



GREATER CLEVELAND
CUYAHOGA • GEAUGA

UNITED WAY OF GREATER CLEVELAND

January 14, 2025

United Way of Greater Cleveland

Help as many Greater Cleveland residents as we can overcome poverty by increasing economic mobility



A prosperous region with economic opportunity for all

Impact Strategies

Intended Impacts

Effective Safety Net Systems for Greater Cleveland households in poverty
(100,000 households)

Improved safety net access & effectiveness

- Better access to services via 211 expansion & emergency funds, data analysis, safety net advocacy
- Increased access to safe, stable & affordable housing (e.g., Lead Safe, tenant protections)

Thousands of households are more stable & on the ladder to opportunity

Inclusive Economic Opportunity for Greater Cleveland households near poverty
(150,000 ALICE households)

Removed barriers to opportunity; increased mobility through job, income & asset gains

- Increased access to career, income & savings opportunities (e.g., UBE pilot, benefits cliff reforms, Bridges@Work, credit building, long-term savings plans, home ownership)

Thousands of households experience economic progress

Tenant Advocacy Overview

Tenant Organizing Four Pillar Visual			
<u>Tenant Intake</u>	<u>Tenant Education, Advocacy & Organizing</u>	<u>Emergency Housing Assistance</u>	<u>Legal and Mediation Assistance</u>
<ul style="list-style-type: none"> • Centralized contact number connecting tenant with a trained and specialized team to triage their call and identify resource(s) in resource database best suiting their needs. • Callers can maintain anonymity. • The data collected on the call will be used for resource utilization tracking, needs identified and need meeting metrics. Additional metrics will be tracked if applicable, and monthly / quarterly / annual trends will be monitored. 	<ul style="list-style-type: none"> • Referrals placed to service provider(s) to provide housing rights education to tenants. *Tenants can also contact service provider(s) without a referral or going through 211 • Conduct in-person / onsite fair housing and tenant education trainings; focusing on (1) mid to large multi-family apartment buildings (2) Community Development Corporation Quarterly meetings (3) City Council Ward Meetings • Training tenants and community leaders how to develop and maintain tenants unions – neighborhood based 	<ul style="list-style-type: none"> • Direct emergency cash assistance – short term housing and hotel vouchers • Additional influx of dollars to augment current emergency housing assistance programs • Flexible cash funds for housing stability needs and emergency housing crisis 	<ul style="list-style-type: none"> • Mediation services pre- and post-eviction filing • Educating tenants on legal rights and options (pre-eviction); rent in escrow, compel to repair, written lease agreements • Right to Counsel referrals • Advocating for additional tenant protections

Intake

A centralized contact number will connect tenant(s) with a trained and specialized team to triage their call and identify resource(s) in resource database best suiting their needs. The data collected on the calls will be used for resource utilization tracking, needs identified and need meeting metrics.

211

United Way 211 is a vital connection to community resources in Cuyahoga, Geauga, and Ross counties. 211's social service professionals have extensive Community Resource Navigation training, which allows them to break down complex situations and help callers find the resources they need 24/7. Through Tenant Resources, 211 Navigators will be trained to connect tenants with needed resources in the program.

Education, Advocacy & Organizing

Education and organizing focuses on empowering tenants by providing housing rights education through referrals to service providers, while also allowing tenants to contact providers directly without needing a referral or intake process. Also included are in person or on-site training sessions on fair housing and tenant education, along with training tenants and community leaders to develop and maintain neighborhood-based tenant unions.

Fifth Christian Church

Established in 1964, Fifth Christian Church is Black Disciples of Christ Congregation, located in the Lee-Harvard neighborhood is committed to serving their community. They seek to expand the capacity of organizations and agencies in the city to advise and advocate for tenants working with mediation services and the city to provide a service and enable tenants to build organizations to effectively speak to their issues and advocate for their best interests.

