

## **SPECIAL NEEDS: COMBATING HOMELESSNESS ENTRY**

### **Avenues for Hope Housing Challenge**

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

#### **Program Objective**

In 2011, Idaho Housing and Finance Association's (IHFA) nonprofit entity, the Home Partnership Foundation (HPF), developed a strategy to host an annual giving campaign that would enhance the resources available to combat homelessness statewide. As a result, the Avenues for Hope Housing Challenge was created to:

1. Enhance community support to help housing nonprofits combat homelessness.
2. Provide an online, 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.

#### **Background**

Limited federal funding and the absence of a state housing trust fund in Idaho creates an ongoing need for resources to bolster nonprofit housing service providers' ability to meet the growing demand for safe and stable housing. IHFA has been helping to fund housing-related programs and services identified in the Idaho Continuum of Care since the 1990s. In 2005 IHFA created the Home Partnership Foundation (HPF) as an independent 501(c)(3) to increase charitable donations from private citizens, local governments, foundations, and businesses.

#### **Program Description**

In 2011, IHFA invested in Kimbia software and created a dedicated website for the Avenues for Hope Housing Challenge. The technology behind [www.avenuesforhope.org](http://www.avenuesforhope.org) allowed participating nonprofits to promote a uniquely branded page for their organization as well as embed donation forms directly on their websites and through integrated social media links (examples attached). This made it easy — and free — for partners to promote the campaign to enable viral and friend-to-friend fundraising, which broadened their base of supporters and created awareness of the important housing services they provide in their community.

#### **Outcomes**

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. Our campaign ran from mid-November to December 31, 2011. Three hundred ninety people contributed to the campaign, which raised \$46,853 — including donations and challenge grants — to help prevent homelessness in Idaho. We estimate these funds were effective in stabilizing housing for up to 350 Idaho families and individuals.

The campaign encouraged donors to select one or more of the 32 participating nonprofits that provide support for Idaho's homeless. This resulted in \$19,853 from individual donors to the nonprofits, which qualified them for \$25,000 in challenge grants (funded by IHFA) that were awarded to the organizations that had the most donors. In addition, we encouraged leadership giving by awarding two \$1,000 grants (funded by KeyBank Foundation) to the organizations that received the most donations of \$100 or more.

### **Response to Special-Needs Housing**

Many small, rural communities lack adequate emergency housing or shelter for families who 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.

Homelessness affects a broad range of people in Idaho. Of people in the state who were identified in the 2012 Point-In-Time Count: 40 percent were in households with children, 25 percent were younger than 18, 58 percent were male, 39 percent were female, 18 percent were veterans, 22 percent were victims of domestic violence, 13 percent were chronically homeless, 25 percent suffered from substance abuse, and 17 percent suffered from mental illness. The annual count showed a 16 percent decrease in homeless individuals from 2010 to 2012. Given persistent economic uncertainty, foreclosures, and a growing unemployment rate in the state, this was seen as an indication that federal funding was helping.

Idaho received \$4,438,807 in U.S. Department of Housing and Urban Development (HUD) Homelessness Prevention and Rapid Re-housing Program (HPRP) funding from August 2009 to August 2012. The money came at a critical time because Idaho was plagued with steadily increasing unemployment and had one of the highest foreclosure rates in the country. This funding prevented homelessness for 26,885 people in 2,461 families. Unfortunately, 43 percent of the money was exhausted within the first year of the federal grant and 76 percent was utilized before the end of the second year.

### **Effective Use of Resources**

The Foundation works to prevent homelessness and expand housing opportunities by enhancing resources for nearly 50 shelters and housing-service providers throughout Idaho. Our partners consistently say that client demand exceeds available funding. Many of our partners have basic websites and limited social media presence. They lack online donation processing capabilities and don't have the staffing or expertise to seek out new fundraising approaches. 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, helps stabilize households and reduces costly demands on public services.

