



Collaborating to REACH People:
A new approach to providing barrier-free services.

What is the REACH Center?

A walk-in resource center offering housing navigation, homeless prevention, mental/AODA support, healthcare, and violence prevention and support in one location.

REACH is operated by a collaborative of nonprofit agencies with a expertise in a wide variety of fields to meet the self-identified needs of consumers experiencing housing, health, and or financial insecurity.



Couleecap
your local community *action* program



new
horizons
SHELTER & OUTREACH CENTERS

advocating against domestic and sexual abuse

eliminating racism
empowering women
ywca
La Crosse



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History

- Community Strategic Plan
- Grant from the Division of Housing, Energy, and Community Resources
- 26,000 Sq. Ft. Building
- Co-location of agency representatives

The REACH Center opened its doors in the fall of 2021. In 2022, the partners bought the building.



REACH:

Resources, Empowerment, Advocacy, Change, Hope

- Services offered in a centralized location
- Immediate connection to basic needs and to REACH and Community partners
- On-site presence from diverse REACH and Community partners to meet the self identified needs of consumers
- Support offered on a walk-in basis, in a culturally sensitive manner, and by a team with expertise
- The space offers private meeting space for access to confidential services



Services

- Access to basic needs: food, communication, hygiene products, and a safe, welcoming space
- Landlord and apartment listings and application assistance
- Bus passes and tokens
- Information and referrals
- Tenant Landlord Resource Office
- Housing Navigation for 18-24 year old youth
- Housing Stability Team
- Total Navigation Team
- Coordinated Entry
- Employment support
- Harm Reduction and FREE testing
- Community Resources and program enrollment
- Community Education





RHYMES

La Crosse



REACH

Services and Resource Center

Couleecap



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aptiv

new horizons
HEALTH & WELLNESS



Job and Volunteer Fair

Walk-in
Interviews!

Friday, April 22nd 2-6 PM
Saturday, April 23rd 10-2 PM

REACH Services & Resource Center
212 11th Street South, La Crosse
608-781-2783 | info@reachcenter.org

NOW HIRING! Learn more at couleecap.org/job-fair.html

Meet with agency
representatives
& learn more!



TENANT - LANDLORD
**RESOURCE
OFFICE**

More partners have joined us, including Legal Action of WI, La Crosse County Economic Support, ADRC, Veteran's Support, employment services, Scenic Bluffs Community Health Center, and more.

The Consumer Experience

Intake

Waiting area with computers and refreshments; Pantry on site

Comfortable and calming meeting rooms – services come to them

Access to services onsite

- Coordinated Entry
- Medical and behavioral health
- Legal counsel and landlord mitigation
- Transportation
- Documentation (driver's license, etc.)
- Information Referrals
- Basic Needs
- Phone, computer, and free Wi-Fi
- Housing lists, application assistance, and support



The Provider Experience

Real-time case conferencing, coordination of care, and allows for innovative immediate problem solving

Complimentary services vs. duplication of services

Collaborative and coordinated fundraising

Aligned decision making – for REACH and the community

Shared back-office services

Shared operating expenses

Building relationships and trust to provide for better outcomes for consumers



Results

- 1,132 consumers in 2022, with 2,514 total visits
 - 27% identify as BIPOC
 - 52% identify as female and 47% identify as male
 - 38% identify as having a disability
 - 41% report no income
- 155 Tenant Landlord Resource Office (TLRO) referrals with 454 services in 2022. Opened in July 2022.
- Creation of collaborative teams to meet the needs of our neighbors experiencing homelessness and housing insecurity



Family Winter Shelter Project

REACH partners worked to ensure no children were unsheltered during the 2022-2023 winter season.

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LA CROSSE COUNTY
Exceptional services. Extraordinary place.

