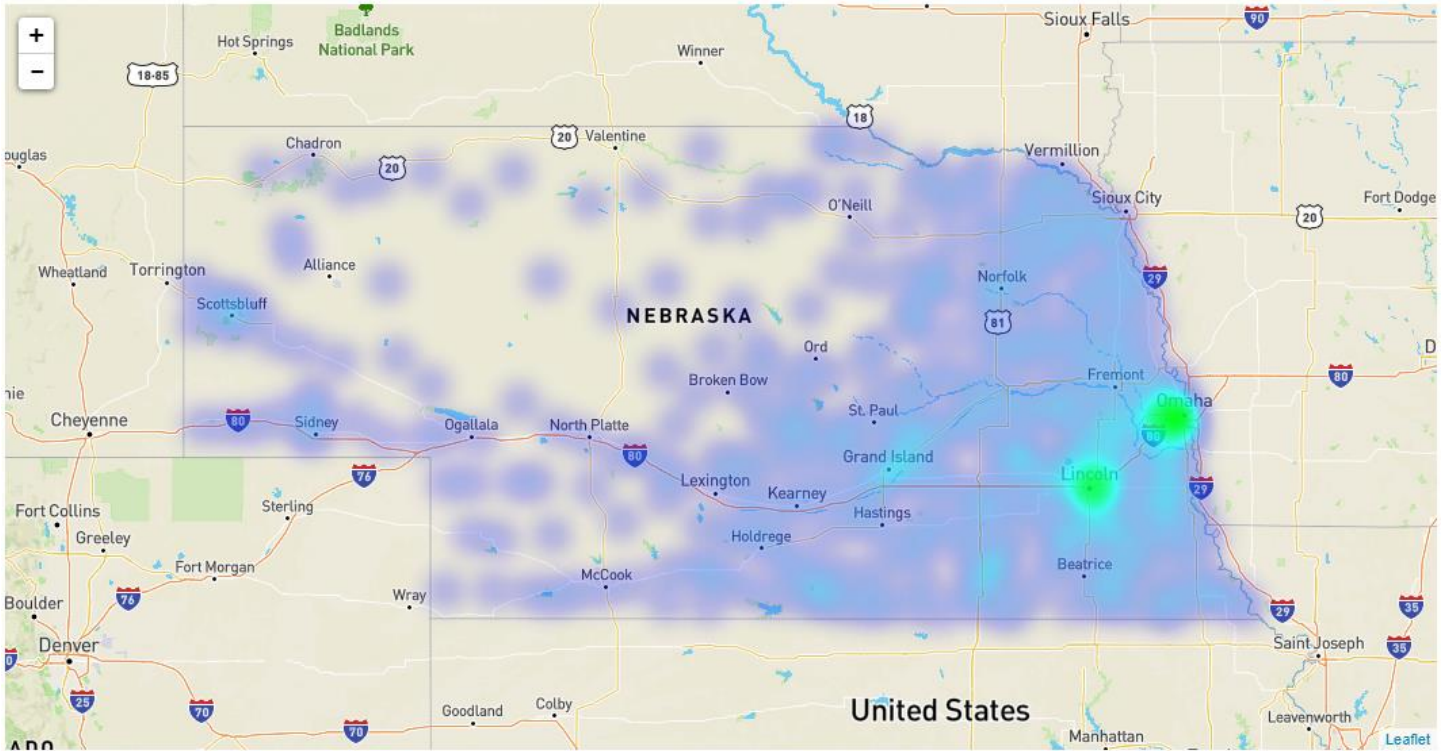
COUNTY	SEARCHES
Douglas, NE	6,570
Lancaster, NE	2,662
Sarpy, NE	1,430
Hall, NE	583
Madison, NE	396
Lincoln, NE	379
Gage, NE	355
Dodge, NE	332
Buffalo, NE	307
Adams, NE	239

### 🕒 Top 10 Cities | 2023-01-01 to 2024-03-31

CITY	SEARCHES
Omaha, NE	6,623
Lincoln, NE	2,613
Bellevue, NE	644
Grand Island, NE	577
North Platte, NE	376
Norfolk, NE	370
Beatrice, NE	320
Fremont, NE	312
Kearney, NE	261
Hastings, NE	238