This project is replicable through the use of the technology platform, which provides the unique embed capabilities for forms that can be customized for various uses in addition to fundraising. The Foundation created the overarching theme and branding for the campaign with the help of a local creative agency and IHFA's marketing and communications team.

The campaign theme will be reutilized each year to create broader awareness and recognition. 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 at no cost to participants.

**Communication and Social Media Outcomes**

<u>OUTLET</u>	<u>OUTCOME</u>	<u>OUTLET</u>	<u>OUTCOME</u>
<a href="http://www.avenuesforhope.org">www.avenuesforhope.org</a>	3,150 Views	Twitter	120 Followers
Avenues For Hope Website	Promoted on 10 Other Partner Websites	@avenuesforhope	56 Tweets
Email Newsletters	Six Issues Created	Facebook	65 Fans
	Distributed to 10,570 Recipients	Home Partnership Foundation	7,855 Post Views
Advertising	Paid Ads in Four Print Publications	Marketing Collateral	Distributed 300 Posters and 2,000 Flyers
Media Coverage	32 Contacts with Editors and Reporters	Partner Communications	3,500 Estimated Contacts
	17 Stories (TV and Newspaper)		

**Measurable Benefits**

We received overwhelming approval through a post-campaign survey from the nonprofit participants that the Avenues for Hope Housing Challenge helped them secure new funding. More than 50 percent reported support from new donors to their organizations, including donors from out of state and other countries.

Nonprofit partners expressed that they value the unique role and leadership that Idaho Housing and Finance Association provides to the nonprofit housing sector. Since the Foundation’s inception in 2005, it has provided more than \$2.7 million in funding to help meet the most pressing housing and shelter needs throughout Idaho. The Foundation remains uniquely positioned to help enhance the resources for special-needs housing and will continue to identify innovative ways to work with our partners to ensure Idahoans are able to get the help they need.

**What Our Partners Said**

- “We are very pleased to have broad-based community support push us into the grant award! We think this is a wonderful campaign that will not only help housing providers financially but will also increase the awareness of housing issue and needs in our communities. Thank you Home Partnership Foundation!” - MarDee Harper, Executive Director, CLUB, Inc.
- “We are so excited ... what a great tool you and HPF discovered this year! Very healthy competition for a great cause statewide.” - Greg Morris, CATCH, Inc.

**VISUAL AIDS**

**Campaign Logos/Branding:**



**Campaign Website:**

A screenshot of the campaign website. At the top left is the "Avenues for Hope Housing Challenge" logo. To the right are links for "View Leaderboard" and "About the campaign" along with social media icons for Twitter and Facebook. Below the logo are two tabs: "1) Select an organization" (active) and "2) Make a donation". The main content area features a headline: "Your \$25 donation could help Idaho nonprofits win up to \$5,000 to help freeze out homelessness!". Below this is a paragraph of text and a call to action: "Donate now by clicking on the map and choose the nonprofit you'd like to help." A red bar below the text says "Step 1. Select the region you'd like to help." Below this is a map of Idaho divided into six numbered regions (1-6) in different colors. To the right of the map is a red box showing "\$5,360 raised for Idaho families with 138 donations" and a "View Leaderboard" link. Below that is a search bar for organizations by name with a "GO" button. At the bottom right is a section for the "Home Partnership Foundation" with a photo of a family and a "Mission Statement" section.

**Campaign Website – Unique donation form 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

First Name

Last Name

Email Address

Country

Street Address

Street Address 2

City

State

Zip Code

Optional:  
 I wish to remain anonymous.

Please do not share my contact information with recipient organization.