**SCHOOL DISTRICT OF
LA CROSSE**



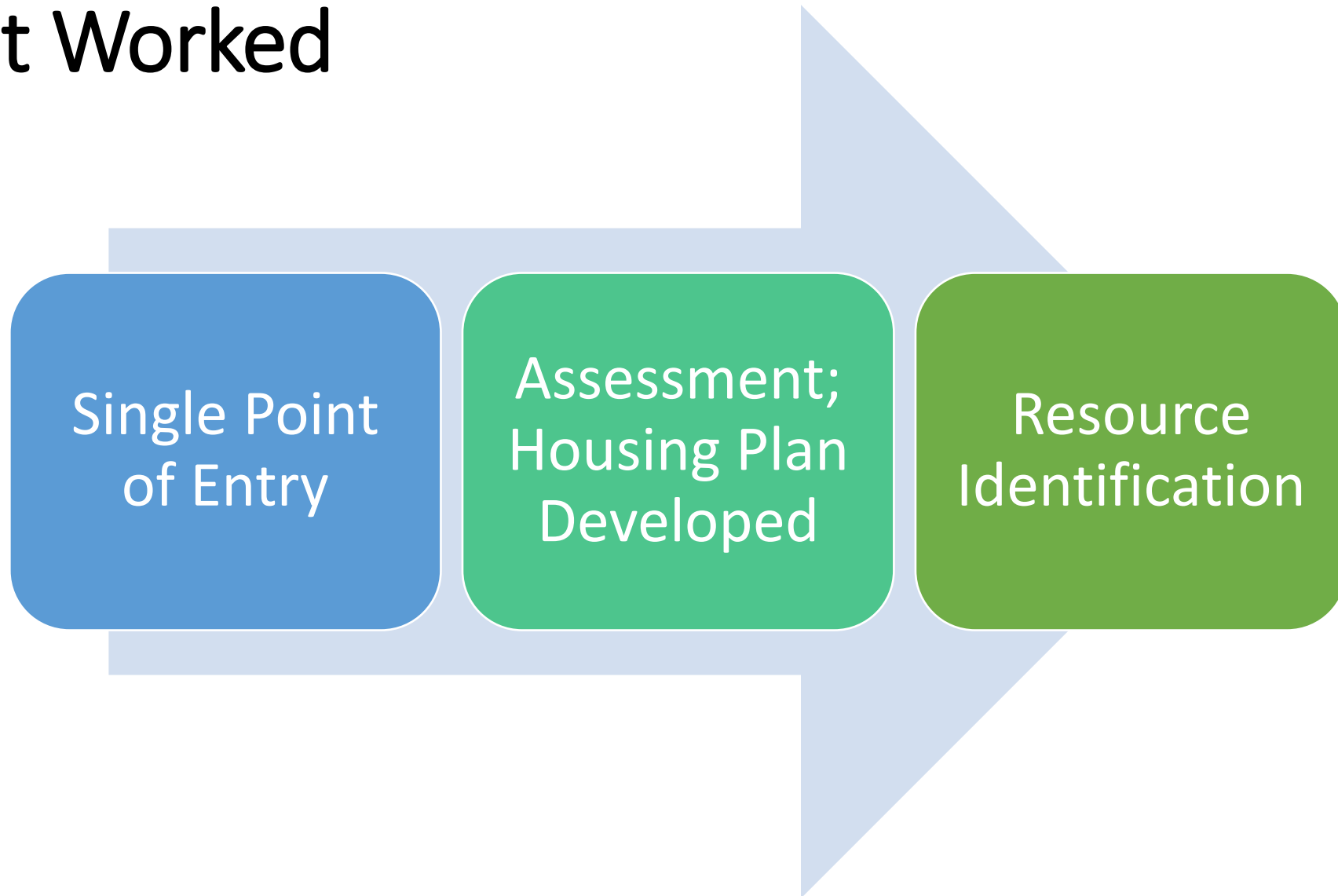
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How It Worked



