



Entry Form 2017 Annual Awards for Program Excellence

Entry Deadline: Thursday, June 15, 2017, Midnight ET

Each entry must include a completed entry form. Please complete a form for each entry your HFA is submitting. The completed entry form will become the first page of your entry.

This form is a fillable PDF. Type your information into the entry form and save it as a PDF. Please do not write on or scan the entry form. **Questions: Call 202-624-7710 or email awards@ncsha.org.**

Entry Title: Enter your entry's title exactly as you wish it to be published on the NCSHA website and in the awards program.

Category:

Subcategory:

Entry Summary: A 15-word (max) summary of the program, project, or practice you are entering.

HFA:

HFA Staff Contact:

Phone:

Email:

Visual Aids:

Are you mailing to NCSHA 10 copies of any visual aids that cannot be included in your entry PDF? Yes No

Payment:

My HFA is mailing a check to NCSHA.
My HFA is emailing the credit card authorization form to awards@ncsha.org.

2017 NCSHA AWARD ENTRY SPECIAL NEEDS HOUSING: COMBATING HOMELESSNESS

Building Fundraising Networks for Homeless Service Providers

An Important State-Wide Housing Need

Combating homelessness requires a broad network of nonprofit service providers capable of responding to the unique needs of their community. Many nonprofits rely heavily on federal funds to support their homeless service programs and housing operations. With minimal administrative staff, most service providers have limited experience and capacity in philanthropic fundraising. The need to create more stable and diverse funding for homeless service providers has been a focus of Idaho Housing. This need became especially apparent when eight transitional housing providers lost federal funding in 2016 due to a shift in HUD's priorities. One nonprofit in north central Idaho, Sojourners' Alliance, experienced these funding cuts and within 30 days had to close their operations. This displaced numerous clients and forced Sojourners' to lay off staff. As the only homeless service provider in the region, this left a huge gap in services for this rural area with more than 80,000 residents, which includes the state's land grant university, the Nez Perce Tribe, and vibrant agricultural communities.

Idaho Housing was able to respond to this critical statewide need because of the creation and ongoing promotion of the "Avenues for Hope Housing Challenge," an annual online fundraising campaign to build philanthropic networks for nonprofit homeless service providers throughout Idaho. The December 2016 campaign allowed Sojourners' to reopen their doors in early 2017, as well as address many other critical needs (see sidebar and news article).

An Innovative Approach

On-line fundraising platforms are not unique. Using such a platform to connect a diverse statewide homeless service network together in a coordinated effort to prevent and respond to homelessness was unique. Giving service providers social media tools, advertising materials, video promotions, and financial incentives to encourage philanthropic giving was an innovative and game-changing step. Matching local donor gifts, with as much as a dollar for dollar, not only encouraged new donors to step forward, it also encouraged corporate sponsors who see their contributions leveraged at the local level.



Fundraiser Saves Idaho Nonprofit
"The 2016 Avenues for Hope Campaign brought in nearly \$40,000 for us, which is the biggest fundraising event we have ever had in the history of Sojourners' Alliance. The financial windfall from this campaign enabled us to re-open our doors after having lost our federal funding for transitional housing. We are grateful for Idaho Housing's willingness to establish and lead a legitimate fundraising event. The support we've received has been amazing!"
- Steve Bonnar, Executive Director, Sojourners' Alliance in Moscow, Idaho

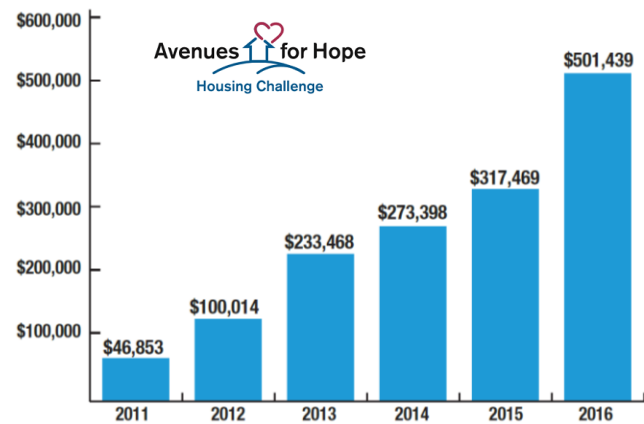
Proven Track Record of Success

Since inception in 2011, the annual Avenues for Hope Housing Challenge has continued to grow in both charitable donations and corporate sponsorship.

The cumulative benefits include:

- \$1.5M awarded to support critical housing programs and services.
- Support to more than 50 nonprofit service providers.
- Involvement of over 30 sponsors.
- Thousands of Idahoans served.

