

2021 IMPACT REPORT



CELEBRATING 10 YEARS

One of the most powerful tools a family can have is stability. For the last decade, the Siemer Institute has invested in families, providing them with the skills and resources they need to have stable homes and stable incomes.

Because when families are stable, children can be successful in school.

The Siemer Institute was officially launched in 2011, but the work started long before then. In the mid-90's, Barbara Siemer set out to determine why reading proficiency was so low in her local district. She met with the school's superintendent to review the test scores of a 6th grade class. She discovered that within the class, only 19 of 100 students were proficient.

This gave Barbara pause. How could only 19 students be proficient? The school principal explained that out of 100 students, only three kids started and finished the year in the same school.

The root of the proficiency issue was identified. Each time a child moves schools, it results in detrimental academic outcomes. That's why the Siemer Institute invests in family stability — **because when we keep families in their homes, we can keep children in their schools.**

The first beta site to address evictions and work to stabilize families was established in 2003. For five years, protocols were developed which helped families remain in their homes and create financial stability. In 2008, as the recession approached, the program grew to 10 cities in Ohio and Florida. As our success was demonstrated in these cities, the decision was made to hire a national director and expand across the nation, targeting the largest cities where evictions and mobility were the most severe. Thus, the Siemer Institute was formally established as a separate entity with a formal board of directors, an advisory council, and national United Way support.

In 2021, we celebrated our 10th anniversary. Over the years, a lot of people took our small idea and ran with it. We are proud of the willingness of our partners — within our network and beyond — to believe in this initiative. By working together, 97% of families served did not have a disruptive school move in 2021.

In 50 years, people won't remember who started the Siemer Institute. What they will remember is **are the parents who increased their earning capacity to have stable footing; the students who are thriving in school because they feel safe; the local programs that have enough funding to ensure hundreds of families in their communities are on an upward trajectory.**

There is beauty in collaboration. To our funding partners and program partners — we could not do this work without you. You are the boots on the ground, the frontline collective, and the best advocates for family stability. Families and communities across the nation are stronger because of this critical work.

We can't wait to see what the next ten years bring.



Barbara Siemer
Founder & Board Chair



Kim Dorniden
President & National Director



Barbara and Al Siemer

With 2021 marking the Siemer Institute's 10th year, we are celebrating our success while working toward a future with **thriving children, strengthened families, and connected communities.**

NUMBER OF FAMILIES AND CHILDREN SERVED 2011-2021

YEAR	FAMILIES	CHILDREN
2011-2013 <i>(estimated)</i>	21,827	22,214
2014	5,783	11,562
2015	8,240	16,922
2016	8,403	19,061
2017	8,706	20,027
2018	10,016	23,184
2019	10,592	26,068
2020	12,729	29,397
2021	13,664	31,565
TOTAL	100,000	200,000

MISSION, VISION, AND VALUES

Our **mission** is to invest in the potential of children through family stability.

Our **vision** is thriving children, strengthened families, and connected communities.

Our **values** are our core set of beliefs and guide us in our work.

STABILITY

Keeping families in their homes and children in their schools fosters security and promotes prosperity.

OPPORTUNITY

Education has a profound impact on the life of children, families, and communities.

COMPASSION

We operate with a mindset of empathy and inclusion, and we promote equitable access to resources in every community in which we invest.

LEARNING

Evaluating programs, measuring impact, conducting research, and working as a community of practice is fundamental to our shared impact on families.

COLLABORATION

Investing in and leading a national network of partners to solve challenges, leverage support, be accountable, and share ideas is how we serve as agents of change.

FAMILY SUCCESS STORY



Hana is a 38-year-old Hispanic/Latinx mother living in California with her husband and 7-year-old daughter. Hana's husband works in construction and Hana stays at home to help her daughter who has had a physical disability since birth.

With a single income and a child with special needs, finances were tight. So tight that Hana, her husband, and her daughter were sharing an apartment with Hana's sister and her family. To help improve her family's financial situation, Hana enrolled in a financial literacy workshop where she learned about SparkPoint, a program partner of the Siemer Institute. SparkPoint helps low-income families in need meet their basic needs, increase their income, build their credit, increase their savings, and reduce their debt.