#### DONATION

\$25.00     \$50.00  
 \$100.00     \$250.00  
 \$500.00     Other (minimum \$25.00)

#### 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 | 8098 Tonkin Drive, Boise, ID 83704 | <http://www.takeanoath.org>

SHARE LINK:  Facebook  Twitter  Email

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

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**Participating Nonprofit's Website - Campaign donation form "embedded":**

The screenshot shows the website for Idaho Falls Rescue Mission. The header includes the logo for IDAHO FALLS RESCUE MISSION and the tagline "Help, Hope and a Future" with the scripture "Jeremiah 29:11". A navigation menu lists: HOME, WHO WE ARE, MINISTRY PROGRAMS, FACILITIES, VOLUNTEER, THRIFT SHOP, EVENTS CALENDAR, NEWSLETTER, DONATIONS, CONTACT US.

## Avenues for Hope 2011 Housing Challenge

The Avenues for Hope Housing Challenge runs from Nov. 14 through Dec. 31. Idaho Falls Rescue Mission has the chance to earn a portion of \$27,000 in challenge grants being offered. A donor's \$25 donation could result in an additional \$5,000 awarded to Idaho falls Rescue Mission.

The Home Partnership Foundation will award 21 challenge grants ranging from \$500 to \$5,000 to nonprofit participants receiving the largest number of donations. In addition, two leadership grants from the KeyBank Foundation will be awarded to the organizations that receive the most donations of \$100 or more.

**Avenues for Hope**  
HOUSING CHALLENGE

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

Your donation will be credited to Family Care Center Inc. - Idaho Falls Rescue Mission

**DONATION**

\$25.00  
 \$50.00  
 \$100.00  
 \$250.00  
 \$500.00  
 Other

(minimum \$25.00)

**CONTACT PROFILE**

First Name   
Last Name   
Email Address   
Country  (P)

**Campaign Website Leaderboard:**



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




1) Select an organization

2) Make a donation

### 2011 Housing Challenge Leaderboard

Below are the campaign participants and the ranking for challenge grants. Donations may still be made to the organization of your choice but no additional grants are available at this time. Thank you!!

ORGANIZATION	ELIGIBLE GIFTS	AMOUNT RAISED	
<a href="#">CATCH, Inc.</a>	92	\$3900	🏆🏆🏆🏆🏆
<a href="#">Interfaith Sanctuary Housing Services, Inc.</a>	82	\$4720	🏆🏆
<a href="#">The Jesse Tree of Idaho</a>	37	\$1180	🏆🏆
<a href="#">Family Services Alliance of Southeast Idaho</a>	35	\$1400	🏆🏆
<a href="#">Sojourners' Alliance</a>	28	\$1058	🏆
<a href="#">CLUB Inc.</a>	27	\$875	🏆🏆
<a href="#">Advocates Against Family Violence, Inc. - Hope's Door</a>	22	\$785	🏆🏆
<a href="#">Family Care Center, Inc. - Idaho Falls Rescue Mission</a>	14	\$1925	🏆
<a href="#">Family Promise of North Idaho, Inc.</a>	11	\$800	🏆
<a href="#">Lemhi County Crisis Intervention - The Mahoney House</a>	10	\$300	🏆
<a href="#">Alternatives to Violence of the Palouse</a>	8	\$625	🏆
<a href="#">Home Partnership Foundation</a>	5	\$400	
<a href="#">Mini-Cassia Shelter</a>	5	\$250	🏆
<a href="#">SHIP - Supportive Housing and Innovative Partnerships, Second Chance Building Materials Center</a>	4	\$1150	🏆

\$19,878

raised for Idaho families with

392

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... so keep donating! Early Bird & KeyBank Foundation Leadership grant recipients are still eligible to receive other prizes.

- 🏆 **Early Bird:** a grant of \$1,000 to the five (5) nonprofits with the highest number of donors making gifts of \$25 or more before November 30th at 11:59 PM.  
*Also eligible for First, Second and Third place grants*
- 🏆 **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.  
*Also eligible for First, Second and Third Place grants*
- 🏆 **First Place:** a grant of \$5,000 to the nonprofit with the highest number of donors making gifts of \$25 or more.
- 🏆 **Second Place:** a grant of \$2,000 each to the five (5) nonprofits with the next highest number of donors making gifts of \$25 or more.
- 🏆 **Third Place:** a grant of \$500 each to the ten (10) nonprofits with the next highest number of donors making gifts of \$25 or more.