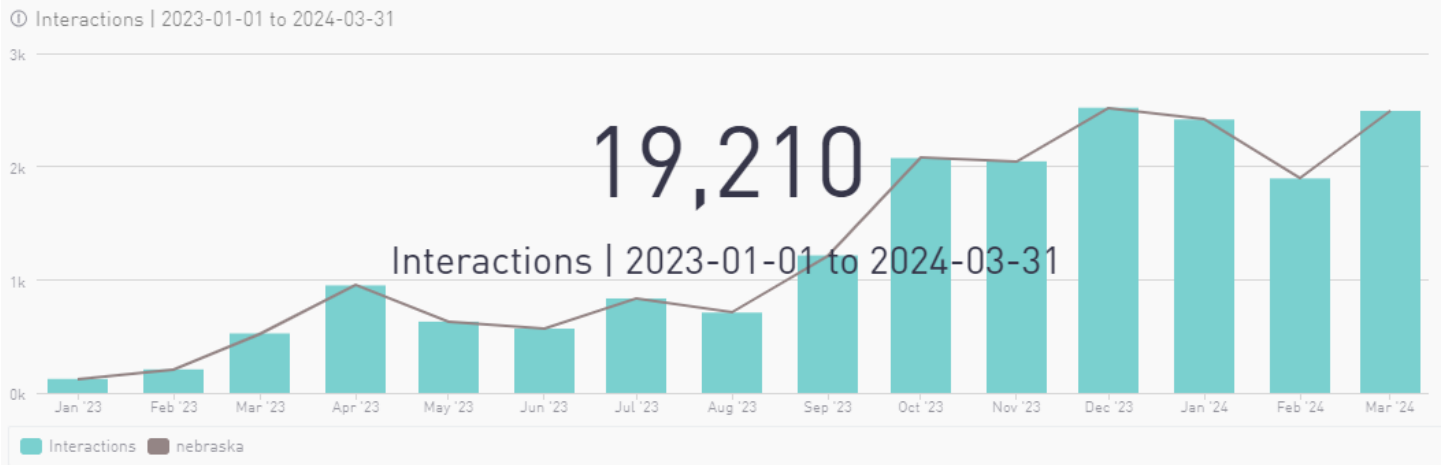
### 🕒 Top 10 Zip Codes | 2023-01-01 to 2024-03-31

ZIP CODE	CITY	SEARCHES
68104	Omaha, NE	892
68111	Omaha, NE	816
68131	Omaha, NE	508
68134	Omaha, NE	495
68502	Lincoln, NE	472
68105	Omaha, NE	376
69101	North Platte, NE	376
68701	Norfolk, NE	367
68110	Omaha, NE	339
68521	Lincoln, NE	336



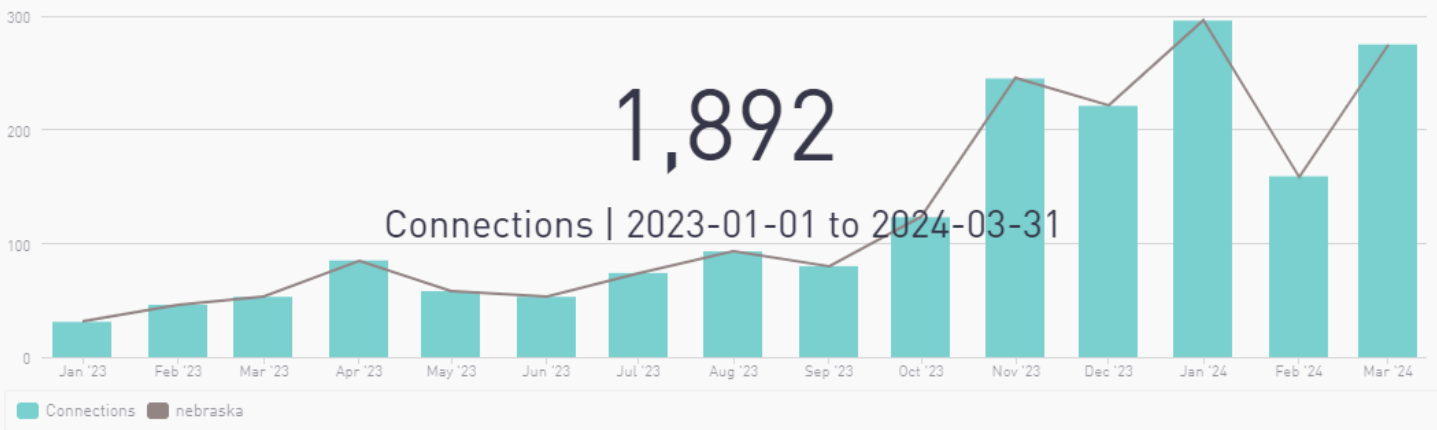
This is an important correlation to show that the number of **searches and interactions** are close because it indicates that people are not only searching for programs, but they are also interacting with the system by delving into the program details of providers.

