

NEWS RELEASE

**HOPE VILLAGE CAMPAIGN READINESS STUDY SUMMIT TO EXAMINE FUNDRAISING STRATEGY**

For Immediate Release: September 27, 2021  
Contact: Mike Cohoon 715-210-5405

Hope Village has contracted with Crescendo Fundraising Professionals, LLC, to conduct a Campaign Readiness Study Summit to determine the financial capacity, leadership potential, general interest and economic climate for a \$3.4M campaign to build the Hope Village community.

The Hope Village - Tiny Housing Alternatives Inc., is a 501©3 non-profit organization, with 100 volunteers, which offers a shelter program via nine tiny homes that provides temporary housing to unsheltered individuals and families in the Chippewa Valley. Located in Chippewa Falls, Hope Village also provides case management and support services to ensure unsheltered guests develop and work toward secure living plan goals which include financial stability, a health resource connection and permanent housing.

“The program was developed to fill a community need in Chippewa County when the only homeless shelter closed its doors in 2014,” says Mike Cohoon, Executive Director. “In response to this county-wide need, the Board of Directors has initiated a Campaign Readiness Study to examine whether \$3.4M may be raised in private funds to fulfill the benefits outlined by the organization. Once we have input from community members and stakeholders, we will make decisions on improvements or corrections to the current fundraising plans. This will include the best timing and strategy based on citizens’ viewpoints which will formulate the study recommendations.”

In 2021, Hope Village purchased property at 1825 Kennedy Rd., in Chippewa Falls to make the community vision a reality. The goals of completing the full mission of the organization are to improve affordable housing opportunities in Chippewa Falls and improve services to enhance community health and wellness.

Private funding from the campaign are proposed to support the following:

- Five reduced rent duplexes/10 units
- Three reduced rent 6-plexes/18 units
- A playground and pavilion
- A re-sale store of household furniture and non-food supplies to serve the Hope Village guests, residents and the general public

The City of Chippewa Falls applied for and received a Community Development Block Grant (CDBG) COVID 19 Program state grant totaling \$872,997 that will be utilized to remodel and expand the property at 1825 Kennedy Road. The grant provided a strong vote of confidence for the need and the holistic approach of the organization.

“The consulting firm that has been hired has managed capital campaigns in Chippewa Falls for the \$4M Irvine Park Welcome Center addition and expansion and the \$2M Chippewa Riverfront. The consulting firm will complete interviews, hold focus groups and incorporate a community survey with area leaders to gain input,” says Cohoon. “We have had a great deal of citizen input up to this point. We hope those who are interested will access our survey on Hope Village’s website to provide their personal input in regard to the proposed campaign,” he adds.

The public is invited to provide your feedback on the project and potential campaign by completing a short survey. Please see “Survey” page located on the Home Page of the website. The deadline for completed the surveys is October 31, 2021. For more information, please call Mike Cohoon 715-210-5405.

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