Fundraising Growth



Idaho Housing's goal of diversifying and stabilizing revenue for Idaho's homeless services network is well on its way to success. For example, a Boise day-shelter for the homeless has been able to fund their annual operating budget each year from their Avenues for Hope proceeds, enabling them to serve more than a hundred people each day.

Effective Use of Resources and Benefits Outweigh Costs

In 2016, 2,232 people contributed to the campaign (with an average gift of \$131) through an easy to navigate, online donation platform. This raised \$501,439, including donations, challenge grants and sponsorship funds. Proceeds go directly to the nonprofits as designated by each donor.

There is no charge to participating nonprofits beyond the credit card processing fees as the administration, technology and marketing expenses are covered by Idaho Housing. The software platform costs Idaho Housing less than \$10,000 per year, and other costs are picked up as part of IHFA's overall marketing and promotions budget and staff volunteerism. Proceeds are unrestricted for the nonprofits to use to build operational capacity and help meet the greatest housing needs of their community.

Replicable

According to Giving USA, a third of all online giving occurs in the month of December, with 22 percent occurring in the last two days of the year. The Avenues for Hope campaign was designed to take advantage of this trend and runs during the month of December each year. Idaho Housing invested in a software service provider (Kimbria) to create a dedicated website for the Avenues for Hope Housing Challenge. The technology behind www.avenuesforhope.org allows participating nonprofits to promote a uniquely branded, secure donation page for its organization.

This campaign is replicable through the online fundraising platform that can be customized for various types of campaigns. Idaho Housing created the overarching theme and branding for the campaign, as well as training and tool kits (including rules, questions and answers, graphics, posters, flyers, and sample messaging for emails and social media posts) that can serve as a model for other campaigns.

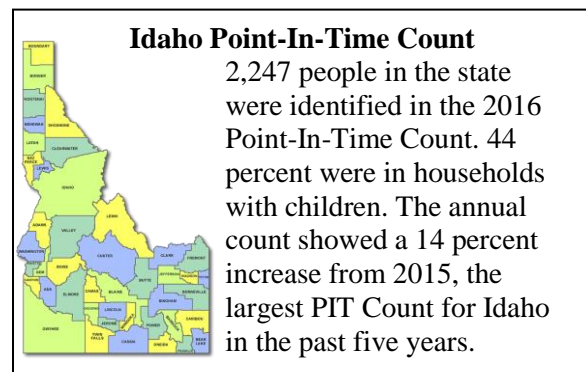
Effectively Employ Partnerships

Many partners make this campaign possible. The nonprofit participants, the technology vendor, the corporate sponsors, community leaders, thousands of donors, and the Idaho Housing team that helps manage the campaign all have an important role in effectively raising funds for this cause. Unlike traditional fundraising events, such as galas or golf tournaments, the online nature of the donation platform makes it easy for partners statewide to participate and promote this opportunity to their constituents. This not only raises awareness of the funding needs, but provides them an opportunity to share stories of the important housing services they provide in their community.

Achieve Strategic Objectives

As previously noted, the Avenues for Hope Housing Challenge has helped to diversify and stabilize critical funding for Idaho's homeless service providers. It has heightened awareness of and increased private funding for homelessness in Idaho. As Idaho's lead coordinator for homelessness, the new funding has been invested to strategically strengthen our statewide homeless services network.

Before the campaign was launched, many partners had basic websites and very limited social media presence. They lacked online donation processing capabilities and typically didn't have the staffing or expertise to seek out new fundraising approaches. A secondary objective was to provide advice and coaching to help them get better visibility for the important work they're doing. This helped engage more staff members, volunteers, and board members in advancing the missions of these organizations.



Nonprofit partners expressed that they value the unique role and leadership that Idaho Housing and Finance Association provides to the nonprofit housing sector. With \$1.5M disbursed to date through the Avenues for Hope campaign, Idaho Housing has been directly supporting efforts to prevent and combat homelessness by sustaining or enhancing resources for nearly 50 shelters and housing-service providers throughout Idaho.

VISUAL AIDS

Campaign Logo and Website Header:



Social Media Graphics:

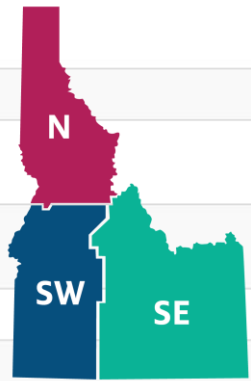


Campaign Website Leaderboard:



- All Organizations
- All Prizes
- North
- Southeast
- Southwest

ORGANIZATION	TOTAL GIFTS	AMOUNT RAISED
CATCH, Inc. (Charitable Assistance to Community's Homeless)	522	\$27,066
NeighborWorks Pocatello	436	\$17,280
Good Samaritan Home	397	\$15,125
Corpus Christi House, Inc	228	\$37,390
Sojourners' Alliance	118	\$26,565
St Vincent de Paul (Boise) of Southwest Idaho	94	\$11,405
The Jesse Tree of Idaho	65	\$6,930
Bonner County Homeless Task Force	60	\$52,725
Family Promise of the Palouse	50	\$11,175
Idaho Youth Ranch	49	\$15,783
Family Promise of North Idaho	38	\$8,375