**Interactions** are activity that indicates a user is trying to learn more about a program, such as viewing program hours, visiting the program’s website, or starting a screener.

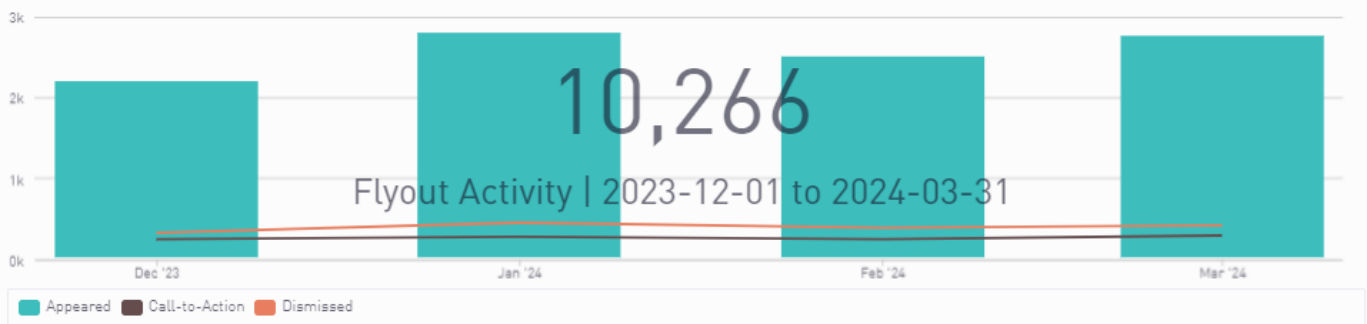


**Connections** are any activity that indicate a user contacted a program, which could be an electronic referral or appointment (for oneself or for someone else), direct contact by clicking a phone or email, or an external connection by clicking through on a program that has its own application form or scheduling.

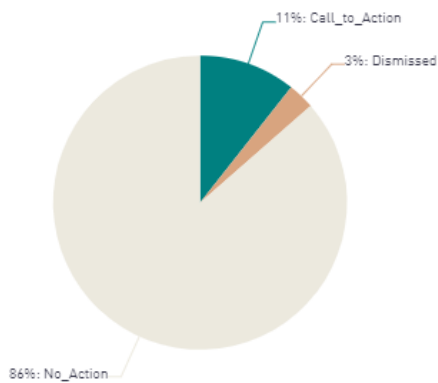
Connections | 2023-01-01 to 2024-03-31



Flyout Activity | 2023-12-01 to 2024-03-31



Flyout Engagement | 2023-12-01 to 2024-03-31



Survey Flyouts Results | 2023-12-01 to 2024-03-31

Query returned no matching rows.

Flyout Details

ID	SITE	NAME	TYPE	CREATED	ACTIVE	APPEARED	CTA
1199	nebraska	help find housing	Button	2023-11-10	Yes	10,266	959



# findhelp

Findhelp was built in 2010 to offer an easier way to find social services and to connect to them directly and electronically. Findhelp has since built the largest network of free and reduced-cost programs in every ZIP Code across the United States — this includes federal, state, county, municipal, and local resources in the biggest cities and smallest towns.

**42,000+**  
ZIP Codes

**30,000,000+**  
Users

## OUR MISSION

We connect all people in need and the programs that serve them (with dignity and ease).

## SEEKERS FIRST, ALWAYS

The seeker, or person in need navigating for social services, comes first above all else at findhelp. We're protective of seekers and take extraordinary measures to ensure that their interests are served in every aspect of our business.

## WE SUPPORT NONPROFITS

We provide free intake and screening tools for nonprofits and social care providers to encourage them to receive vetted referrals from people seeking help on our network. We have a Community Engagement team that provides free resources and training to help nonprofits succeed.