**Campaign Poster, Flyer & Ad:**



**HOME STREET HOME.**



**Donate Today to Bring Families Off the Street.**

Your gift of \$25 or more between now and December 31<sup>st</sup> will help those in need and qualify your favorite participating charity for \$25,000 in challenge grants. Presented by the Home Partnership Foundation.

[www.avenuesforhope.org](http://www.avenuesforhope.org)



**Avenues for Hope**  
Housing Challenge

**HomePartnershipFoundation**  
Brought to you by Idaho Housing and Finance Association

Find us on:  

Idaho Housing and Finance Association  
Avenues for Hope Housing Challenge

**Twitter:**

**Avenues for Hope**  
**@AvenuesforHope** Idaho  
2011 online campaign presented by the Home Partnership Foundation to help prevent homelessness in Idaho. Support a participating nonprofit before Dec 31st!!  
<http://avenuesforhope.org>

40 Tweets 536 Following 114 Followers 3 Lists

**AvenuesforHope** Avenues for Hope  
Year-end giving opportunity to help homeless in Idaho via [avenuesforhope.org](http://avenuesforhope.org) #charitytuesday  
59 minutes ago

**AvenuesforHope** Avenues for Hope  
Only five days remain to help your favorite charity prevent homelessness and win up to \$5,000 [avenuesforhope.org](http://avenuesforhope.org)  
7 hours ago

**AvenuesforHope** Avenues for Hope  
@IdahoPressTrib Thank you for the great story about the Avenues for Hope Housing Challenge!  
22 Dec

**AvenuesforHope** Avenues for Hope  
Oh so close...can you help us surpass \$10,000 to prevent homelessness? [avenuesforhope.org](http://avenuesforhope.org) Please RT  
22 Dec

**Facebook:**

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

Partnership Four  
Avenues for Hope Housing Challenge

**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

**Examples of Newspaper Coverage:**

The screenshot shows the Idaho Press-Tribune website with a navigation bar including Home, News, Sports, Opinion, You Report, Obituaries, Blogs, Features, and Arts & Entertainment. A breaking news banner at the top reads "Report: Officials remove appointed positions in Middleton". The main article headline is "Almost \$47K donated to prevent homelessness across Idaho". The article is dated Thursday, January 5, 2012, 12:30 am and is by IDAHO PRESS-TRIBUNE STAFF. It features social media sharing options for Twitter (0 tweets), Facebook (2 likes), and a share button (5 shares). The article text describes a statewide campaign where 390 people donated \$19,850 to various nonprofits. Walmart gave a grant to Advocates Against Family Violence, and Treasure Valley recipients were also mentioned.

**IDAHO PRESS-TRIBUNE**  
idahopress.com

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**BREAKING NEWS** Report: Officials remove appointed positions in Middleton

Home > News

## Almost \$47K donated to prevent homelessness across Idaho

Story Comments Print Font Size

Posted: Thursday, January 5, 2012 12:30 am

By IDAHO PRESS-TRIBUNE STAFF  
newsroom@idahopress.com |  
0 comments

**More Information**

**Donate online**

The Home Partnership Foundation was created by Idaho Housing and Finance Association in 2005. Donations are still being accepted at [avenuesforhope.org](http://avenuesforhope.org) but will no longer qualify the participating nonprofits for additional challenge grants.

**More Information**

**Walmart gives Advocates Against Family Violence grant**

CALDWELL – Advocates Against Family Violence was the recipient of one of Walmart's 12 Days of Giving Campaign grants. More than 5,400 nominations were submitted during the holidays by Facebook users who shared photos and short descriptions of a nonprofit's impact in its local community. A panel from the Walmart Foundation reviewed submissions and selected 145 winners with a focus on organizations providing basic needs such as food, shelter, clothing and baby supplies. Recipient organizations came from all 50 states, Washington, D.C. and Puerto Rico. Advocates Against Family Violence received a \$10,000 grant and is one of only two organizations in Idaho selected from the 5,400 applicants.