Hana and her husband strived to manage their bills well because they hoped to someday purchase a home to provide more space and security for their daughter. When Hana began working one-on-one with SparkPoint's financial case manager, she shared her goals of improving her budgeting skills and increasing her savings so that she could become a homeowner. Upon learning of Hana's goals, her case manager jumped into action to provide the coaching and guidance needed to make her dreams a reality.

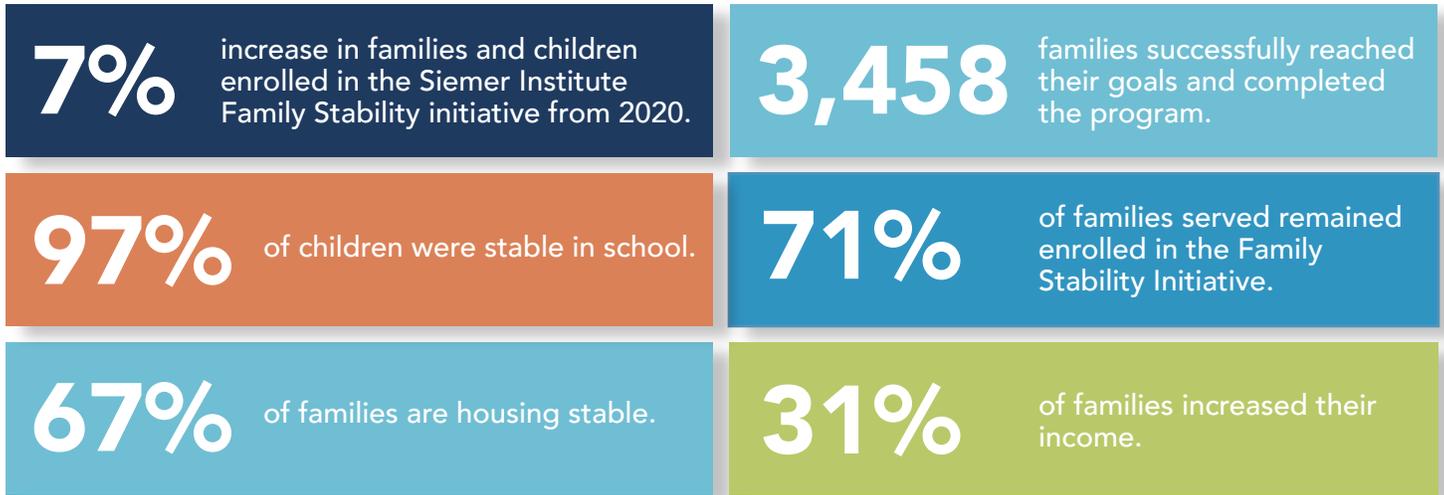
While working with her case manager, Hana and her husband began the process to become legal U.S. residents. Her husband received a work permit, which enabled him to join a labor union and increase his earnings. They were one step closer towards achieving their goal of purchasing their own home.

Through SparkPoint, Hana learned about the factors that affect credit, established and maintained a household budget, and increased her savings by \$6,000 over six months' time. With the encouragement and motivation of her Financial Case Manager, Hana and her husband were able to fulfill their dream of purchasing a home in San Bernardino County.

