



Empowering Veterans,
Creating Affordable Housing
& Restoring Hope

SUPPORTING OUR VETERANS

Over 4,000 veterans in northeast Wisconsin experience challenges in acquiring affordable housing, many of whom are also experiencing disabling conditions brought on by their military service. The Veterans Housing Alliance of N.E.W., Inc. (VHA) leverages the generosity of individual donors, foundations, and organizations to support regional affordable housing initiatives for veterans, ensuring that veterans in need have access to safe, affordable housing and relevant services.

HOW VHA HELPS DONORS WHO WANT TO HELP VETERANS

Direct Impact: Every donation that VHA receives from goes directly to affordable housing initiatives for veterans with no deduction of administrative costs.

Transparent Accountability: VHA protects donors strategically and transparently by applying a comprehensive review process (see reverse side) to grant requests, directing donations to qualified organizations.

Regional focus: VHA is not restricted by municipal or county boundaries, unlike local government agencies and many national veterans service organizations.

Leveraged Giving: VHA can aggregate the support of multiple donors to have greater impact on local and regional affordable housing initiatives.

Simplified Giving: VHA relieves donors of both research and accountability concerns by qualifying grant applicants and establishing strategic partnerships for the benefit of veterans.

Best Practices: VHA monitors affordable housing trends in the veteran communities, looking for opportunities to recommend best practices and untapped opportunities to affordable housing partners.

Financial Transparency: VHA operating costs are not funded from donor contributions to affordable housing for veterans. Members of the VHA Board of Directors donate time and funds to cover VHA operating costs.

Tax Deductibility: As a 501(c)(3) nonprofit organization, VHA is eligible to receive and direct tax-deductible donations, maximizing the impact of every dollar contributed.

Your support is vital to our mission, and there are multiple ways to contribute:

- **Checks:** Mail your check payable to Veterans Housing Alliance of NEW, Inc.
- **Planned Giving:** Include VHA in your estate planning to leave a lasting legacy.
- **Endowments:** Establish or contribute to an endowment fund supporting for veteran housing.
- **Online Donations:** Visit our website to make a secure donation with a credit card (*coming soon*).





**VETERANS HOUSING
ALLIANCE of N.E.W. Inc.**

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How VHA Directs Donations

The Veterans Housing Alliance (VHA) offers grant opportunities to organizations which provide affordable housing to veterans and their families. VHA solicits and accepts donations with standards and assurances to donors, aggregating donations for greater impact. We ensure that donations are directed to organizations that have demonstrated the ability to create a positive impact in the veteran community. Our evaluation criteria includes: governance/organizational transparency; financial review; programs; mission/values/credibility alignment; capacity and expertise; veteran engagement and community involvement/collaboration; and other specific criteria outlined below based on the organization type.

Strengthening Existing Non-Profits

Provide grants or forgivable zero-interest loans to existing non-profit organizations with a demonstrated history of providing affordable housing and/or seeking to establish veterans affordable housing. The organizations should:

- **Focus on veterans affordable housing** or seeks to establish veterans affordable housing.
- **Demonstrated a history** of providing direct or coordinated services for residents.
- Hold a strong **positive rating** by a non-profit rating organization.
- Demonstrate a **strong financial history**, especially organizations seeking a forgivable zero-interest capital construction or improvement loan.

Supporting New Non-Profits

Provide grants to new non-profit organizations seeking to provide affordable housing to veterans. The organizations should:

- Be **legally incorporated** and have 501(c)(3) tax-exempt status (or in the process of obtaining this status).
- Have a **Board of Directors** in place with relevant expertise and governance policies in place.
- Have a written **strategic plan** that includes a board-approved written **development plan**.
- Have key personnel/volunteers **responsible for executing the grant-funded work**.
- Present Board-approved **multi-year budget**.
- Demonstrate **community support** and access to community resources.

Veteran Support Services

Provide grants that are directed through an existing non-profit organization to qualify a veteran for affordable housing. The organization seeking grant should:

- Qualify as a **Level One (above) non-profit organization**.
- Specify and **guarantee veteran access** to affordable housing through the grant.
- Provide or coordinate relevant **veteran supportive services**.

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