

STRENGTH IN PARTNERSHIP

How Habitat and Community Action Agencies
can transform housing together



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Habitat for Humanity of the Greater La
Crosse Region



WHO: BACKGROUND



Executive Director for
Habitat for Humanity for
almost nine years.

- Homeownership
- RePair
- ReClaim
- ReStore
- Sustainability
- Neighborhood Revitalization

Housing Assistant
Director for Couleecap
for 13 years.

- Downpayment
- Housing Development
- Housing Rehab
- Weatherization
- Land Trust
- Neighborhood Revitalization



WHO: HABITAT AND COMMUNITY ACTION



Habitat for Humanity®

of the Greater La Crosse Region

- Vernon, La Crosse, Monroe, Trempealeau, Houston counties
- Incorporated in 1992
- National presence
- Non-profit housing organization
- Anti-poverty focus
- Grassroots beginning
- Diverse funding

Couleecap

your local community *action* program

- Vernon, La Crosse, Monroe, Crawford counties
- Incorporated in 1966
- National presence
- Non-profit
- Anti-poverty
- Grassroots beginning
- Diverse funding

WHY: THE POWER OF PARTNERSHIP

- "I can do things you cannot, you can do things I cannot; together we can do great things." Mother Teresa
- "Alone we can do so little; together we can do so much."
Helen Keller



HOW: GOALS

1. Share examples of how Habitat La Crosse and Couleecap have partnered across a variety of programs
2. Provide next steps on how you can get started in your own community



HOMEOWNERSHIP

- Downpayment Assistance
- Housing Counseling
- Land Trust Housing
- Housing Development
- Referrals



REPAIR

- Pair funding for projects
- Bid on Couleecap funded projects
- Repairs on Couleecap-owned properties
- Joint AHP application
- Weatherization deferral program



SUSTAINABILITY

- ReNew
- Weatl
- IRA fu
- Hillsbo
- ReCla
- ReSto



ADVOCACY

- Advocacy Committee
- Then and Now: funding from HFHI
- Housing Week (April 28 - May 3, 2025)



lacrossehousingweek.org



OTHER OPPORTUNITIES

- Letters of support
- Joint marketing
- Press releases
- Speaking with funders
- Presentations
- Joint tabling

Then + Now

Housing Access,
Insecurity, and
Discrimination
in La Crosse

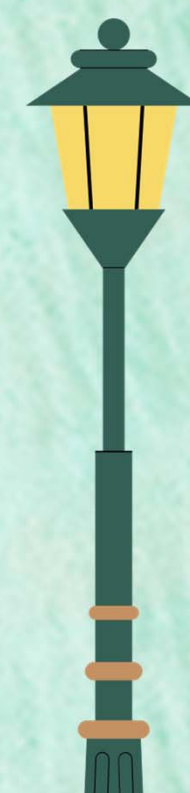


WHAT: YOU CAN DO IT



- Write a list of potential partners
- Meet with them
- Brainstorm ideas
- Meet regularly to check in
- Celebrate wins (publicly)



- Think outside the box
- Introduce key staff
- Have written goals
- Be willing to shift
- Prioritize the partnership





OTHER OPPORTUNITIES

Share your
partnerships!





THANK YOU

QUESTIONS?

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