A SUCCESSFUL YEAR

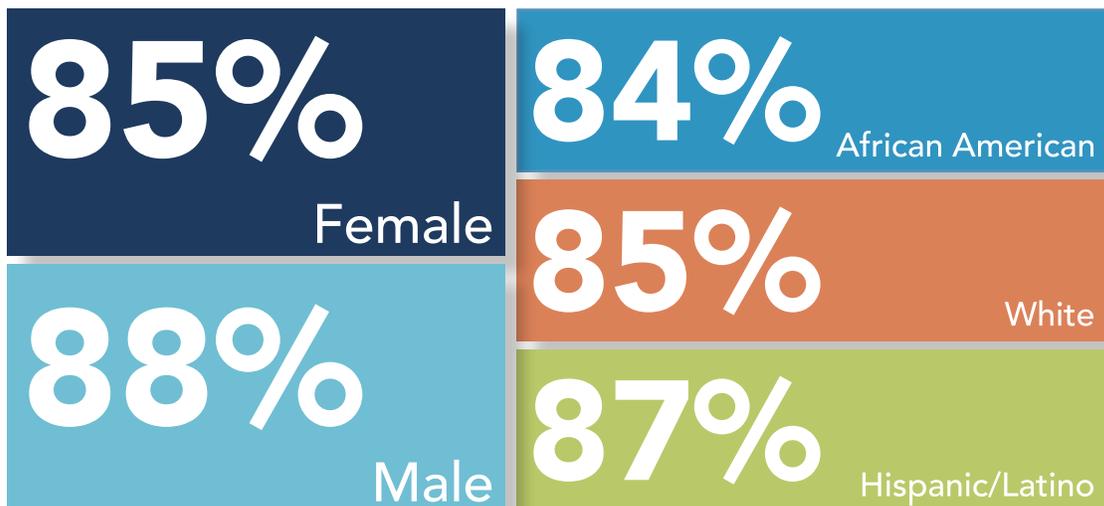
Families enrolled in our Family Stability Initiative share one common goal — a brighter, more promising future for their children. Our work is carried out to keep families in their homes, help increase their financial stability, and, ultimately, to keep students in their schools.

In 2021, as the COVID-19 pandemic continued, the Siemer Institute demonstrated successful results for those served.



Equitable Outcomes

The Siemer Institute network delivered equitable outcomes. The 2021 program completion rates did not vary significantly among client demographics, as outlined below.





10 YEARS
OF IMPACT



In 10 years, the Siemer Institute network has served
nearly **100,000 families** and over
200,000 children



The Siemer Institute has developed partnerships in
64 communities since 2011

OUTCOMES DRIVEN APPROACH

Families come to us on the edge of homelessness and in a crisis. We help keep them right where they belong — in their own homes.

Through our Family Stability Initiative, the Siemer Institute works to prevent unplanned moves that disrupt students' education. We work with United Ways across the nation to fund local programs through mission-aligned organizations that help families thrive. As the driving force behind our work, our partners bring our initiative to life within each community we serve.

Each program takes its own approach, but at their core they each work toward the same goals — stable housing, stable schooling, and higher income. Programs that receive support from the Siemer Institute use funding to connect adults and children to a variety of services that help bring about longer-term stability.

Our work is based on an evidence-based framework that finds it is significantly more costly to help families who become homeless than it is to keep them in their homes. Funding spent on stability efforts improves the lives of those we serve while reducing the number of families that may need more expensive interventions in the future.

That's why our initiative is preventative, not reactive. Rather than serving as a temporary solution, we aim to permanently disrupt the cycle of poverty by intervening at critical moments to stabilize families. Our main priority is to help families remain in their current homes, but if that option is not possible, we provide support for a planned move and assist with school transitions. Once families are stable, we can then work with them to plan for their future success.

By focusing on stabilizing the entire family, we follow a two-generation (2-gen) approach that is proven to create lasting change in the lives of both children and adults.

The programs we fund deliver services that strengthen the whole family to ensure that all generations — and all future generations — will experience improved economic, housing, and educational outcomes for years to come.





“The strength of the Siemer Institute Family Stability Initiative is the opportunity for families to understand finances, budgeting, and spending through care coordination and coaching. Care coordinators are there with families every step of the way to help them stay the course and achieve their goals.”

— Barbara Siemer
Founder & Board Chair

2021 OUTCOMES

INCOME STABILITY

49% of families who successfully completed the program could meet their basic needs without subsidies.

27% of families had sufficient and stable income that was well managed, discretionary income, and the ability to save money, compared to only 17% at the first assessment of the year.

