



Flex Fund Webinar Series

August 7, 2025

Webinar #2: Flex Funds in Action - Preparing and Implementing Flex Funds for Impact

Today's Facilitators



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Flex Fund Implementation Stages

- **Planning for Flexible Funding:** Bringing flexible funding into your community is a key step in enhancing your efforts to address homelessness. Developing a clear strategy and plan for this funding early - even before applying for funding - is crucial, regardless of whether this is a new approach or one your community is already utilizing.
- **Preparing for Implementation:** Once you have determined the “what” (need) and the “who” (target population) and you’ve secured flexible funding, you need to figure out the “how.” Implementation planning should include identifying a Fiscal Agent, building an outreach plan, and determining how to reach the intended audience. It should also include determining who will provide services and engage with participants, what specific needs are most likely to emerge, what limitations need to be set, and what communication strategy is needed.
- **Implementation: Putting Your Community Flex Fund to Work:** Your community flex fund is established, it's time to put it into action! Implementation is where you begin testing your hypotheses on how flexible funding can have the greatest impact on individual and system outcomes. At the time of implementation, it is important to establish a means for continuous improvement, ensuring that your data collection and decision-making processes are utilized to support informed adjustments as you go.
- **Understanding & Amplifying Impact for Ongoing Sustainability:** Thinking about long-term success, start planning for ongoing funding and sustainability early on. Track your progress and share your learnings and outcomes as you go.

Today's Webinar

- **Explore common Flex Fund planning and implementation challenges.**
- **Create space for peer learning and consultation.**
- **Identify other needs and resources that would be helpful for communities implementing Flex Funds.**

What is Flexible Funding?

Flex Funds Definition: Unrestricted dollars communities can utilize **to address individuals' unique barriers** to housing and effectively promote stability and prevent individuals from becoming or remaining homeless.

Flex Funds Core Principles

Structured for effective, efficient use with minimal funding restrictions

Adaptable to immediate needs

Designed to address immediate, individual barriers/resource gaps that other resources cannot cover

Maximized with a clear approach and strategy

What has that looked like in communities?

- Providing landlord incentives and establishing a risk mitigation fund to secure more units and speed up the move-in rate for people with housing subsidies.
- Removing housing barriers for people currently on the by-name-list (BNL).
- Removing housing barriers for households targeted for assistance during a 100-day Challenge to house families.
- Creating a “landlord support package” to recruit new property owners and secure units to house veterans on the BNL.
- Providing needed resources to stabilize households at imminent risk of experiencing homelessness, and entering onto the BNL.

Preparing & Implementing a Flex Fund

01 Identify a Fiscal Agent & Financial Process

02

03

04

Critical Responsibilities of a Flex Fund Fiscal Agent



Financial Management

Receive, manage,
disburse funding



Record Keeping & Reporting

Maintain accurate records,
report outcomes



Compliance & Accountability

Flexibility & alignment
with rules & regs



Collaboration & Communication

Work closely and
effectively with partners



Evaluation & Monitoring

Track and monitor
performance, adjust as
needed

Preparing & Implementing a Flex Fund

01 Identify a Fiscal Agent & Financial Process

02 Establish Decision-making & Referral Chain

03

04

Establishing a Decision Making & Referral Process

DECISION MAKERS

WHO

Group vs. individual

HOW

Procedures, meeting frequency

POLICY & PARAMETERS

WHAT

Determine criteria and parameters

REQUIRE

Define necessary documentation

TRANSPARENCY & COMMUNICATION

CLARIFY

Make policies and procedures accessible to stakeholders

SHARE

Progress, challenges, and needs

ADAPTABILITY & IMPROVEMENT

REVIEW

Regular review of process and outcomes

SHARPEN

Adjust and remove barriers as needed

PROVIDERS!!



Understand and adhere to process and procedures



Make appropriate referrals that include required documentation

Peer Consultation Format

Describe the challenge/question: 2 min

The inquiring community has 5 min to lay out the elements of the challenge.
Peers listen and develop questions.

Peer Q&A: 3 min

Peers ask questions to clarify the situation, better understand the context.
The inquiring community answers, and provides requested context

This time is not meant to problem-solve, just get clarification.

Peer Observations & Feedback: 7 min

Peers offer perspective, experience, and feedback regarding the inquiring community's challenge.

The inquiring community receives feedback, takes notes, etc., does not respond

Inquiry Community Action Steps: 3 min

The inquiring community shares 2-3 actionable “golden nuggets” of wisdom that they will take with them from the Peer Consultation.

Preparing & Implementing a Flex Fund

01 Identify a Fiscal Agent & Financial Process

02 Establish Decision-making & Referral Chain

03 Spread the Word

04

Spread the Word

Who are you
trying to reach?

What are the
most suitable
platforms to
reach them?

Leverage
community
partners and
providers

Preparing & Implementing a Flex Fund

01 Identify a Fiscal Agent & Financial Process

02 Establish Referral & Decision-making Chain

03 Spread the Word

04 Test, Learn, Improve

Continuous Improvement



Peer Consultation

Describe the challenge/question: 5 min

The inquiring community has 5 min to lay out the elements of the challenge. Peers listen and develop questions.

Peer Q&A: 5 min

Peers ask questions to clarify the situation, better understand the context. The inquiring community answers, and provides requested context

This time is not meant to problem-solve, just get clarification.

Peer Observations & Feedback: 10 min

Peers offer perspective, experience, and feedback regarding the inquiring community's challenge.

The inquiring community receives feedback, takes notes, etc., does not respond

Inquiry Community Action Steps: 3-5 min

The inquiring community shares 2-3 actionable “golden nuggets” of wisdom that they will take with them from the Peer Consultation.

Closing Feedback & Topic Poll



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