



# HOPE VILLAGE

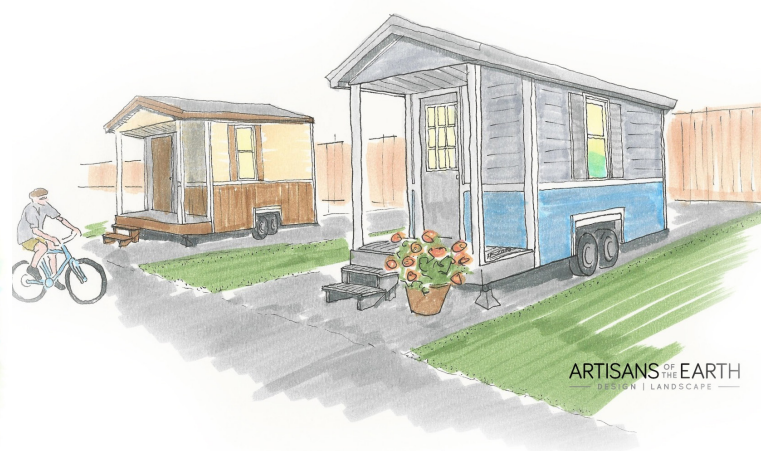
## CAMPAIGN READINESS STUDY | EXECUTIVE SUMMARY

In 2016, Hope Village began its mission “to provide short-term and longer-term housing alternatives and services to people experiencing homelessness in Chippewa County” in response to the closing of Starting Points in 2014, the area’s only shelter. Hope Village has grown to support 10 tiny homes and is ready to enter its next phase of growth to serve more unsheltered individuals and families in Chippewa Valley.

With a vision “to ensure everyone living in Chippewa County has a safe and secure place to call home,” the Board of Directors proposed a \$3.4M expansion campaign to create Hope Village community, which includes:

- 🏠 Space for the 10 tiny homes around a community facility currently under renovation

- 🏠 The construction of five additional duplexes that would provide 10, one-bedroom handicapped-accessible units at an affordable monthly rent
- 🏠 The construction of three, multi-family buildings that would provide 6, two-bedroom units each for a total of 28 one and two-bedroom rental units for low-income families
- 🏠 An outdoor pavilion with landscaping to encourage community gatherings
- 🏠 A playground for the many children housed in the units
- 🏠 A re-store business which provides operating support back into the organization



## Fundraising Potential

During the study, Crescendo Fundraising Professionals, LLC, received feedback from 114 individuals who provided key information to support the findings of this report. Of this number, 65 completed an on-line survey.

The Hope Village proposed campaign has merit, is justifiable and has the leadership ability and financial capacity to fundraise \$2.7M using a methodical fundraising strategy, approach and timeframe. (The comprehensive full report may be found on the Hope Village website.)

## Favorable Factors:

- 🏠 More than half of those who responded believe in the benefits of the proposed campaign
- 🏠 Several lead gifts were identified commensurate with securing a campaign goal of \$2.7M
- 🏠 More than 60 out of 114 indicated they would consider a volunteer position within the campaign

## Challenging Factors:

- 🏠 Two other multi-million capital campaigns that address the quality of life in Chippewa Falls are underway at this time
- 🏠 The awareness of, need for and education about the state of the unsheltered in Chippewa Falls must be fully explained and communicated

**98%**

of respondents believe the mission and vision are important

20 to  
**25**

area leaders were identified as potential chairs or co-chairs for the campaign

**81%**

of all respondents (online and in-person) said they would or would possibly give to the campaign

Reducing to  
**\$2.7M**

will help meet approximately 80 percent of the total proposed project concept build and vision