HOUSING STABILITY

81% of families who successfully completed the program were stably housed in either subsidized (**24%**) or unsubsidized (**57%**) housing.

EDUCATIONAL STABILITY

90% of children from families who successfully completed the program attended school regularly.

97% of families served in the program did not have a disruptive school move.



Note: The Arizona Self-Sufficiency Matrix was developed by the Arizona Homeless Evaluation Project to create a reliable and valid measure that evaluates individuals' level of independence and quality of life. The Siemer Institute utilizes the ASSM to assess education stability, housing stability, and income stability for the families we serve.

SIEMER INSTITUTE PARTNER LOCATIONS

In 2021, the Siemer Institute expanded services in 13 communities and added partners in four new communities.



2021 PARTNER SERVICE HIGHLIGHTS

Big wins, little victories, temporary setbacks — we know it's all part of the process when working to truly change our communities. That's why the Siemer Institute is there every step of the way. We work with our partners to address holistically the needs of families living in poverty.

We know that we are only successful when our partners can achieve collective goals and outcomes. The following opportunities are available to our partners and what we view as benefits of belonging to the Siemer Institute network.

Annual Summit

In 2021, we held our national summit that brought together our partners from across the country for an afternoon of virtual learning and connection. The Siemer Institute Summit featured keynote speakers, panel discussions, and learning tracks for United Way partners and program partners. Topics ranged from insights on 2-gen programming to prioritizing self-care.

In addition to hearing from experts, attendees connected with their peers from across the country. With an average attendance of 200 partners, participants met to build relationships within the network and share best practices from their communities.

Communities of Practice

Communities of practice are groups of people who share a passion for what they do and learn how to do it better by regularly interacting with one another. The Siemer Institute's community of practice is built to foster learning from each other through open and active communication.

In 2021, we hosted three network-wide communities of practice to strengthen relationships, strengthen knowledge, and strengthen skills. Topics of discussion included federal funding opportunities, COVID-19 recovery, and the CDC eviction moratorium, among others. Each session averaged 150 participants and was consistently rated "high value" across the network.

In addition to these discussions, we hosted a successful virtual meeting with CEOs from partner United Ways to determine how the Siemer Institute network can best utilize its collective voice to support low-income families.

We believe that the opportunity for our partners to learn from one another is a critical element of success.

National Data Platform

Evaluating programs, measuring impact, and conducting research are critical to our shared impact on families.

In 2021, the Siemer Institute recognized the need to update our data-collection and reporting infrastructure to streamline the process for grant reporting and to increase the quality and confidence of data collected.

We implemented the SureImpact platform to connect all our partners and be able to scale as we continue to grow. Having access to data at the client level, as well as the regional and national levels, has allowed us to analyze results and turn that information into learning opportunities that can be shared across our network.

As a research-based organization, our data platform is critical to ensure that we have both historical and real-time information to aid in decision making, planning, and execution.

PROGRAM PARTNER EARLY CHILDHOOD RESOURCE NETWORK+



“The Siemer Institute approached YMCA of Central Ohio to oversee the Stable Families program in 2018, and it’s been phenomenal to watch the evolution of the program since that time. With the impact of COVID-19, it’s hard to think about what would be happening right now if the Siemer Institute weren’t supporting this work.”

— Samantha Stewart, Executive Director, Early Childhood Resource Network+

The Early Childhood Resource Network+ (ECRN+) is a program of the YMCA of Central Ohio that empowers and connects families. As a program partner of the Siemer Institute, ECRN+ delivers the Stable Families program, which helps families to build and maintain stable environments where children can grow and thrive.

Created in 2018, ECRN+’s Stable Families program intentionally focuses on improving school stability, maintaining secure and appropriate housing, and increasing engagement to promote long-term success for families in Columbus, Ohio. The Siemer Institute provided ECRN+ with an initial investment to support 150 families in its first year. Seeing the promise of the program, the Siemer Institute provided additional funding to increase the number of families served to 600 families per year in 2019. Then COVID-19 hit, and more families were facing instability than ever before.