## AN OPEN PLATFORM

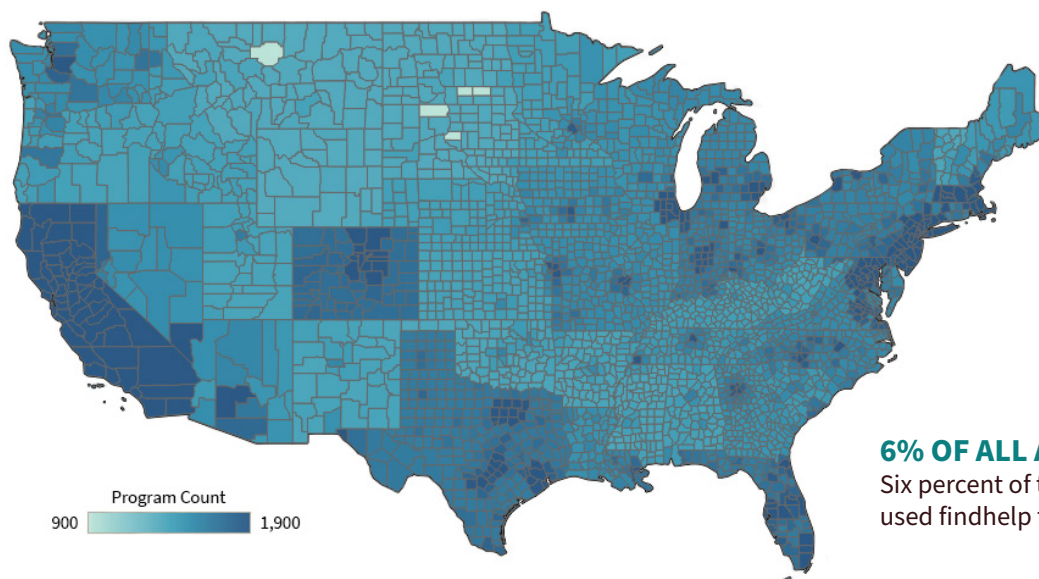
We are the only network that provides a platform that's free and open to search. This way, even the most vulnerable populations can find help using findhelp. Search results return all available resources, giving people the dignity of navigating a complete set of options.

## TAILORED SEARCH

Programs on our network are searchable by location and service type so that finding the right resource is easy. Sophisticated filters refine search results as deep as you need, resulting in the most relevant resources for your users.

## A NATIONWIDE NETWORK

Our network lists 1,500+ programs in every ZIP Code in the U.S. This means that anybody, anywhere, can find help on our network.



## 6% OF ALL AMERICANS

Six percent of the U.S. population has used findhelp to access resources.

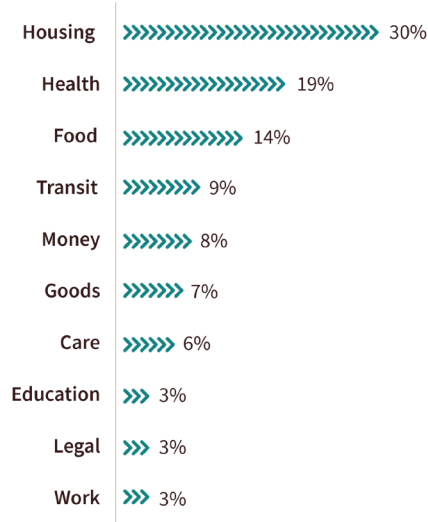
> [company.findhelp.com/demo](https://company.findhelp.com/demo)



### HUMAN DATA CURATION

- Our Curation Team undergoes a manual, four-step process before publishing any new program listing on findhelp.
- Our biggest investment is our Curation Team because valuing the quality of our network means being able to stand behind every result.
- Our team reviews 95% of programs at least every six months, keeping information up to date.
- All program listings include a date at the bottom of the program card that reflects the most recent update.
- 65% of all searches by people seeking help are for housing, food, and health care.

### SEARCHES BY CATEGORY, US



### DIVERSITY AND SOCIAL IMPACT

We are a Certified B Corporation. Certified B Corporations are businesses that balance purpose and profit. We are legally required to consider the impact of our decisions on our workers, customers, suppliers, community, and the environment. This means that everything we do is in service of our mission of connecting people and programs with dignity and ease.

Our employees are veterans, social workers, caretakers of special needs kids, caretakers of our parents, foster parents, and some of us overcame tough conditions as kids. We're a team of people dedicated to making a difference.

