



2013 Annual Awards Entry Form
(Complete one for each entry.)

Entry Name Avenues for Hope Housing Challenge

HFA Idaho Housing and Finance Association

Submission Contact Deanna Ward

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Program Contact Julie Williams

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Entry form with description, check(s), and visual aids (optional) must be received by NCSHA by **Monday, July 1, 2013**.

HFA Idaho Housing and Finance Association

Entry Name Avenues for Hope Housing Challenge

Communications	Homeownership	Legislative Advocacy	Management Innovation
<input type="checkbox"/> Annual Report <input type="checkbox"/> Promotional Materials and Newsletters <input type="checkbox"/> Creative Media	<input type="checkbox"/> Empowering New Buyers <input type="checkbox"/> Home Improvement and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Federal Advocacy <input type="checkbox"/> State Advocacy	<input type="checkbox"/> Financial <input type="checkbox"/> Human Resources <input type="checkbox"/> Operations <input type="checkbox"/> Technology
Rental Housing	Special Needs Housing	Special Achievement	Are you providing visual aids?
<input type="checkbox"/> Multifamily Management <input type="checkbox"/> Preservation and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input checked="" type="checkbox"/> Combating Homelessness <input type="checkbox"/> Housing for Persons with Special Needs	<input type="checkbox"/> Special Achievement	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO

SPECIAL NEEDS: COMBATING HOMELESSNESS ENTRY

Avenues for Hope Housing Challenge

*Presented by Idaho Housing and Finance Association
and Home Partnership Foundation*

Challenge

Idaho has more than 50 nonprofit homeless service providers scattered throughout the state. A critical challenge for most of them, particularly those in rural communities, is raising adequate funds to provide needed shelter and homelessness prevention services year-round. Financial resources are especially important during the harsh winter season. While Idaho receives federal homeless assistance funding, and Idaho Housing and Finance Association contributes significant resources, this funding is insufficient.

Most of these housing service providers have a very lean staff who work feverishly just to take care of basic client service demand. They lack sophistication and capacity to engage in professional fundraising efforts, yet private donations make a material difference in helping address their community's needs.

Innovative response

In fall 2011, one of Idaho Housing's nonprofit arms, Home Partnership Foundation, created the annual Avenues for Hope Housing Challenge Campaign. This first-of-its-kind, grassroots, fundraising effort was designed to provide Idaho's nonprofit homeless service providers access to potential donors they could not otherwise reach. The online-only campaign runs each December and is promoted through earned and paid media, but most importantly, through viral social media and email communications driven by participating nonprofits.

The Avenues for Hope campaign provides an online donation platform that can be embedded onto the websites for nonprofits, their supporting organizations, and local media as well as donor Facebook pages. The goal is to reach individual donors that may know of, but have not typically provided financial donations to local nonprofits. Donors can watch an online leaderboard to see how their gifts are helping their nonprofit compete for grants provided by Idaho Housing and its corporate partners.

Proven track record of success

The 2012 campaign raised \$100,014 for more than 20 nonprofit service providers, more than doubling the \$46,853 raised the year before. The campaign target for 2013 is to double the impact again by raising \$200,000. Donations average \$55 per gift and come from donors in Idaho as well as 17 percent from out of state. More than 50 percent surveyed said that they were new donors to the organization they chose to support.

An effective use of resources

Idaho Housing has been investing in nonprofit housing programs and services for more than 20 years, which puts us in a unique position to see the operational challenges and financial stresses that our nonprofit partners face. This campaign capitalized on Idaho Housing's management and marketing, as well as the the Foundation's fundraising expertise to:

1. Enhance community support to help housing nonprofits combat homelessness.
2. Provide a year-end charitable giving opportunity.
3. Encourage viral friend-raising through social media to attract new donors.
4. Simplify web-based fundraising at no expense to participating nonprofits.
5. Ensure federal grant recipients (IHFA administered) remain viable and healthy.