To address the ongoing effects of the pandemic, ECRN+ now serves over 1,000 Central Ohio families each year through the Stable Families program.

The success of the Stable Families program is credited to the transparency, trust, and open communication between ECRN+ and the Siemer Institute. When it got too difficult for ECRN+’s case managers to manage coordinators, a partial case load, and the data entry process, they communicated the need to the Siemer Institute and hired a compliance position to manage client data, which helped enhance the program’s capacity to serve more families experiencing instability.

In just three short years, ECRN+ grew at an exceptional rate to improve the financial, housing, and educational stability for families in Columbus. Through a strong partnership with the Siemer Institute, ECRN+ will continue to move the needle on addressing instability within the community.

2021 INCREASED IMPACT

For 2021, the Siemer Institute's total network investment — including the funding we provide to program partners and their investment — totaled \$22,725,000. This investment increased the Siemer Institute network's impact by 25% in 2021.

SIEMER INSTITUTE INVESTMENT

PARTNER INVESTMENT

TOTAL INVESTMENT

\$8,500,000 + \$14,225,000 = \$22,725,000

The total network investment averaged around \$1,663 for each family served. Based on government estimations, one unhoused individual can require \$30,000 to \$50,000 per year in public services. Therefore, keeping a family in their home through our Family Stability Initiative is significantly more cost effective than supporting a family when they become homeless.

The program completion rate for families enrolled in our Family Stability Initiative was 88% for 2021. Families that successfully completed the program had larger improvements in housing and education stability.

FUNDING PARTNER

UNITED WAY OF GREATER AUSTIN



"Every community and local need are different. Being able to make decisions that are not based on funder demand but instead on the community need allows for the freedom and innovation to truly address the root causes of poverty. It creates the opportunity for better, more transformational work." — David Smith, CEO, United Way for Greater Austin

The United Way of Greater Austin (UWGA) fights poverty by bringing people, ideas, and resources together. United Way of Greater Austin partners with the Siemer Institute to identify and fund programs in Austin that help families in poverty live more stable lives.

As a Siemer Institute funding partner, UWGA raises matching funds that amplify the Siemer Institute's investment to create long-term impact throughout the community. As a result, partners like UWGA can leverage public funding with private fundraising dollars. This "braiding" of private and public funding creates a diverse and sustainable revenue mix for the family stability programs supported by the Siemer Institute.

Like many funding partners, UWGA receives Temporary Assistance for Needy Families (TANF) funding to help families at risk of homelessness. But as our nation responded to the impact of the pandemic, UWGA saw another opportunity to secure

federal dollars when the American Rescue Plan Act (ARPA) was signed into law to support the economic recovery of local communities.

UWGA sought the Siemer Institute's support to hire a consultant to support ARPA-related advocacy efforts. As a result of these efforts, the City of Austin and Travis County committed more than \$15 million towards family support services.

This significant investment of federal dollars paired with Siemer Institute funds will drive Austin's post COVID-19 economic recovery while addressing some of the root causes of instability in the community.

10 YEARS OF NATIONAL IMPACT



Over the last ten years, the Siemer Institute has been a catalyst for creating positive change in the lives of the children and families we serve. Each day across the country, we are providing parents with the support, resources, and knowledge they need to strengthen their lives and help their children thrive.

Prior to the Siemer Institute's formal establishment in 2011, initial investments from Barbara and Al Siemer included \$500,000 from 2003 to 2008 and \$1,500,000 from 2008 to 2011.

Since 2018, our investments across the network have totaled \$66,948,750. Our funding is amplified through partner matches in every community we serve. A snapshot of our total network investments from the past four years is as follows:

TOTAL SIEMER INSTITUTE NETWORK INVESTMENTS 2018-2021

	2018	2019	2020	2021
Siemer Institute Investment	\$4,662,500	\$6,200,000	\$6,800,000	\$8,500,000
Partner Investment	\$6,576,250	\$9,295,000	\$10,690,000	\$14,225,000
Total Investment	\$11,238,750	\$15,495,000	\$17,490,000	\$22,725,000
Investment/Family	\$1,141	\$1,463	\$1,374	\$1,663

2021 SIEMER INSTITUTE PARTNERS

To amplify the Siemer Institute's social investment in families and children, we partner with mission-aligned organizations across the country.