Post-campaign check presentation enables partners to get together to celebrate and share best practices:



Media Coverage:

Idaho Statesman

JANUARY 6, 2017 2:24 PM

Corpus Christi, CATCH Inc. raise top dollars in fundraiser to fight homelessness



Boiseans who are homeless as well as their friends and advocates from the community, have gathered regularly at Corpus Christi, Interfaith Sanctuary and other shelters to remember the lives of homeless people lost during the year.

The sixth annual fundraiser, Avenues for Hope Housing Challenge ended on New Year's Eve, raising \$501,439 for 40 Idaho nonprofits that work to prevent homelessness and provide services for homeless people across the state. The fundraiser is organized by the Idaho Housing and Finance Association and its Home Partnership Foundation.

In the Southwest Idaho region, Corpus Christi day shelter in Boise raised the most money, \$57,504, followed by CATCH Inc., which raised \$51,223. CATCH Inc. works to re-house homeless families with children.

Emily Johnson, chairperson of the board at Corpus Christi, said the organization is "thrilled" at the outcome of the fundraiser.

"The money lets us keep doing what we're doing. So much of what we do is provide a place for people where they can be warm, out of the elements, where they can have a place to sit and have a warm cup of coffee," said Johnson.

Corpus, Johnson said, doesn't do a lot of fundraising during the year. The Avenues for Hope campaign is an exception, "an opportunity to interact with our donors and supporters and share our stories," said Johnson. "It's a fun campaign. And at the end of the day, we have money."

The cold weather has made Corpus' work all the more urgent. The day shelter, which normally serves around 50 people a day, has been providing shelter, warm meals and drinks for as many as 100 men, women and children in the last couple of days, said staffers. Corpus has extended its hours, staying open until 5 p.m. during the current cold spell.

The day shelter is also in need of warm weather clothing for all ages and sizes, including hats, gloves, warm socks, jackets, backpacks and, especially, handwarmers. Donors can drop items by the shelter, weekdays from 8 a.m. to 4:30 p.m., 525 Americana Blvd. in Boise. Call 208-426-0039 for more information.

Media Coverage:

Sojourners' can accept residents starting Jan. 31

Moscow homeless shelter to receive almost \$40,000 from statewide fundraiser

By Garrett Cabeza, Daily News staff writer
January 9, 2017

After months of uncertainty as to its future, Sojourners' Alliance is now financially sound enough to begin accepting residents Jan. 31, according to the homeless shelter's executive director, Steve Bonnar.

The shelter has been in a "hibernation" period since Sept. 1 after it learned this past spring it would be losing \$100,000 in transitional housing funds it had traditionally received from the federal Department of Housing and Urban Development.

Bonnar recently learned the shelter will receive \$39,900 from the annual online Avenues for Hope Housing Challenge, which started Dec. 8 and ended Dec. 31. A total of \$42,029 was raised for Sojourners' in the online fundraiser but about \$2,100 will be subtracted after credit card fees are applied.

"The outpouring of support from people is just amazing," Bonnar said.

This Avenues for Hope fundraiser almost doubled 2015's fundraiser campaign, Bonnar said.

"That's by far our biggest fundraising event that we've ever had in the history of Sojourners'," Bonnar said.

Bonnar said he hired a case manager Wednesday and an office manager in December.

Bonnar said minor repairs and the replacement of furniture and other items have to occur before residents are accepted. He said he allowed former residents to take items like furniture and pots and pans before they left the residences this past summer.

Bonnar has said the nonprofit organization needed to raise \$125,000 to reopen, and the shelter now has \$96,000 in financial commitments.

The shelter also received a \$25,000 check, which is not included in the \$96,000 in financial commitments, from a private donor last month that is specifically earmarked for repairs to one of Sojourners' buildings.

Bonnar said last month a main water line needs to be replaced at a cost of roughly \$6,000 and an apartment that had suffered extensive damage from pets needs roughly \$18,000 of repairs. An additional \$3,000 will be required to replace a furnace in the apartment, Bonnar said. He said the apartment has been vacant for almost two years.

Bonnar said once the shelter starts accepting residents it will do so with a new prioritization method called "coordinated entry." It will allow people with disabilities, those whose income is less than 30 percent of the poverty level and veterans to have priority over others who do not meet at least one of those descriptions.

Garrett Cabeza can be reached at (208) 883-4631, or by email to gcabeza@dnews.com.

###