

FOR IMMEDIATE RELEASE

Salem Housing Authority Launches “Future Forward” Self-Sufficiency Program for Public Housing Residents

Salem, MA — 10/09/2025— The Salem Housing Authority (SHA) is proud to announce the launch of Future Forward, an innovative self-sufficiency program designed to help residents of public housing set and achieve their personal, educational, and career goals.

Future Forward offers participants individualized coaching, resource navigation, and the opportunity to build financial stability. By working one-on-one with the Program Coordinator, residents can identify goals such as pursuing higher education, gaining employment or advancing in their careers, and improving financial health. Participants work toward their goals with coaching provided by the Coordinator over a three year contract period. As Participants increase their earned income, they may also have the opportunity to build savings, providing them with a little safety net and a stronger financial foundation for the future.

“This program is about opening doors,” said Future Forward Program Coordinator, Sandie Reiniger. “Future Forward gives our residents the support, tools, and resources they need to make real progress toward their goals. Whether that’s going back to school, starting a new job, or improving financial security, we want to help our residents take meaningful steps forward.”

To be eligible for participation in the Future Forward Program, participants must be current household members in one of the SHA’s family developments. Interested residents must be at least 18 years of age and the household must be in good standing with the Housing Authority. All participants create a personalized action plan to define concrete steps to move forward toward a more stable financial future.

The SHA developed Future Forward through a grant provided by the Massachusetts Executive Office of Housing and Livable Communities (EOHLC). This opportunity recognizes the unique challenges faced by public housing residents and offers a supportive pathway to greater independence and success for residents. The program aims to strengthen individual households, and in turn strengthen the Salem community as a whole.

“Future Forward is about more than short-term assistance—it’s about long-term empowerment,” said Cathy Hoog, Executive Director of the MHA. “When residents thrive, our entire community benefits. We are excited to see how this program will support Salem families in building brighter, more sustainable financial futures.”