Our funding partners identify and secure program partners in their local communities to carry out our Family Stability Initiative and identify resources to match our investment. The relationships we have with our funding partners enable us to make the biggest impact by serving as many communities as possible.

Our program partners serve as the experts in finding what solutions are most effective in their local communities. We provide our partners with funds, tools, and a vast network of support to create long-term stability for families.

Our funding and program partners span 31 states and include the following:

ALABAMA

Funding Partner

United Way of Central Alabama

Program Partner

United Way of Central Alabama

ARKANSAS

Funding Partner

Heart of Arkansas United Way

Program Partner

Our House

ARIZONA

Funding Partners

Valley of the Sun United Way

United Way of Tucson and Southern Arizona

Program Partners

A New Leaf

Family Housing Resources

Our Family Services

Primavera Foundation

YMCA of Southern Arizona

CALIFORNIA

Funding Partners

Orange County United Way

United Way of Greater Los Angeles

United Way California Capital Region

United Way Bay Area

Program Partners

Abrazar Inc (SparkPoint OC)

Orange County United Way (SparkPoint OC)

Building Skills Partnership

El Centro de Ayuda

Yolo County Children's Alliance

SparkPoint Cañada College

SparkPoint Solano (Children's Network of Solano County, Inc.)

SparkPoint College of San Mateo

SparkPoint Oakland (East Bay Asian Local Development Corporation)

SparkPoint San Jose

SparkPoint Skyline College

SparkPoint Fremont (City of Fremont Family Resource Center)

SparkPoint Napa (On the Move)

SparkPoint Contra Costa (Richmond Community Foundation)

SparkPoint Marin (Community Action Marin)

COLORADO

Funding Partners

Pikes Peak United Way

Mile High United Way

Program Partners

Catholic Charities of Central Colorado

United Way Bridging the Gap Program

CONNECTICUT

Funding Partner

United Way of Central and Northeastern Connecticut

Program Partner

The Village for Families & Children, Inc

FLORIDA

Funding Partners

United Way of Lee, Hendry, and Glades
United Way of Northeast Florida
United Way of Miami
Heart of Florida United Way
United Way Suncoast

Program Partners

Community Cooperative
Jewish Family & Community Services
Lutheran Social Services of Northeast Florida
United Way Center for Financial Stability
Catholic Charities of Central Florida
Osceola Council on Aging
The Sharing Center
Jewish Family & Children's Service of the Suncoast
Personal Enrichment Through Mental Health Services
Corporation to Develop Communities of Tampa
University Area Community Development Corporation

GEORGIA

Funding Partner

United Way of Greater Atlanta

Program Partners

Center for Family Resources
Action Ministries
Frontline Housing
Hope Atlanta
Housing Plus
Inspiritus
New Life Communities Ministries
Community Restoration Project
Project Community Connections
Single Parent Alliance and Resource Center

IOWA

Funding Partner

United Way of Central Iowa

Program Partners

Hawthorn Hill
HOME, Inc
Oakridge Neighborhood

ILLINOIS

Funding Partner

United Way of Metro Chicago

Program Partners

Brighton Park Neighborhood Council
Greater Auburn-Gresham Development Corporation
WeGo Together for Kids

INDIANA

Funding Partner

United Way of Central Indiana

Program Partners

Edna Martin Christian Center
Flanner House
John Boner Neighborhood Center
Mary Rigg Neighborhood Center
Southeast Community Services

KANSAS

Funding Partner

United Way of Greater Kansas City

Program Partner

Jewish Family Services of Greater Kansas City

KENTUCKY

Funding Partners

Metro United Way
United Way of Greater Cincinnati

Program Partners

Americana Community Center
Family Scholar House
Jewish Family and Career Services
Salvation Army of Louisville
Brighton Center

MASSACHUSETTS

Funding Partner

United Way of Massachusetts Bay and Merrimack Valley

Program Partners

Lynn Housing Authority and Neighborhood Development/
Lynn Public Schools
Project Hope Boston

MARYLAND

Funding Partner

The United Way of Central Maryland, Inc.

