

# Fund Development / Public Relations: EveryOne Home

## Action Plan

Time Frame: January 1, 2008 thru June 30, 2009



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### vision



*What are we building?* By June 30, 2009 EveryOne Home's Fund Development and PR Committee will support the organization's sustainability and visibility with the appropriate human and capital resources to successfully achieve the EveryOne Home Plan objectives.

### mission



*Why does this committee exist?* To facilitate and oversee EveryOne Home's organizational and financial stability, visibility, and sustainability

### objectives



- *What results will we measure?*
- Obtain \$ 200,000 fund raising goal for operating budget for 2008
- Obtain \$ 300,000 fund raising goal for operating budget for Q1 and Q2 of 2009
- Secure Plan adoption by 3 cities and endorsement by 30 community organizations; introduce 5,000 people to Plan by 6/30/09
- Secure \$5 million of new or dedicated funds for Plan implementation plan by 6/30/09

### strategies



- *How will we achieve our results?*
- Define and expand skill set within Committee
- Define and execute a PR strategy that could include creation of a speakers bureau and public events
- Oversee creation of public education and public relations materials esp regarding permanent funding source
- Create catalogue of successful housing projects (new & existing) and the development/funding strategies used
- Create case statement for feasibility of shifting some emergency care resources to Plan objectives
- Create/collaborate on outcomes and progress reports
- Define resources needed for new Homeless Prevention Program
- Create a case statement for cost shifting from GA & Indigent Medical Care to supportive housing strategies
- Participate in perm. funding source options and workplan as needed
- Integrate findings of feasibility for shifting emergency care \$ into PR plan & fund development plan/strategies

### action plans



*What is the work to be done?*

- Q1 Draft and approve budget for 2008
- Q4 Review draft budget for 2009 and identify fund development strategy and sources for budget
- Q3 Identify new members, recruit, and reconstitute committee by 7/31/08
- Q3 Define recommendations for PR plan by 7/31/08; implement by 9/31/08
- Q3 Oversee and approve presentation for CBOs to seek endorsements by 7/31/08
- Q3 Identify money needed for prevention program; Q5 integrate additional \$
- Q3 Review case statement for County cost reallocation (GA/SSI/Other county \$) by 7/31/08