TREASURE VALLEY — Caldwell's Advocates Against Family Violence – Hope's Door is one of 22 Idaho nonprofits to receive grant money through the online Avenues for Hope campaign, which ran from mid-November through the end of the year.

More than 390 people contributed about \$19,850 dollars to the participating organizations of their choice. Among those organizations, the ones with the most donations of at least \$25 divided \$27,000 of grant money from The Home Partnership Foundation.

Out of the 32 nonprofits participating in the statewide campaign, 16 were awarded challenge grants from the Foundation for having the largest number of donations equaling \$25 or more.

In addition, two leadership grants from the KeyBank Foundation were awarded to the organizations who received the largest number of donations equaling \$100 or more.

AAFV-Hope's Door, which offers support and shelter for victims of domestic violence, was among the recipients in third place, receiving \$500 in addition to the \$1,000 they received in the Early Bird portion of the campaign.

Treasure Valley recipients were:



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Home > News > Boise News Headlines

## \$46,853 donated to prevent homelessness across Idaho

By Steve Bertel  
CREATED JAN. 3, 2012



9



### RELATED ARTICLES

[Avenues for Hope](#)

Seven area nonprofit organizations have received a combined \$27,880 in donations and challenge grants to prevent homelessness in Idaho.

The Home Partnership Foundation has announced the 22 Idaho nonprofit recipients of its challenge and leadership grants from the Avenues for Hope Housing Challenge, an online campaign, which ran Nov. 14 through Dec. 31.

The Avenues for Hope Housing Challenge raised \$46,853 -- including donations and challenge grants -- to help prevent homelessness in the state. The challenge also encouraged community members' contributions to support shelters and safe housing for Idaho's homeless and most disadvantaged, officials said.

Over 390 people contributed to the campaign, resulting in \$19,853 donated by individuals to the nonprofits of their choice, which qualified the nonprofits for a total of \$27,000 in challenge grants that were awarded to help prevent and end homelessness in Idaho.

Out of the 32 nonprofits participating in the statewide campaign, 16 were awarded challenge grants from the Foundation for having the largest number of donations equaling \$25 or more by Dec. 31. In addition, two leadership grants from the KeyBank Foundation were awarded to the organizations who received the largest number of donations equaling \$100 or more.

"We are excited about this first campaign -- The Avenues for Hope Housing Challenge -- that relied upon internet and social media strategies to raise donations for homeless assistance across the state," said Gerald Hunter, Idaho Housing and Finance Association president and executive director, and Home Partnership Foundation president. "Because of the economic downturn, the number of people on the brink of homelessness continues to increase. The Foundation, along with the hard work of nonprofits who provide critical services to the homeless, appreciate the broad community support this campaign received. This funding will help enhance resources for nonprofits that typically rely on limited funds during a time of growing needs."

Seven area nonprofits were among the challenge grant recipients. Advocates Against Family Violence- Hope's Door, CATCH Inc., Corpus Christi House-STEP UP Education Center, Interfaith Sanctuary Housing Services, OATHS, SHIP, and The Jesse Tree of Idaho received a combined \$27,880 in donations and challenge grants, including the \$5,000 first place challenge grant awarded to CATCH by the Foundation.

The Idaho nonprofits receiving challenge and leadership grants from the Avenues for Hope Housing Challenge are listed below in alphabetical order by award received. A complete list with the total amounts the nonprofits raised

Idaho Housing and Finance Association  
Avenues for Hope Housing Challenge

**The post-campaign check presentation enabled partners to celebrate while discussing best practices and recognizing funding partner KeyBank.**