Impact

86 Total Families Presented

- 27 Families diverted/assessed to other places and referred

59 Total Families Provided Emergency Shelter

- Funded by WI Emergency Rental Assistance (WERA) and La Crosse County

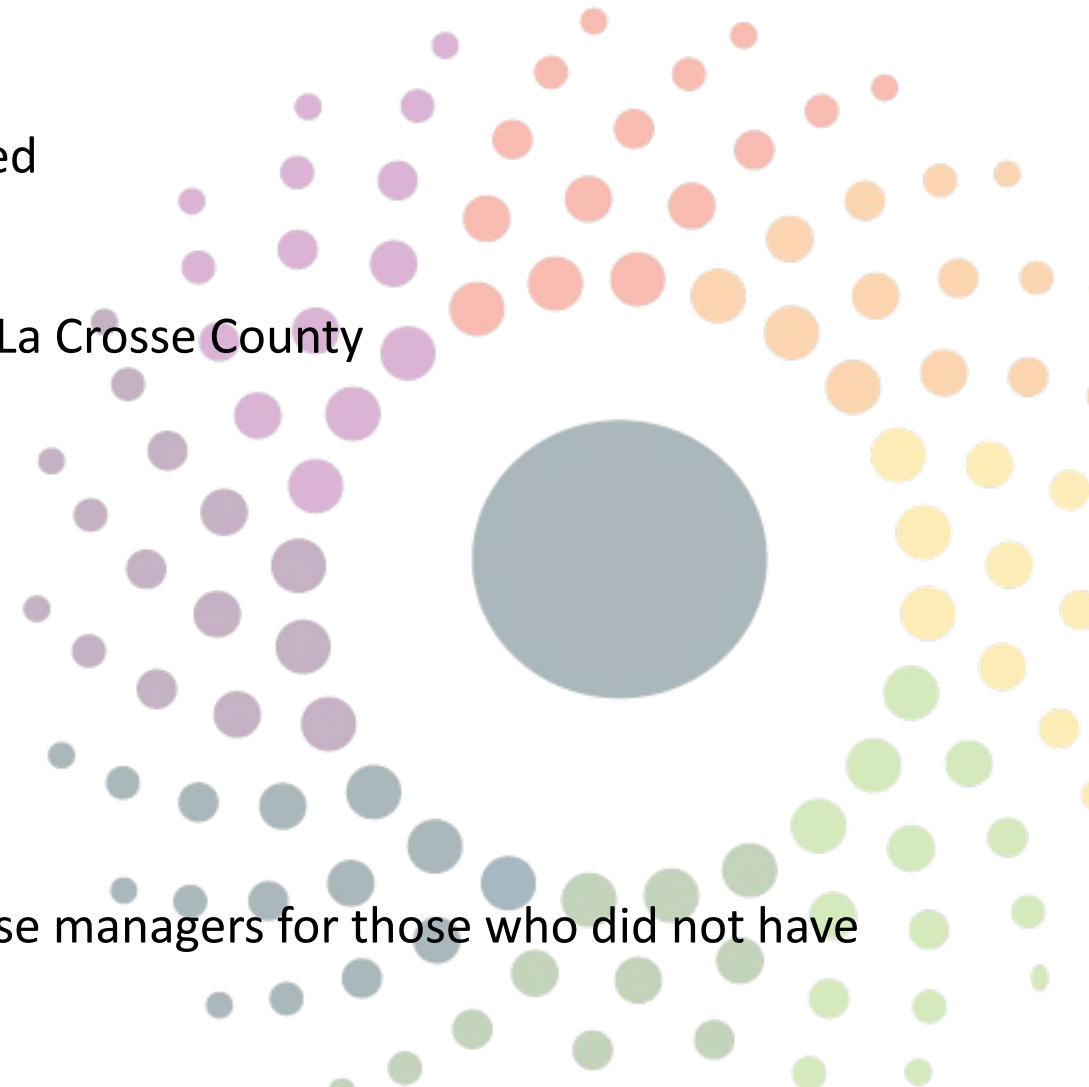
59 Total Families Provided Case Management

- 36 Assigned a new case manager*
- 23 Retained an existing case manager

7 Total Families Provided Rental Assistance

- Funded by La Crosse County and WERA

*La Crosse Community Foundation provided funding for case managers for those who did not have an existing case manager





