

Friends Helping Friends Organization Proposal

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Dr. Laura Racovita

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in our community experiencing houselessness,” there are many resources needed to effectively run the organization.

The staffing of *FHF* is minimal, and largely volunteer based, which helps with daily costs and allows the agency to help more people in the community on a daily basis. In order to maintain the most up to date information and continue improving how *FHF* serves the community, a research team is needed. This will help with grant applications and donations in the future by giving concrete evidence of the programs work in the community. It is important to *FHF* to set this nonprofit aside from others in the area, to deliver the supplies directly to the clients. In order to do this, vehicle rentals are a dire part of operations.

By looking at the *Friends Helping Friends* budget narrative, there is an extremely detailed list of expenses that goes into the day-to-day operations costs of the agency. This is available on the website, www.friendshelpingfriends.org, and is made public to keep the integrity of the organization and hold *FHF* accountable to donors. *FHF* strives every day to supply necessities to those experiencing houselessness in our community and to maintain a working relationship with all donors and vendors to continue daily operations at the lowest cost possible. To view the comprehensive income and expenses budget plan for *Friends Helping Friends*, please see appendix C and D.

Fundraising Goals and Strategies

One of the first goals for *Friends Helping Friends* is to raise approximately \$300,000 from individual donations by the end of the fiscal year 2022-2023. These donations can be in the form of monetary gifts, charitable trusts, and other types of assets. One of the first ways that these donors will be identified is by mapping out different communities and neighborhoods in the Greater Chattanooga Area that are known to be friendly to people who are houseless. With

this information, *FHF* will be able to reach out to more people who are more likely to want to donate to the organization. After mapping out the neighborhoods, *FHF* will approach the different communities, churches, and other civic organizations to ask for donations for the organization. *FHF* will supply marketing materials and share the importance of the mission and vision of the organization in hopes of creating a strong repeat donor base. Lastly, to encourage people to continue donating to *Friends Helping Friends*, there will be a donor recognition board located on the outside of the main office that will have the name of each person who donated. The size of the plaques or bricks will depend on the size of the donation. The larger the donation, the larger the plaques or brick arrangement will be. This will help to create a sense of accomplishment by highlighting their contribution and encourage them to continue donating to *FHF*.

Another goal that *Friends Helping Friends* aims to achieve is to raise approximately \$100,000 from corporate donations by the end of the fiscal year 2022-2023. Some of the ways that *FHF* will achieve this will be to first be able to identify multiple houseless-friendly corporations in the Greater Chattanooga Area or nationally, such as Blue Cross Blue Shield, McKee Foods, and Electric Power Board (EPB). By identifying and creating a list of potential corporations, *FHF* will be able to create a potential donor base and reach out to those corporations. Lastly, *FHF* will create a recognition program that will highlight different corporations that donate to the organization. For example, for corporations that donate less than \$5,000, *FHF* will send them an official certificate of recognition. As for the donors who donate more than \$5,000, *FHF* will send them an official plaque that thanks and recognizes their contribution. The reason that this program will be implemented would be to highlight the

generosity of the donating corporations as well as to create long-term donors for *Friends Helping Friends*.

The third goal of *Friends Helping Friends* is to receive a total of \$100,000 in grants from both government and non-government organizations by the end of the fiscal year 2022-2023. *Friends Helping Friends* will implement multiple strategies to reach this goal, such as identifying grants from government and non-government organizations that would be applicable for *Friends Helping Friends*, check the requirements of said grants, and apply for at least 6 grants that would total at least the selected amount of \$100,000. To measure the process of these strategies, *Friends Helping Friends* will create an extensive list of the government and non-government corporations that would fit with *Friends Helping Friends* and tailor each application to the organizations listed. These strategies are important to providing secured money for the life of the grants. Reviewing the requirements for grants for organizations with people who are houseless will also help grow relationships with government corporations and non-government corporations for future grant applications and/or renewals. To see a completed version of the fundraising SMART goals and the Case for Support Letter, please see appendix E and F.

Marketing Plan

Marketing Campaign

With *Friends Helping Friends*, the hope is to share information about how individuals become and stay houseless, and to reduce the stigma attached to these neglected individuals. In order to do this, the organization needs to spread this information as widely as possible, and with as much compassion as so that the community members will accept, and act on the information they are receiving.