### 570+ CUSTOMERS INCLUDING:

#### Governments



#### Health Plans



#### Health Care



#### Education



#### Other



#### Recognition

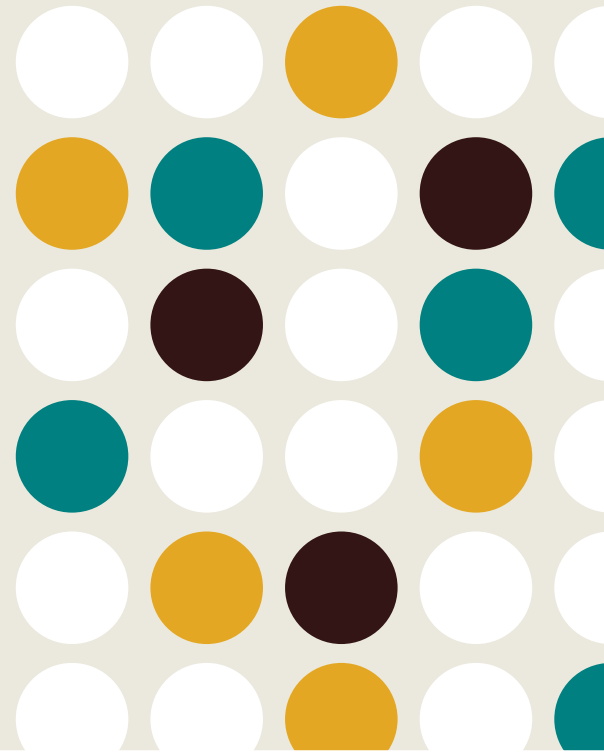
Findhelp is a nationally recognized company, with awards for impact, security and innovation.



> [company.findhelp.com/demo](https://company.findhelp.com/demo)

# > Fundamentally Different

Creating lasting change is no small feat. There are complex challenges in your communities that call for an innovative, purpose-driven approach. **We can help you lead the way.**



**82,300+**

In-Network Community Organizations

**40+ million**

Users nationwide

**600+**

Customers

**610,000+**

Program locations nationwide

**4,000+**

Nonprofits Trained across 48 States

## > AN OPEN, NATIONWIDE NETWORK

We offer the largest network of free and reduced-cost programs in every ZIP Code across the U.S., helping you reach your seekers wherever they are.

## > MEANINGFUL COMMUNITY ENGAGEMENT

Building and maintaining positive relationships with nonprofits requires trust. We help you foster deep, long-term partnerships with the social care providers that receive referrals.

## > COMMITMENT TO QUALITY

Our Network Curation Team dedicates their time to researching resources, adding programs to our network, and responding to your suggested updates.

## > COLLECTIVE IMPACT

As a Public Benefit Corporation, we're required to consider the impact of our decisions on our workers, customers, suppliers, community, and the environment.



### > TRANSPARENT PRICING

We offer a transparent, low barrier to entry pricing model so you can prioritize connecting more people to help on our platform. View our pricing at <https://company.findhelp.com/our-solutions/>

### > SCALABLE DESIGN

With findhelp, there is no limit to the number of people (staff and seekers) that can use your sites. Our platform is built to support nationwide activity at scale.

### > CLOSED-LOOP REFERRALS

Your users can track and update social care records continuously throughout the care coordination processes, providing access for both your staff and the recipient nonprofit to close the loop on referrals.

### > FREE TOOLS FOR NONPROFITS

With our free intake, screening, and integration tools for nonprofits and social care providers, community organizations can receive and respond to referrals from people seeking help.

### > TAILORED SEARCH

You can focus the network on priority partners and internal programs while still providing access to the full range of national, state and local programs. Sophisticated filters refine search results, resulting in the most relevant resources for your users.

### > INTEGRATION SUPPORT

You shouldn't be burdened by costly custom configurations; we use FHIR-based APIs to support data exchange with electronic health records (EHRs) and care platforms such as Epic, Cerner, eClinicalWorks, athenahealth, and more. See our current list of integrations: [company.findhelp.com/partnerships](https://company.findhelp.com/partnerships)

### > INTEROPERABILITY FOCUS

We support data sharing (with security and privacy) and advocate for interoperability standards related to the easy exchange of assessment and referral data, regardless of which system of record you use.

### > PRIVACY IS A PRIORITY

We take extraordinary measures to secure the information of our end users, including requiring consent with every referral. Our users can control who has access to their information and can change or remove that access at any time.

### > ANALYTICS & INSIGHTS

See how your users are finding and connecting to services (and where they ultimately get help) with our analytics dashboards and SQL product. Review trends and details to quantify the impact of your platform and help you make both operational and strategic decisions. See our network: [company.findhelp.com/our-solutions/network](https://company.findhelp.com/our-solutions/network)