A minimal administrative fee is collected to cover transaction and credit card processing fees, which makes this campaign cost-effective for participating nonprofits. Donors are able to see how small donations (\$25 minimum gift) can add up to make a big difference in their community.

Replicable

This project can be replicated by any HFA willing to collaborate with a technology vendor that can provide an online fundraising platform. Idaho Housing invested in the Kimbia donation platform software and created a Wordpress website for the Avenues for Hope campaign. The technology behind www.avenuesforhope.org provided participating nonprofits a uniquely branded page for their organization as well as donation forms they could embed directly on their websites and distribute through integrated social media links. This made it easy — and free — for partners to promote the campaign and enable viral fundraising. Training and tool kits (including rules, commonly asked questions/answers, posters, flyers, sample text for emails and social media posts) were provided by the Foundation and free for participants.

Responsive to an important state housing need

The lagging economy and limited government resources put housing-related nonprofits in a financial crunch during a time when resources were most needed, especially during the cold winter months. The Avenues for Hope Housing Challenge helps Idaho Housing's nonprofit partners continue to serve our state's homeless and most disadvantaged.

We estimate that funds raised have been effective in stabilizing housing for more than 500 Idaho families and individuals. According to Giving USA, a third of all online giving occurs in December, with 22 percent occurring in the last two days of the year, which is why we chose to run the campaign at that time.

Our partners consistently say that client demand exceeds available funding. Many of our partners have basic websites, limited social media presence, and little or no marketing support. They lack online donation processing capabilities and don't have the staffing or expertise to seek out new fundraising approaches. Many small, rural communities lack adequate emergency housing or shelter for families that experience homelessness. Keeping people stable in their current home is the most viable way to combat the risks associated with people living in

areas not meant for habitation. Funding provided by the Avenues for Hope campaign helped Idahoans who experienced temporary economic, employment, or health crises avoid eviction. Short-term financial support, coordinated with professional financial counseling and case management, helped stabilize households and reduced the growing demand on public services.

Homelessness affects a wide range of people in Idaho. Of 1,781 people in the state who were identified in the 2013 Point-In-Time Count: 60 percent were in households with children and 25 percent were younger than 18. The annual count showed a 9.5 percent decrease in homeless individuals from 2012 to 2013 and a 24 percent decrease since 2010. Given persistent economic uncertainty, foreclosures, and continued unemployment challenges in the state, this was seen as an indication that federal funding and private donations are helping.

Successful communications campaign

<u>OUTLET</u>	<u>OUTCOME</u>	<u>OUTLET</u>	<u>OUTCOME</u>
Avenues For Hope Website	5,285 Views	Twitter	210 Followers
www.avenuesforhope.org	Promoted on 10 Partner Websites	@avenuesforhope	44 Tweets
Email Newsletters	Six Issues Created	Facebook	93 Fans
	Distributed to 4,350 Unique Recipients	Home Partnership Foundation	7,855 Post Views
Media Coverage	32 Contacts with Editors and Reporters	Partner Communications	3,500 Estimated Contacts
	17 Stories (TV and Print)		

Effective partnerships

Nonprofit partners told us that they value the unique role and leadership that Idaho Housing provides to the nonprofit housing sector. Since the Foundation’s inception in 2005, it has provided nearly \$3 million in funding to help meet the most pressing housing and shelter needs throughout Idaho.

- We were thrilled to participate once again in the Avenues for Hope campaign, and are extremely grateful for the outpouring of support from our growing donor base this year. CATCH, Inc. Board and staff wish to extend a big ‘thank you’ to IHFA and the Home Partnership Foundation for facilitating such an amazing opportunity, which will help further our mission of re-housing homeless families in Ada and Canyon counties. CATCH, Inc. programs anticipate service to 90+ families in 2013, and these critical matching dollars will go a long way towards ensuring our success. - Greg Morris, Executive Director, CATCH, Inc.

VISUAL AIDS

Campaign Logo:



Campaign Letterhead:



Campaign Poster, Flyer & Ad:



Campaign Website:

Avenues for Hope Housing Challenge

Leaderboard | About | Prizes

1) Select an organization 2) Make a donation

Thank you for helping support safe, stable, and affordable housing in Idaho!