Morelands Group

Formed in 2021 with the goal of preserving, protecting, and advocating for the residential apartment corridor of the Shaker Square community by engaging tenants, owners, and managers in the life of the neighborhood. Morelands Group will be focused on providing tenant workshops aimed at promoting housing rights, facilitating tenant association formation, and fostering empowerment among tenants.

Emergency Housing

Emergency housing will provide direct tenant emergency assistance through cash assistance, short term housing and hotel vouchers. Along with this, additional cash funds will be utilized for housing stability needs such as essential appliance replacement.

Smart Development

Through Tenant Resources, Smart Development will provide navigation support and rental assistance for refugees, immigrants, and at-need individual and families. Smart Development will offer culturally and linguistically competent housing counseling and support for both tenants and landlords, with expanded services to ensure long-term housing stability.

Cleveland Mediation Center

Cleveland Mediation Center will be working in two facets of Tenant Resources, both Emergency Housing and Legal & Mediation. CMC will accept referrals to provide landlord-tenant mediation to individuals facing eviction, along with conflict coaching. Also provided is emergency housing assistance to tenants whose landlords participate in mediation to address back rent that is owed.

Legal & Mediation

Legal and mediation assistance will provide mediation services pre- and post-eviction filing, along with educating tenants on legal right and options, pre eviction. This aspect will also connect to Right to Counsel through referrals to the program and advocating for additional tenant protections.

Legal Aid Society of Cleveland

Legal Aid will improve access to legal services for tenants by implementing a strategy for tenant education and engagement. The strategy will include increasing calls to the Tenant Information Line, which provides tenants with information on housing issues over the phone and increasing community presentations in targeted locations which will help tenants understand their rights as renters. This ensures that tenants have access to legal services pre- and post- eviction filing so they can navigate landlord-tenant disputes, avoid eviction, and mitigate other threats to their housing stability.

Cleveland Mediation Center

Cleveland Mediation Center (CMC) will be working in two facets of Tenant Resources, both Emergency Housing and Legal & Mediation. CMC will accept referrals to provide landlord-tenant mediation to individuals facing eviction, along with conflict coaching. Also provided is emergency housing assistance to tenants whose landlords participate in mediation to address back rent that is owed.

Evaluation & Administration

Over a three-year period, the tenant ecosystem will be studied and evaluated by focusing on increasing housing stability, return on investment, financial impact of increasing tenant housing resources, and opportunities for increased resources.

CSU – Center for Economic Development

CSU intends utilize a mixed methods approach aimed at identifying and understanding the challenges in implementation of tenant resource program to inform efforts by United Way to increase housing stability across the service area, and understanding the financial impact of increasing resources and services aimed at assisting renters across Greater Cleveland. This will lead to the identification of opportunities for increased resource and service provision and improve service delivery. This evaluation will include information detailing the return on investment provided by the services delivered to tenants by the selected organizations.

United Way of Greater Cleveland

United Way will serve as the fiscal agent, administrator and convener for a new tenant coalition, with the goal of creating collaboration and coordination within the tenant housing landscape to increase tenant housing stability.

Recommended Allocation of Funding

Agency	Award (Intake)	Award (Edu & Org)	Award (Emergency Housing)	Award (Legal & Mediation)	Evaluation	Admin	Award Total
Fifth Christian Church		\$ 275,000.00					\$ 275,000.00
Cleveland Mediation Center			\$ 125,000.00	\$ 75,000.00			\$ 200,000.00
Legal Aid Society of Cleveland				\$ 75,000.00			\$ 75,000.00
Smart Development Inc			\$ 100,000.00				\$ 100,000.00
Morelands Group		\$ 30,000.00					\$ 30,000.00
CSU - Center for Economic Development					\$ 80,000.00		\$ 80,000.00
211	\$187,500.00						\$ 187,500.00
UWGC						\$52,500.00	\$ 52,500.00
	\$187,500.00	\$ 305,000.00	\$ 225,000.00	\$150,000.00	\$ 80,000.00	\$52,500.00	\$ 1,000,000.00

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THANK YOU!

Questions?



Greater
FOR ALL