Appendix E - Fundraising SMART Goals

Goal 1: Secure \$300,000 in individual donations by the end of fiscal year 2022-2023

<u>Specific Strategies/Tactics</u> This is something you will do to accomplish the goal. Answers the question—What will you do?	<u>Process Measure</u> How will you account for doing the activities needed to accomplish the strategy? What is the result of “what you do”/strategy?	<u>Attainability- Outcome Measure</u> Is your strategy reasonably attainable? What is it that will show you accomplished your strategy? How will you measure it? How will you know you accomplished the tactics?	<u>Relevance</u> What are the expected results after implementing this strategy? Why is this important in the overall fundraising plan?	<u>Time frame and Responsibility</u> Who is responsible for seeing that the strategy gets done and by when?
Identify communities/neighborhoods in the Greater Chattanooga Area (Red Bank, Ooltewah, etc.) that are known to be friendly to people who are houseless.	Create an extensive map/list of every neighborhood/community in the Greater Chattanooga Area identifying them as for or against the values of <i>Friends Helping Friends</i> .	Create this list/map of at least 4 communities/neighborhoods within the first month of the fiscal year, to ensure timely planning of the event.	To know where best to focus the marketing of the annual banquet’s tickets. The more places marketed to, the more tickets could be sold for the agency.	Social work, business, or marketing interns from local university (i.e. SAU, UTC, ChattState) Volunteers with experience in fundraising
Approach communities/neighborhood churches and civic organizations to have their own fundraisers to raise a pool of money to donate.	Contact all neighborhoods, beginning with the pro <i>FHF</i> ones, to spread marketing materials and request large donations from individuals and communities.	Create marketing materials for <i>FHF</i> with request for donations. Distribute marketing materials throughout at least two communities and neighborhoods.	Starting with the most houseless friendly neighborhoods first, will ensure the highest number of people, if not entire, neighborhoods being willing to be repeat donors.	Volunteer Coordinator - Ruth Baker Ginsburg
Create recognition for donors that are durable and visible. (Plaque/Bricks w/ names of donors)	The size of the plaque/brick will correlate with the amount of the donation.	Order at least 15 plaques/bricks from a local trophy shop to keep the money in the community. Place at least 10 plaques on the wall of the nonprofit’s building in a designated recognition mural.	To raise a minimum of \$300,000 in donations and provide visual recognition for donors to encourage them to be repeat donors	Marketing director - Norma Gene Baker Marketing staff

Goal 2: Secure \$100,000 in corporate donations by the end of fiscal year 2022-2023

<u>Specific Strategies/Tactics</u> This is something you will do to accomplish the goal. Answers the question—What will you do?	<u>Process Measure</u> How will you account for doing the activities needed to accomplish the strategy? What is the result of “what you do”/strategy?	<u>Attainability- Outcome Measure</u> Is your strategy reasonably attainable? What is it that will show you accomplished your strategy? How will you measure it? How will you know you accomplished the tactics?	<u>Relevance</u> What are the expected results after implementing this strategy? Why is this important in the overall fundraising plan?	<u>Time frame and Responsibility</u> Who is responsible for seeing that the strategy gets done and by when?
Identify houseless-friendly corporations in the Greater Chattanooga Area or nationally such as Blue Cross Blue Shield, McKee Foods, and Electric Power Board (EPB).	Produce a comprehensive list of corporations who have a history of giving to NGOs/NPOs as well as other corporations in the area.	To show that this outcome is attained, there will be a database with all of the houseless-friendly corporations	Identify 15 local corporations to approach and invite to donate to <i>Friends Helping Friends</i> .	Social work, business, or marketing interns from local university (i.e., SAU, UTC, ChattState) Volunteers with experience in fundraising
Approach and invite houseless friendly corporations to make donations	Create and prepare a letter to approach the corporations for donations	Send at least 15 letters to the identified corporations	Create a comprehensive list of donors who gave donations this year and could be potential donors in the future	Executive director - Joe Bestmen
Create recognition for donors	Create certificates of recognition for donors \$5,000 and below. Create plaque of partnership for donors \$5,000 and up.	Purchase certificate paper and order plaques Create template for certificates/plaques and have it approved by the board	Corporation support will continue post fundraising cycle The recognition of donations will create publicity for the corporation for good deeds	Marketing Assistant Director - Emmy Glow