The 2012 Avenues for Hope Housing Challenge ended at midnight Dec. 31, 2012. Over \$100,000 in donations and challenge grants was awarded to nonprofits that provide critical housing and services throughout Idaho.

Check out the [Leaderboard](#) to see final results.

For more information about the provider of this campaign, please visit the [Home Partnership Foundation](#).

Follow the [Home Partnership Foundation](#) on Facebook and [@AvenuesForHope](#) on Twitter.

\$53,014
raised for Idaho families with
957
donations
[View Leaderboard](#)

SEARCH ORGANIZATIONS BY NAME

GO

#afh2012


Home Partnership Fdn @AvenuesforHope 18 Jan
Local nonprofits reflect on Avenues for Hope campaign
[idahopress.com/members/local-...](#)
via @IdahoPressTrib #AfH2012



Home Partnership Fdn @AvenuesforHope 3 Jan
Thanks to 957 donors + \$45,000 grants from Home Partnership Fdn + \$2,000 grants from KeyBank = \$100,014! [bit.ly/afh2012](#) #AfH2012

Tweet #afh2012

HomePartnershipFoundation
Brought to you by Idaho Housing and Finance Association


Campaign Donation Form – Unique for each participating nonprofit:



[View Leaderboard](#) | [About the campaign](#)  

1) Select an organization 2) Make a donation

Donate to Organization Assisting The Homeless Student – OATHS

 Make a one-time credit card gift to this charitable organization.

Your donation will be credited to **Organization Assisting The Homeless Student - OATHS**





CONTACT PROFILE	DONATION
First Name <input type="text"/>	<input type="radio"/> \$25.00 <input type="radio"/> \$50.00
Last Name <input type="text"/>	<input type="radio"/> \$100.00 <input type="radio"/> \$250.00
Email Address <input type="text"/>	<input type="radio"/> \$500.00 <input type="radio"/> Other <input type="text" value="\$0.00"/>
Country <input type="text" value="United States"/>	(minimum \$25.00)
Street Address <input type="text"/>	
Street Address 2 <input type="text"/>	
City <input type="text"/>	
State <input type="text" value="-Choose-"/>	
Zip Code <input type="text"/>	

Optional:

I wish to remain anonymous.

Please do not share my contact information with recipient organization.

PAYMENT DETAILS


Credit Card Number

Verification Code

Expiration Month

Expiration Year

\$19,878
raised for Idaho families with
392
donations
[View Leaderboard](#)






Organization Assisting The Homeless Student

Organization Assisting The Homeless Student - OATHS

OATHS is a non-profit organization founded by a student, dedicated to helping homeless students get what they need to succeed, enjoy, and stay in school. Our mission statement: "Providing homeless students support support for educational success." Our vision is that homeless students will suffer no disadvantage as a result of the conditions in which they live.


Organization Assisting The Homeless Student - OATHS | 6098 Tonkin Drive, Boise, ID 83704 | <http://www.takeanoath.org>

SUBMIT


SHARE LINK:  Facebook  Twitter  Email

EMBED THIS FORM



✔ Your data is secure. [Learn More >](#)

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Campaign Website Leaderboard:



[Leaderboard](#) | [About](#) | [Prizes](#)















1) Select an organization

2) Make a donation

2012 Housing Challenge Leaderboard

Below are the nonprofit participants in the campaign and current rankings for challenge grants.

