



## **Mini Case Executive Summary**

### **Hope Village Campaign Readiness Study Summit**

Hope Village is a 501©3 non-profit organization that provides a temporary shelter program via tiny homes to unsheltered individuals and families in the Chippewa Valley. Located in Chippewa Falls, Hope Village also offers case management and support services to assist the unsheltered in developing and maintaining secure living plan goals, which include financial stability, a health resource connection, and permanent housing.

When the only homeless shelter closed its doors in 2014, Hope Village was created to fill a community need in Chippewa County. Since 2016, Hope Village has provided a total of 6,706 nights of shelter to 48 unique households comprised of 72 individuals. This represents a cost savings of \$536,480 in emergency motel vouchers. The average length of stay for a Tiny House guest is 117 days, and 65 percent of all guests have exited the program to find permanent housing. The Shelter Program places particular emphasis on health resource connection for each guest. When basic needs are met, including shelter/housing and physical and mental health care needs, guests are better able to focus on longer-term goals rather than the immediate crisis.

Hope Village started with one tiny house in 2016 and has grown to nine tiny houses in 2021, all constructed entirely by volunteers. The mission is “to provide short-term and longer-term housing alternatives and service to people experiencing homelessness in Chippewa County.” Hope Village has more than 100 volunteers on eight committees who serve this mission.

Understandably, unmet shelter needs for Chippewa County residents have been exacerbated by the pandemic. As reported by the Chippewa County Council on Homelessness and Hunger (CCCHH), from January to June 2021 in Chippewa County, an average of 235 individuals per month sought the following services: case management, rental assistance, eviction prevention, emergency shelter, and information about and referrals to other agencies. In addition to housing-related needs, there are also requests for assistance with food, hygiene, and medical and transportation needs. Of these 235 individuals, local agencies were able to assist an average of 166 a month, leaving approximately 69 with an unmet need.

With overwhelming community support from its partners, in 2021 Hope Village purchased a property at 1825 Kennedy Road to make its vision a reality. The benefits of this Hope Village community location are many, including the proximity to medical care, the Chippewa Valley Technical College, and the industrial business park, in addition to being located within Ride Share routes. With this ideal site, Hope Village is able to bring its vision of improved affordable housing opportunities, increased services, and enhanced community health and wellness to life.

To date, Hope Village has private support from individuals, churches, and businesses, and it recently received \$872,997 in state grant funds, which will be utilized to remodel the future Hope Village Community Center. The grant provided a strong vote of confidence for the need and the holistic approach of the organization.

To date, Hope Village has completed phases I and II of the proposed vision. Phase III will be completed by the proposed Capital Campaign.

- Phase I was completed by building the ten tiny homes located in Chippewa Falls.
- Phase II is in progress with funds in the amount of \$872,997 provided to the City of Chippewa Falls by the Community Development Block Grant (CDBG) COVID-19 Programs. It is expected to be completed by December 2022. The following list provides the public private partnership detailed amount and use per category by Hope Village and the City of Chippewa Falls:
  - \$220,000 community building remodeling
  - \$408,603 tiny home infrastructure
  - \$124,950 motel vouchers
  - \$20,000 engineering/architecture
  - \$99,444 administration to Chippewa County Housing Authority
- Phase III completes the total vision, including affordable-rent duplexes, a playground, a pavilion, a re-store building, a work shop, and landscaping.

In response to this growing county-wide need, the Board of Directors has initiated a Campaign Readiness Study Summit. This study will examine if \$3.4 million can be raised in private funds to meet part of its Phase III goals. Crescendo Fundraising Professionals, LLC, and its team of four advisors, has been hired to complete the Study Summit to determine and assess the interest in and viability for reaching this proposed private fundraising goal. During this one-day summit, focus groups, confidential interviews in person and virtually, and online surveys will be conducted to secure needed feedback. Recommendations will be presented to the Board of Directors regarding the potential success of the proposed private fundraising goal and the strategy needed for a successful campaign.

The table below and conceptual drawing provide an overview of the vision and funding status/goals.

PHASE THREE	Quantity	Cost	Projected Grant(s)*	\$3.4M Campaign Goal	Total Vision
<b>Community Center Mortgage</b>	1			<b>\$277,000</b>	\$277,000
<b>Affordable-Rent Duplexes/10 units</b>	5	\$217,600	\$761,600	<b>\$326,400</b>	\$1,088,000
<b>Affordable-Rent 6-Plexes/18 units</b>	3	\$1,458,000	\$3,061,800	<b>\$1,312,200</b>	\$4,374,000
<b>Playground</b>	1	\$75,000		<b>\$75,000</b>	\$75,000
<b>Pavilion</b>	1	\$100,000		<b>\$100,000</b>	\$100,000
<b>Re-Store Building &amp; Work Shop</b>	1	\$750,000		<b>\$750,000</b>	\$750,000
<b>Landscape Community Area</b>	1	\$68,600		<b>\$68,600</b>	\$68,600
<b>Architectural/Contingencies/Site Prep/Fundraising</b>				<b>\$500,000</b>	\$500,000
<b>Total</b>				<b>\$3,409,200</b>	\$7,232,600

\*Hope Village will apply for grant funds to cover a portion of the cost for building the rental units. Several funding options are being explored including a Rental Housing Development grant for non-profits from the State of Wisconsin as well as issuing of bonds from the Chippewa County Housing Authority.