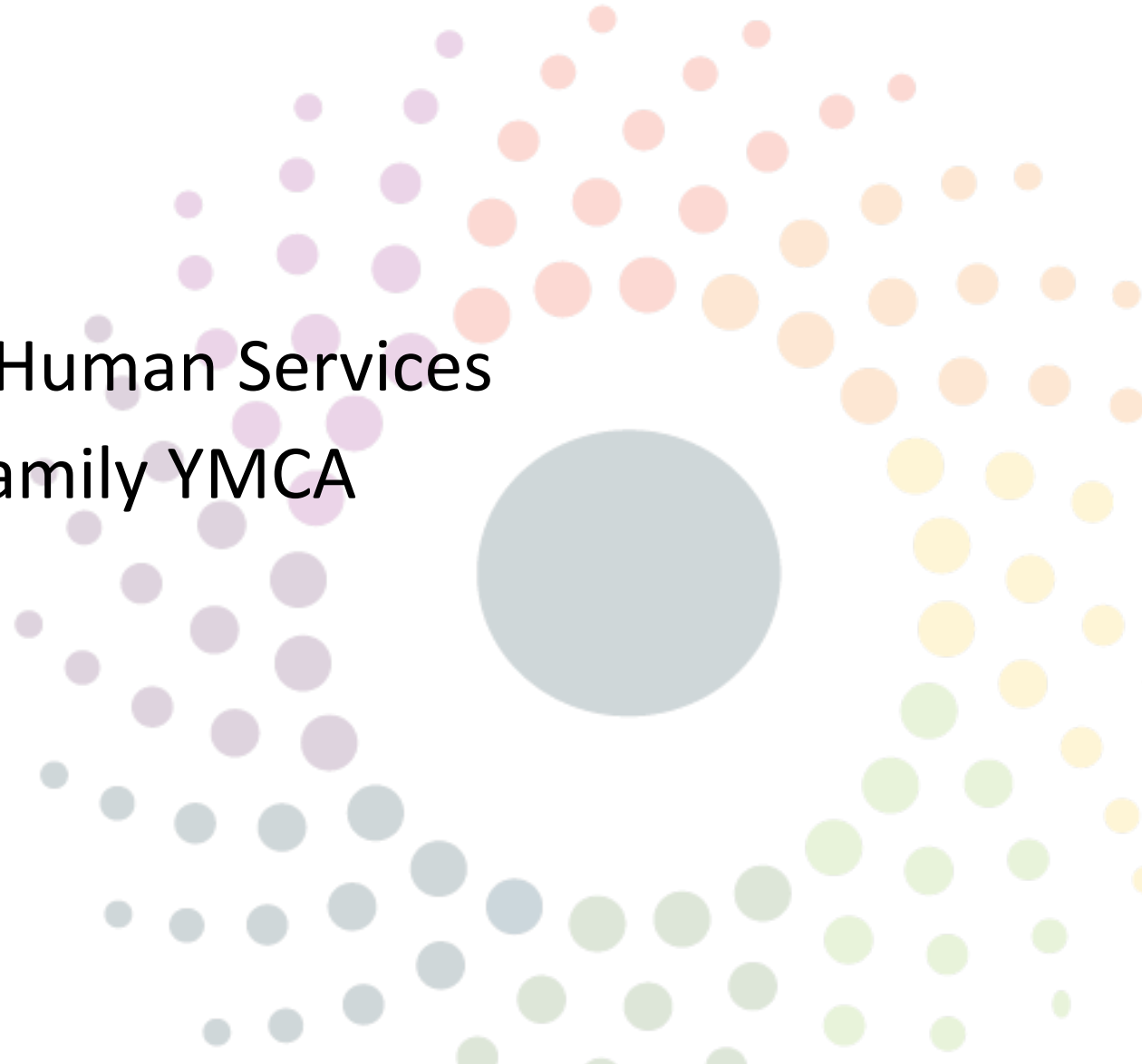
Success:
No children went unsheltered last winter.

Panel Discussion

Deb Dobrunz, La Crosse County Human Services

Nancy Parcher, La Crosse Area Family YMCA

Abbi Jeffers, Couleecap





THANK YOU!