ORGANIZATION	ELIGIBLE GIFTS	AMOUNT RAISED	
CATCH, Inc.	259	\$12555	
The Jesse Tree of Idaho	142	\$4450	
Pocatello Neighborhood Housing Services, Inc.	129	\$5382	
Interfaith Sanctuary Housing Services, Inc.	96	\$11550	
Sojourners' Alliance	39	\$2730	
Lemhi County Crisis Intervention - The Mahoney House	38	\$3560	
Family Services Alliance of Southeast Idaho	38	\$1625	
Family Care Center Inc. - Idaho Falls Rescue Mission	36	\$2047	
South Central Community Action Partnership - SCCAP	34	\$1150	
Organization Assisting The Homeless Student - OATHS	26	\$1805	
Corpus Christi House - STEP UP Education Center	26	\$1085	

\$53,014

raised for Idaho families with







957

donations

[View Leaderboard](#)

Challenge Grant Prizes

The placement of the prize icons next to an organization's name are constantly shifting depending on which nonprofits are presently in the lead for getting the most gifts by December 31st. *Please be reminded that only one gift per donor, per organization will be counted for any of the challenge prizes.*

-  **Early Bird:** The first 10 organizations to receive 20 unique gifts of \$25 or more will receive grant prizes of \$500.
-  **First Place:** A grant of \$10,000 to the nonprofit with the highest number of donors making gifts of \$25 or more.
-  **Second Place:** A grant of \$7,500 to the nonprofit with the second highest number of donors making gifts of \$25 or more.
-  **Third Place:** A grant of \$5,000 to the nonprofit with the third highest number of donors making gifts of \$25 or more.
-  **Honorable Mention:** Ten grants of \$1,000 each to the nonprofits with the fourth through thirteenth highest number of donors making gifts of \$25 or more.
-  **KeyBank Foundation Leadership :** a grant of \$1,000 each to the two (2) nonprofits with the highest number of donors making gifts of \$100 or more.

Facebook:

Home Partnership Foundation
Non-Profit Organization · Boise, Idaho · Edit Info

Partnership Four
Avenues for Hope Housing Challenge

Wall Home Partnership Foundation · Everyone (Most Recent)

Share: Status Photo Link Video Question

What's on your mind?

Home Partnership Foundation
Year-end giving opportunity to help homeless in Idaho via <http://t.co/hvaaD6sf>
#charitytuesday

Like · Comment · @AvenuesforHope on Twitter · about an hour ago via Twitter

Newspaper Coverage:

Online campaign boosts home security in Idaho

Avenues for Hope donations outpace last year's campaign

By **HOLLY BEECH**
hbeech@idahopress.com
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TREASURE VALLEY — An online campaign to raise money for Idaho's housing and shelter nonprofits is gaining a lot of attention this year — \$11,750 worth of attention in only three days.

"The nonprofits involved raised more than \$9,000 in the first day. It took almost a month to get to that point last year," Idaho Housing and Finance Association spokesman Jason Lantz said.

The Avenues for Hope campaign includes 30 nonprofits — 12 of which are in the Treasure Valley — that focus on helping people find safe and stable housing.

"These organizations are all the safety nets, I think, in their communities," Lantz said.

And this is the time of year, he said, they need an influx of money to help with their missions. To donate, you can browse the Avenues for Hope website and give



A car is no place to call home.

An "early bird" approach to this year's Avenues of Hope fundraiser — advertised by the poster above — helped organizers raise more than \$11,000 online in just three days.

a gift to the organization of your choice.

The organizations that raise the most money during the four-week campaign will also receive grant money from the Home Partnership Foundation — a

branch off IHFA — and from Key-Bank.

Not only is the community on pace to raise much more than the \$20,000 it raised last year, but the grant funding was bumped up by 74 percent.

AVENUES FOR HOPE

To donate to an Idaho nonprofit that provides safe and stable housing, visit <http://www.avenuesforhope.org/> by Dec. 31. Gifts must be in increments of \$25. The Home Partnership Foundation, a charitable nonprofit founded by the Idaho Housing and Finance Association, created Avenues for Hope last year.