Goal 3: Secure \$100,000 in grants by the end of fiscal year 2022-2023

<u>Specific Strategies/Tactics</u> This is something you will do to accomplish the goal. Answers the question—What will you do?	<u>Process Measure</u> How will you account for doing the activities needed to accomplish the strategy? What is the result of “what you do”/strategy?	<u>Attainability- Outcome Measure</u> Is your strategy reasonably attainable? What is it that will show you accomplished your strategy? How will you measure it? How will you know you accomplished the tactics?	<u>Relevance</u> What are the expected results after implementing this strategy? Why is this important in the overall fundraising plan?	<u>Time frame and Responsibility</u> Who is responsible for seeing that the strategy gets done and by when?
Identify grant providers from government organizations serving people who are houseless.	Produce an extensive list of grants that fit with FHF	To find at least 5 grants that fit FHF will be identified, including the granting foundation’s contact information, grant requirements, recipient history, and other relevant information	Apply to at least 3 grants to be able to provide funding for FHF	Social work, business, or marketing interns from local university (i.e., SAU, UTC, ChattState) Volunteers with experience in fundraising
Identify grant providers from non-government organizations or private organizations serving people who are houseless.	Produce an extensive list of grants that fit with FHF	To find at least 5 grants that fit FHF will be identified, including the granting foundation’s contact information, grant requirements, recipient history, and other relevant information	Apply to at least 3 grants to be able to provide funding for FHF	Office manager - Cheryl Craven
Review the requirements for grants for organizations serving with people who are houseless.	Write a tailored application for each grant (address each grant individually and write a customized application for that specific grant)	Have the grant proposals reviewed and approved by the board of directors	Create a template for individual grant proposals that can be utilized in the future	Chief financial officer - Richie Rich

Appendix F - Case for Support Letter



2526 Broad Street
Chattanooga, TN 37408
friendshelpingfriends.org

Jim Neutron
Assistant to the Chairman

McKee Foods Corporation
PO Box 750
Collegedale, TN 37315

Mr. Neutron,

On behalf of *Friends Helping Friends*, I am reaching out to invite McKee Foods to contribute to this year's fundraising efforts. Our goal is to reach a total of \$100,000 in corporate donations. Past contributions of McKee Foods have enabled us to help some remarkable individuals in our community. We are incredibly grateful for your support and are hopeful that you might be willing to join us on this next endeavor.

In Chattanooga, over 4,000 individuals experience homelessness each year in our city; each night, an estimated 600-700 individuals sleep outside or in shelters. The economic repercussions of COVID-19 have inevitably increased these numbers, which are only continuing to rise.

The Chattanooga Community Kitchen is one of the most well-known agencies that aid individuals experiencing homelessness. Although Friends Helping Friends is different in how our aide is distributed, we have modeled aspects of our agency from the Community Kitchen. When it comes to funding our agency, we look to similar nonprofits in the community doing similar outreach and the Community Kitchen is the number one contender. According to their 2019 annual report, they were able to give away more than \$300,000 in clothing to those in need, on top of serving over 175,000 meals.

We want to maintain realistic expectations of our capacity with aiding those experiencing homelessness. We are a much smaller organization and our monetary fundraising goals reflect this. It is extremely important to us to demonstrate financial transparency with our donors and to utilize funds received on the immediate, essential needs of our friends experiencing homelessness. Your donation will assist us in supplying food, clothing, sheltering materials, propane, blankets, and hygiene essentials to as many individuals as possible.

Over the last year, we have established and maintained a strong rapport with many of the individuals in our community experiencing homelessness. Babs, a 47-year-old woman, has been homeless in Chattanooga for a few months shy of 20 years. She was diagnosed with stage II breast cancer last year and has been receiving our assistance since we opened our doors in the fall of 2020. Last month, Babs celebrated her fourth year of sobriety and, through a referral made by Friends Helping Friends, is able to receive ongoing recovery support. Additionally, we have been able to build a reliable shelter for her,

provide weather-appropriate clothing and supplies, and provide transportation to and from her radiation therapy appointments. She has also played an active role in referring many of her friends to us for support.

Johnny is a 28-year-old man who became homeless after not being able to find a job when he finished his master's in business administration from UTC. He began drinking excessively as a result, and, because he lacked a stable support system, things quickly spiraled out of control. Shortly after connecting with Friends Helping Friends, Johnny was referred to a reputable in-patient rehabilitation program. Following completion of the program, Friends Helping Friends assisted Johnny in building a resume. From there, Johnny enrolled in interviewing classes and was able to eventually land a job working as a Team Lead at Walgreens. He is now on track to become the assistant store manager next year.

It is the powerful stories of individuals like Babs and Johnny that serve as a reminder of how important this work is. There are many others like them in Chattanooga; individuals experiencing significant hardship, who have been cast to the margins of society and made to feel insignificant, unlovable, and unworthy. Each story is different, but one truth remains evident: each person in our community is as deserving as any of us of support, of love, and of the chance to lead a fulfilling life. At Friends Helping Friends, it is our mission to ensure that the most vulnerable in our community are given this opportunity with an approach that reflects dignity, compassion, and understanding. We have the privilege of bringing this vision to life through meeting and assisting these exceptional individuals each day. With your assistance, we will be able to continue to do so for another year.

We know that at McKee Foods, you too cherish this community and share our values. We are grateful for your contribution thus far, and would be extremely grateful for your ongoing support. Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Susan Yates', with a large, stylized initial 'S' and 'Y'.

Susan Yates, BSW
Program Manager | Fundraising Chair
Friends Helping Friends