Program Partners

Catholic Charities
City of Refuge Baltimore
St. Francis Community Center
The United Way of Central Maryland, Inc.

Siemer Institute Partners continued

MICHIGAN

Funding Partners

United Way for Southeastern Michigan
United Way of the Battle Creek and Kalamazoo Region

Program Partners

Wayne Metropolitan Community Action Agency
Housing Resources Inc

MINNESOTA

Funding Partner

Greater Twin Cities United Way

Program Partner

CLUES: Comunidades Latinas Unidas En Servicio

MISSOURI

Funding Partners

United Way of Greater St. Louis
United Way of Greater Kansas City

Program Partners

Beyond Housing
Urban League of Metropolitan St. Louis
Community Assistance Council
Community Services League
Grandview Assistance Program
Metro Lutheran Ministries

NORTH CAROLINA

Funding Partners

United Way of Central Carolinas
United Way of Greater Greensboro, Inc.

Program Partners

CrossRoads Corporation for Affordable Housing and
Community Development, Inc.
Renaissance West Community Initiative
Guilford Child Development
Salvation Army of Greensboro

NEBRASKA

Funding Partner

United Way of the Midlands

Program Partner

Family Housing Advisory Services, Inc.

NEW MEXICO

Funding Partner

United Way of Central New Mexico

Program Partners

ABC Community School Partnership
East Central Ministries

NEW YORK

Funding Partner

United Way of Buffalo & Erie County

Program Partner

Belmont Housing of WNY, Inc

OHIO

Funding Partners

United Way of Summit & Medina
United Way of Greater Cincinnati
United Way of Greater Cleveland
United Way of Central Ohio
Physicians CareConnection
United Way of the Greater Dayton Area
United Way of Greater Toledo

Program Partners

United Way of Summit & Medina
Santa Maria Community Services
CHN Housing Partners
YMCA of Central Ohio
Physicians CareConnection
Homefull
LISC Toledo Financial Opportunity Center Network

PENNSYLVANIA

Funding Partners

UW of Greater Philadelphia & Southern New Jersey
United Way of Southwestern Pennsylvania

Program Partners

Creative Health Services
UESF
North Hills Community Outreach

SOUTH CAROLINA

Funding Partner

United Way of the Midlands

Program Partner

Salvation Army of the Midlands

TENNESSEE

Funding Partners

United Way of the Mid-South
United Way of Greater Nashville

Program Partners

United Way Driving the Dream
The Family Collective

TEXAS

Funding Partners

United Way for Greater Austin
United Way of Metropolitan Dallas
United Way of Tarrant County
United Way of Greater Houston
United Way of San Antonio and Bexar County

Program Partners

Communities in Schools of Central Texas
Foundation Communities
CitySquare
Interfaith Family Services
Pathfinders of Tarrant County
Communities in Schools of Houston
Family Houston
Goodwill San Antonio

UTAH

Funding Partner

United Way of Salt Lake

Program Partner

Utah Community Action

VIRGINIA

Funding Partner

United Way of Greater Richmond & Petersburg

Program Partner

Boys & Girls Clubs of Metro Richmond

WASHINGTON

Funding Partner

United Way of King County

Program Partners

Neighborhood House
Reclaiming Our Greatness

WISCONSIN

Funding Partners

United Way of Dane County
United Way of Greater Milwaukee & Waukesha County

Program Partners

Community Action Coalition
Porchlight
Stoughton Area Resource Team
Community Advocates

SIEMER INSTITUTE LEADERSHIP

The Siemer Institute's efforts are led by an accomplished national staff and board of directors.

STAFF

Kimberly Habash Dorniden
President & National Director

Robyn Davis
National Program Director

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INSTITUTE

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