CANYON COUNTY PARTICIPANTS

- CATCH, Inc. — received the most donations last year and is currently in first place with about \$4,775.
- Advocates Against Family Violence, Inc. — received the third highest number of donations last year
- Salvation Army of the Treasure Valley
- Western Idaho Community Action Partnership, Inc. (WICAP)

BY THE NUMBERS

- 30 nonprofits involved, including 12 in the Treasure Valley
- \$11,750: Amount raised in first three days
- \$19,853: Donations raised in six weeks last year
- \$47,000: Amount of grants, funded by the Home Partnership Foundation and KeyBank, to be awarded, 74 percent increase in grant funding from last year.

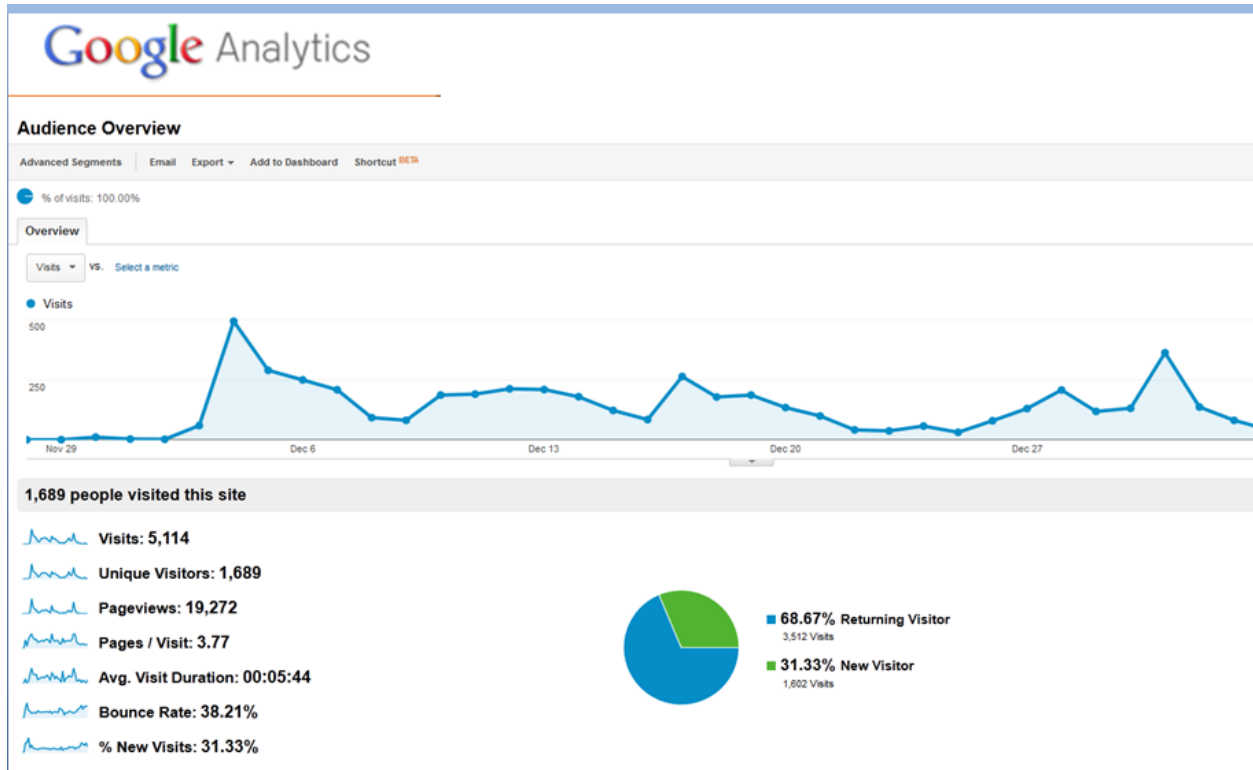
"We're very pleased with how the campaign has started off and the amount of giving going on," Home Partnership Foundation Development Director Deanna Ward said.

This year the first 10 organi-

zations to receive 20 donations get an "Early Bird" grant of \$500, which may be part of the reason the donations flooded in so early.

"That really gave them the incentive to get off the mark quickly," Ward said.

Measurement: Website Hits:



Post-campaign check presentation enabled partners to celebrate and get together to discuss best practices and share their success with the media:

