



**WELCOME HOME CAMPAIGN**  
Connect. Mentor. Support.

# HOPE VILLAGE

## CASE STATEMENT



**Chippewa Falls, Wisconsin**

June 2022

Website: [hopevillagechippewafalls.org](http://hopevillagechippewafalls.org)

Phone: Mike Cohoon at 715-210-5405

GIVING PEOPLE A SECOND CHANCE

My name is Brian Kelley, and I serve on two committees for Hope Village: Property Search and Communications Campaign. I live in Chippewa Falls with my wife, Robin.

Our eldest daughter, Terra, is a freshman at Chippewa Falls High School. In my free time, I enjoy watching Terra play softball, hunting, fishing, and spending time up north on the lake. Our second daughter, Jayna, was our loving, funny, energetic, happy little girl. She loved animals and visiting the Chippewa Humane Association. She also loved being a Girl Scout and serving her community in various projects. On November 3, 2018, Jayna, along with three others in her troop, were killed in a senseless crash while volunteering to pick up trash along a county highway near our home. Losing a child is something a parent never gets over, and we think about her every hour of every day.

After the crash, Robin and I decided to start a memorial foundation to honor Jayna and put our focus on something positive. We established the non-profit organization, Jayna Kelley Memorial Foundation. To date, the foundation has given back over \$150,000 to the community, including organizations like Hope Village, the Chippewa Humane Association, Chippewa County Foster Program, and much more. This is possible thanks to the generous support from people in our hometown and across the country. The foundation has given our family a sense of purpose.

I am a member of Chippewa Valley Bible Church, which is also where I first learned about Hope Village when our church put two Tiny Homes in their backyard. I did not realize the overwhelming need for these Tiny Homes and I felt compelled to do more to help.

I met with Hope Village’s Executive Director Mike Cohoon and felt a special connection to him after learning that he also lost a daughter at a young age. His daughter, Mindie, died at the age of 12 due to cancer. In 2020, I volunteered to serve on the Hope Village Property Search Committee to secure a permanent location for the organization’s future home, which is the former dental office building located on Kennedy Road in Chippewa Falls currently under renovation. The facility will be remodeled to include a community center and house 11 Tiny Homes on the property. In addition, the Campaign, which I currently serve on, will establish and launch a capital fundraising campaign to raise funds for construction and operation costs for the new site location.

After learning of the increasing transitional housing needs in the area, Robin and I wanted to build a Tiny House as a way to help the community while also doing it in Jayna’s honor. A trailer that was previously used as a concession stand was donated to us. It will be remodeled to have a family-friendly Tiny House layout with a bunk area large enough for up to four people and a kitchen/dining area, living room, and covered porch. This Tiny House will be Hope Village’s 11th Tiny Home.

Anyone can become homeless at any given time. Not everyone has a family they can fall back on if their life takes a bad turn. Not everyone has enough money saved up to pay rent or buy groceries if they lose their job or get sick. The vision for Hope Village is to help people get back on their feet and equip them with the skills needed to sustain a better lifestyle. If we turn our backs on those experiencing homelessness and poverty in the community, we are not loving our neighbors the way we’re supposed to. We can help break this cycle by giving people a second chance and standing alongside them in their darkest hours.

-Brian Kelley, Chippewa Falls, WI  
March 22, 2022



WELCOME HOME CAMPAIGN COMMITTEE MEMBERS

The Hope Village Board and Staff are grateful for the assistance of the many campaign volunteers who have worked diligently to advocate for this project.

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Administrative Assistant support  
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**Mission:** Guide guests to stable housing using a program of sheltering, mentoring, and educating

**Vision:** A community free from homelessness

**Goals:**

- To build and maintain a small community of temporary and transitional Tiny Houses in Chippewa County
- To offer case management and mentoring for all Tiny House guests
- To remodel and maintain a community center with kitchen, laundry, showers, and severe weather shelter
- To rent and maintain affordable housing units to meet a community need and ensure sustainability

Hope Village, 4140 126th Street  
Chippewa Falls, WI 54729

HISTORY OF HOPE VILLAGE

Hope Village Tiny House Alternatives Inc. was founded out of the work of the Chippewa Falls Mission Coalition, formed in 1990 in response to the increasing number of households requesting emergency housing assistance. Since its founding, the issue of homelessness has continued to be a growing problem in Chippewa County due to low housing stock and a lower-than-average median household income.

The Mission Coalition, which is composed of a number of churches, public and private agencies, collaborated resources and developed programs to assist families and individuals in need of housing support. When the area’s only homeless shelter closed in 2014, the council knew action was needed. This was the foundation of what is known today as the Hope Village Project.

The first Tiny House was built entirely by community members in the spring of 2016, and this marked the birth of the Hope Village Tiny House Shelter Program. With the support of many Chippewa Falls churches and community volunteers, to date the organization has grown to 10 Tiny Houses, servicing 59 unique households and 95 individuals.

The purpose of Hope Village today is to provide temporary, free, or low-cost rental housing to unsheltered individuals and families in the Chippewa Valley, alongside case management and supportive services. The goal is to ensure that guests develop and work toward Secure Living Plan goals, which include financial stability, health resource connection, and permanent housing. Guests can experience community and receive support efficiently, all in a new facility constructed through this project.



*“Hope Village supported a mother of two small children who was fleeing a domestic abuse relationship. She stayed in the Tiny House with her two children for eight months. During that time, she became involved with the church and met a very nice young man. After some time, they became engaged and then got married. She became pregnant with her third and his first child and they just purchased their first house as a family.”*

*-Hope Village Volunteer*

WHY TINY HOUSES?

The Tiny House Shelter Program offers a cost-effective and sustainable shelter model utilizing volunteers in a variety of ways, from construction to maintenance as well as mentors. These volunteers ensure each family has the support needed to make progress on their Secure Living Plan goals and exit to permanent housing.

Stable temporary housing is essential for families and individuals facing financial instability. When immediate needs are met - including housing and food via food pantry partners - guests have increased capacity to focus on longer-term goals of obtaining permanent housing and achieving economic independence.

The Tiny Houses are licensed by the WISDOT (Wisconsin Department of Transportation) as homemade RVs, which allows the units to be easily moved. Each Tiny House, which ranges from 8'x12' to 8'x24', has a living space, a small bathroom with a portable toilet, electric heat and air conditioning, a refrigerator, a microwave, and a portable water container. Bed number and size varies by house; homes can sleep from one to six people. Homes are furnished with tables and chairs, and stocked with a crockpot, electric skillet, and coffee maker as well as dishes, bedding, curtains, and cleaning supplies.

With overwhelming community support from its partners, in 2021 Hope Village purchased a property at 1825 Kennedy Road to make its expanded vision of a Tiny House and affordable housing community a reality. The benefits of this 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 the Ride Share routes. The first phase of growth of Hope Village is already underway: to renovate the building located at 1825 Kennedy Road into a community center with a shared kitchen, dining room, laundry facilities, bathrooms, showers, severe weather shelter, and the organization's office spaces. During the pandemic, when the YMCA and laundry facility closed, Hope Village had to find alternatives for guests. This created a very difficult situation which highlights the need for new shower and laundry facilities for residents and drop-in participants.

The renovation and construction activities are estimated to be completed by October 2022. The 10 Tiny Houses will then be moved onto the site. This site will improve resident access to facilities necessary for basic needs, while allowing guests to participate in the Tiny House wraparound support program.

Even with these recent projects, it is evident that Hope Village needs to expand to bring hope to dozens more families and individuals.



TINY HOME GUEST

THE NEED

Chippewa County is now seeing levels of housing insecurity that are unparalleled since the founding of the Council on Homelessness in 1990. Increasing housing costs, lack of rental spaces, and the challenges of the pandemic have contributed to the current situation. The median income of Chippewa County is \$59,742, lower than the state average of \$67,042.

A recent increase in housing insecurity in Chippewa County

According to numbers compiled by the Chippewa County Council on Homelessness and Hunger (CCCHH), from January-December 2021, 2,685 individuals in Chippewa County sought housing stabilization services. This is a monthly average of 224, up from 99 on average per month in 2020. Of 2,685 individuals seeking services in 2021, 1,976 (an average of 165 monthly) were assisted by these local agencies. Still, 709 (an average of 59 monthly) had unmet needs. When the moratorium lifted on evictions

in July there was a clear uptick in support services requests. In addition, the current housing situation has made it difficult for people with no or poor rental history to find rental properties, exacerbated as prices skyrocket out of their reach.

Under-reported homelessness

Hope Village recognizes that official numbers don't always tell the full story. Rural homelessness is often unseen. Sources through the CCCHH show that the numbers of unsheltered individuals are likely even higher, with many living in precarious housing situations where they are just one negative episode away from losing housing. Many families and individuals who are living in a housing unit may be behind in rent or facing eviction. Many more are doubled up, living with friends or relatives, putting a strain on relationships, and jeopardizing the housing for all involved due to overcrowding, sometimes against tenancy rules. Others have already lost housing and are living in their cars, camping outdoors, or "couch surfing." These individuals are underrepresented in the official numbers compiled each month, but their difficulties represent a real problem in understanding and addressing the housing crises in the community and in communities like Chippewa Falls across the country.

The difficulty in securing and maintaining affordable housing in our community

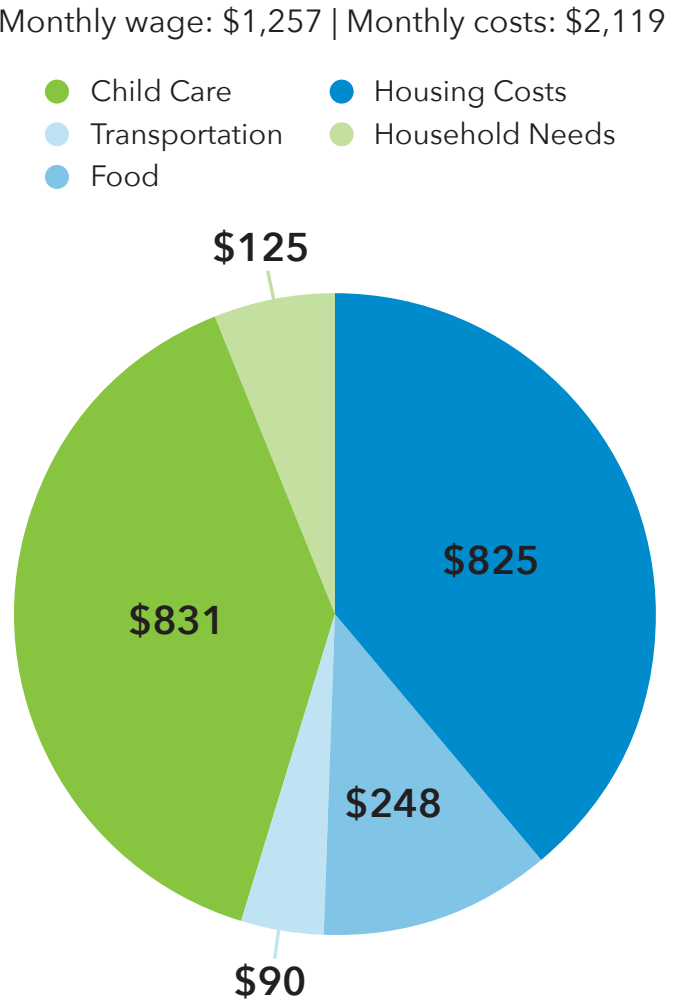
According to the National Alliance to End Homelessness there is a huge shortage of housing across the country. In Chippewa County this reality is evident. Affordable housing is typically defined as housing that costs no more than 30 percent of an individual's overall income. The average one-bedroom rental unit costs \$825/month (\$9900/year) in the City of Chippewa Falls. An annual household income of \$33,000/year would be required to meet the affordability standard for a one-bedroom unit.

In contrast, consider a single mother and a child trying to secure housing on a minimum wage income \$7.25/hr. at 40 hrs./week. This would equate to \$1300/month in wages (\$15,600/year). A rental unit at \$825/month would eat up 66 percent of her entire wages (at 40

hrs./week). In addition to housing costs, the mother would also need to account for other basic living costs including food (\$248/month), transportation (\$90/month), and miscellaneous items such as clothing, light bulbs, etc. (\$125/month). Total costs for a single mother could easily exceed \$2100/month (\$25,200/year). At minimum wage this would require working in excess of 60 hrs./week. One lost week of work due to her child's illness or one blown out tire would lead to financial catastrophe.

The lack of affordable housing not only leads to a lack of accessibility for those who are currently homeless, but also enormous insecurity for those families or individuals living at or below the poverty line.

LIVING ON MINIMUM WAGE IN CHIPPEWA COUNTY





*"I received a call from an elderly man who has been sleeping in his car for a few months. He had an aggressive form of cancer and was going through radiation and chemotherapy treatments; this had to be difficult while living in his car! I met with him and vetted him for a Tiny House. He was a Vietnam War veteran and helped rescue many Vietnamese onto his Navy ship. During his months at the Tiny House, we learned a lot about his life as he shared his story. We connected him with his brother in the Twin Cities. So, when he qualified for stem cell therapy for his cancer and had to go to Minneapolis for treatment, he had the support of his brother."*

*-Jenn Barrett, Hope Village Navigator*

Increasing housing insecurity

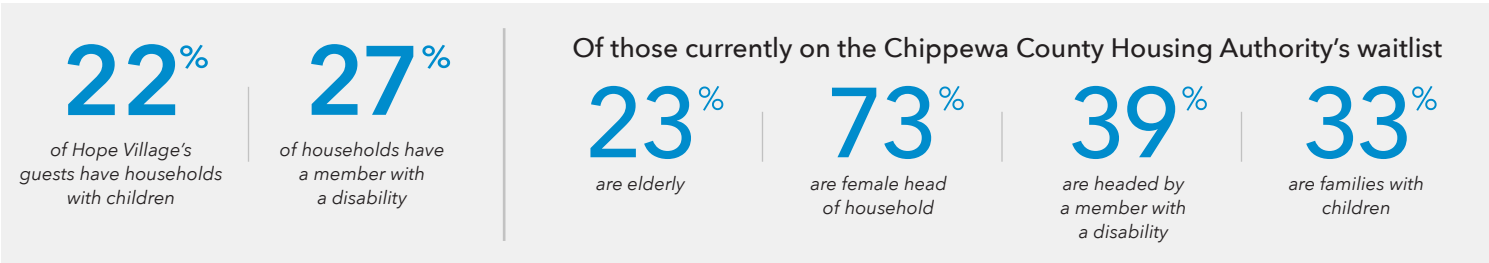
With the waiting list for Section 8 Voucher Program taking around 10 months, many families find themselves in dire need of housing before their name reaches the top of the list. In addition, these individuals often have a difficult time competing for rental vacancies in the open market. This is because they do not have rental references, have low credit scores, cannot come up with the security deposit or application fee, or they don't have the means to travel to complete the application or view the unit fast enough to compete with other applicants.

Even as the urgency around pandemic relief subsidies, for many households and families the pandemic is still exacerbating these economic problems, leading to housing instability including eviction, unstable employment, and increasing vulnerability.

According to the CCCHH, this reality causes families to make difficult choices: Do I stay somewhere with an abusive person, so my kids and I have a roof over our heads? Will I pay my rent or my utilities this month? Do I attempt to find a homeless shelter rather than stay with someone who is likely to impact my ability to stay sober? For single parents, many may ask themselves whether they can throw a birthday party or allow their child to play a sport. Homelessness is an issue that is interconnected with many larger societal issues.

The gap between housing availability and accessibility as seen in Hope Village guests

Even if affordable housing is available, it is often not accessible to those with little or no rental history, unstable wages, or those with medical disabilities. More affordable housing units are needed to close the gap for those that need affordable housing and the number and accessibility of housing units in the community.



Hope Village and this Capital Campaign aim to address these needs to improve housing security, increase affordable housing and its accessibility, and end homelessness in Chippewa Falls once and for all.

BENEFITS OF THE PROJECT

The potential benefits for this Welcome Home Capital Campaign to actualize the Hope Village vision are enormous - from an economic development perspective to the safety and security of children and adults. The Board of Directors believes homelessness can eventually be defeated in the area through this project, and that families, children, the elderly, and individuals can be supported toward permanent housing security and long-term economic independence. The following sections explain the benefits of the project, including improving security and safety for families in need, addressing regional poverty and economic insecurity, improving long-term outcomes for children, and economic development benefits for long-term community prosperity.

Improving Security and Safety

The effects of being unsheltered are devastating for those trying to maintain employment, overcome health problems, or secure regular school attendance for their children. Without affordable, secure, and safe housing, children, families, and vulnerable people in the community will continue to be caught in this cycle.

In many communities a misunderstanding exists of those who are unsheltered. These individuals often face a culmination of health problems, job insecurity, or difficult relationships that end up leading to their unsheltered status. As volunteer mentor Kimberly Wahler noted, "It is not a handout, but a hand up."

*"Becoming unsheltered is not necessarily a result of misbehavior. It can be the result of a car breaking down. All it takes is one thing going wrong and you are out of a home."*

*-Curt Rohland, Hope Village Mentor, Volunteer, Tiny Home Builder*

*"The individuals we serve work, have children struggling to stay in school, and are often active members of the community. They only have one difference between you and me, the lack of a roof over their head."*

*-Mike Cohoon, Hope Village Executive Director*



2021 Hope Village by the Numbers

- 95 guests in total since founding in 2016, representing 59 households
- 7,519 nights of stays, saving private and publicly funded agencies approximately \$600,000 in motel vouchers
- 16 guests currently in residence
- Volunteer hours reach over 175 hours on average per month



The stigmas involved with the unsheltered, such as drug use, violence, or mental instability, are not necessarily true of the individuals and families served by Hope Village. In fact, Chippewa Falls Police Chief, Matt Kelm, has stated excellent reviews of the program. "There have been virtually no issues with Hope Village. Essentially the Tiny Homes are a non-factor [in regards to safety concerns]. I am not concerned about people migrating to Chippewa County for these services. I see that people could have that concern, but the focus is to serve guests. We have a good track record with the Tiny Homes now. The vetting and holding of high standards will be important moving forward. I am sure it will continue under the management of the Executive Director and the Board."

### Affordable Housing to Address Poverty and Economic Insecurity

Economic stability and housing stability are intertwined. Access to stable, affordable housing is particularly important for lower-wage workers, who typically have inflexible work schedules and live paycheck to paycheck. Housing security is necessary for employability and secure wages.

In Chippewa County the lack of affordable housing units leads to this catch-22 for those in low-wage jobs. Competitive housing rentals will not look favorably upon unsteady employment, but secure employment is hard to maintain without stable housing. In the past five years Hope Village was able to identify affordable housing opportunities for just 63 percent of qualified applicants graduating from the Tiny House programming, simply because of difficult to access housing and low housing stock. The call for attention to housing as a precursor to ending poverty is gaining national attention, particularly as the impact of the pandemic continues in communities across the country.

### Providing Security to Children to Improve Long-term Outcomes

Adults struggling with housing instability are not the only ones impacted mentally and emotionally by a housing crisis.

According to the National Alliance to End Homelessness and the American Psychological Association, homelessness can have a tremendous impact on children, their education, health, sense

of safety, and overall development. Children experiencing homelessness have been shown to have:

- Higher levels of emotional and behavioral problems
- Increased risk of serious health problems
- Increased experience with severe hunger
- Experience more school mobility, repeat a grade, be expelled, or drop out of school, and have lower academic performance

Housing security makes a difference in all these areas. Studies have shown that stability in the home can replace these lost months of learning quickly, and that within a year of securing stable housing, formerly unhoused children are able to move toward their classmates' academic outcomes.

### Economic Benefits to the Region

There are many economic benefits to increasing affordable housing in a community. According to the 2019 report by the Chippewa Valley Housing Task Force, "Housing is a significant impediment to current and long-term economic development in the region." In tight housing markets, particularly in rural areas, housing affordability can make it difficult to attract workers, and difficult for those employed in minimum wage jobs to compete with high housing prices. Without access to secure affordable housing, employees face further insecurity. Spending more than approximately 30 percent on housing costs per month can lead to insecurities.

Further research shows that the return on investment of affordable housing, dollar per dollar, is significant in boosting local economies by leveraging public and private resources to generate income—including resident earnings and additional local tax revenue—and supports job creation and retention. A study from the National Association of Home states that, "Building 100 affordable rental homes generate \$11.7 million in local income, \$2.2 million in taxes and other revenue for local governments, and 161 local jobs in the first year alone."

### UNDERSTANDING THE PROJECT

The purpose of Hope Village is to provide temporary housing to the increasing number of unsheltered individuals and families in the Chippewa Valley, while providing case management and supportive services

to ensure guests develop and work toward Secure Living Plan goals including financial stability, health resource connection, and permanent housing.

The three-phase growth project began with the building of the first Tiny House in 2016. In the past five years, Phase I was completed by building the 10 Tiny Homes located in Chippewa Falls.

Phase II funds have been secured in the amount of \$872,997 through the City of Chippewa Falls via the Community Development Block Grant (CDBG) COVID 19 Programs and is expected to be completed by October 2022. The funds will support remodeling of the community building, Tiny Home infrastructure (foundations, etc.) support for motel vouchers for families distributed by the Career Development Center as needed, engineering and architecture design, and administration support to the Chippewa County Housing Authority. While Phase I and II of the project have allowed housing for up to 30 individuals per month, it will not meet the needs of all the nearly 60 more unsheltered individuals in the community every month. The proposed project, to be located on the site already secured, will provide affordable-rent housing to up to 28 households (representing up to 100 plus people) and up to 30 people in the Tiny Homes on site, as well as drop-in services to approximately 60 individuals per year. Phase III-A (2023-2024) and Phase III-B (2024-2027) project design details, funded through the Welcome Home Capital Campaign, will include:

- The construction of two affordable-rent duplexes in Phase III-A and three affordable-rent duplexes in Phase III-B, for a total of 10, one-bedroom, handicapped accessible units
- The construction of one multi-family building in Phase III-A and two more multi-family buildings in Phase III-B, which would provide 12, two-bedroom and three-bedroom units for low-income families
- Funding to pay off the Community Center mortgage to improve Hope Village's long-term operational sustainability. The construction of a workshop for job training and leisure
- An outdoor pavilion with landscaping to encourage community gatherings for support, celebration, and playground for children housed in the units



HOPE VILLAGE NAVIGATOR JENN  
AND TINY HOME GUESTS



VOLUNTEER, PREVIOUS HOPE VILLAGE  
BOARD OF DIRECTORS MEMBER,  
DONOR LARRY (MELINDA) LARSON

Drinking, partying, that's what single life was about. At 20 I left the single life behind and married. With a fresh start I wanted to do things "right." Sixteen years later my spouse and I had built our dream. Owning and operating our own business, our family grew with two daughters and one son all active in sports and in the community. Trucks, cars, SUVs, plus all the "toys." We lived in one of the houses we designed and built. Our life was more than we ever could have imagined. Living Large! Everything was great... Until it wasn't.

WELCOME HOME CAMPAIGN PHASES AND COST BREAKDOWN

| PHASE                                       | TIMING    | FEATURES  | TOTAL INVESTMENT | PROJECTED GRANTS* | \$2.7M GOAL |
|---|-----------|---|------------------|-------------------|-------------|
| Phase I                                     | 2016-2021 | Hope Village Property   | \$35,000         | Funds Secured     |             |
|   |           | Build/Remodel 10 Tiny Homes                                   | \$85,000         | Funds Secured     |             |
| Phase II<br>CDBG Grant                      | 2022      | Community Building Remodeling                                 | \$220,000        | Funds Secured     |             |
|   |           | Tiny Home Infrastructure                                      | \$408,603        | Funds Secured     |             |
|   |           | Motel Vouchers  | \$124,950        | Funds Secured     |             |
|   |           | Administration to Chippewa County Housing Authority           | \$99,444         | Funds Secured     |             |
| Phase III-A<br>Capital Campaign             | 2023-2024 | Community Center Mortgage                                     | \$273,000        |                   | \$273,000   |
|   |           | 2 Affordable-Rent Duplexes 4 units                            | \$435,200        | \$304,640         | \$130,560   |
|   |           | Affordable-Rent 6-Plexes 6 units                              | \$1,458,000      | \$1,020,600       | \$437,400   |
|   |           | Architectural/Contingencies/Site Prep/Fundraising             | \$431,000        |                   | \$431,000   |
| Phase III-B<br>Capital Campaign             | 2024-2026 | 3 Affordable-Rent Duplexes/6 units                            | \$652,800        | \$456,960         | \$195,840   |
|   |           | 1 Affordable-Rent 6-Plexes/6 units                            | \$1,458,000      | \$1,020,600       | \$437,400   |
|   |           | Landscape Community Area/Pavilion                             | \$150,000        |                   | \$150,000   |
|   |           | Playground  | \$60,000         |                   | \$60,000    |
|   |           | Operational Contingency/Building Supply/Workshop Construction | \$200,000        |                   | \$200,000   |
|   | 2027      | 1 Affordable-Rent 6-Plexes/6 units                            | \$1,458,000      | \$1,020,600       | \$437,400   |
| TOTAL PHASE III-A & B WELCOME HOME CAMPAIGN |           |   | \$6,576,000      | \$3,823,400       | \$2,752,600 |

Please note, the duplexes contain one bedroom and the 6-plexes contain two and three bedrooms.

Projected grants: American Rescue Plan Act

Additional grant research/writing is ongoing. The organization anticipates securing additional private grants throughout the campaign.

The benefits of this proposed project can't be understated. Housing security through accessible affordable housing improves long term educational outcomes for children, promotes economic stability for families and individuals, assists those with health issues in the ability to receive needed medical services, and promotes community growth.

THE PROCESS

The wraparound programming that is provided by Hope Village is just as important as the housing itself. As it is through the process of providing resources, which support their Secure Living Plan, that individuals and families are able to leave Hope Village with secure housing, employment, and health care in place.



Referral

Households experiencing homelessness are identified and referred to the Tiny House Shelter Program by local agencies including local hospitals, the Chippewa Falls Police Department, Chippewa County Housing Authority, Chippewa County Human Services, the Family Support Center, Chippewa Falls Area School District, community churches, and more.



Intake

Intake is conducted by the contracted Hope Village Program Navigator and includes intake paperwork, background checks, and collaboration with the Chippewa Falls Police Department for a final background check of each new guest individual or family.

Trust. What do you do when that is gone? Sixteen years, one child looking at college and two in Middle School. How do we save our marriage? Counseling-check, check, check. Move out of state for a fresh start- check. Trying to work it out for seven years...Until we couldn't.

Divorce. Lost. Dark. Hurt. Children split between two households, the recession, I didn't have it in me to run the business alone. Everything we worked for, gone. I returned to the familiar single life. Drinking helped me push away the hurt and loneliness...Until it didn't.



Moving In

When a Tiny House is available that meets the needs of the individual guest or family, the Program Navigator coordinates with the host church and trained volunteer mentors and completes a move-in checklist with the individual guest or family.

Each guest has access to church facilities for running water, as well as a pass to the Chippewa Falls YMCA for shower facilities. Laundry is provided in partnership with the Chippewa Falls Mission Coalitions' Lighten Your Load Ministry. In the new facility, guests will have on-site access to these amenities and will be able to experience empowerment and community in new ways through the programming.

Program Participation

The Secure Living Plan establishes goals needed so guests can overcome their barriers to securing permanent housing, such as low credit, lack of rental references, insufficient income, health issues, etc. These goals include:

- Financial stability
- Access to health resources: physical, mental, social, relationship, and spiritual
- Weekly meetings with the Program Navigator and volunteer mentors to develop and ensure ongoing progress with individual goals identified



A STORY OF HOPE FROM A HOPE VILLAGE GUEST

*“Currently we are supporting a single mother of three (two teenagers) in a Tiny House. She lived in a house that the landlord ended up selling and no longer rented it out. She could not find another affordable rental in time so had to move into a Tiny House. She has been there for several months and has cleaned up her credit enough that she is working on purchasing her first home with the support of Hope Village!”*

*-Hope Village Volunteer*

Program Resources

The program provides connections to resources that help guests overcome the obstacles which contributed to their homelessness. The goal of this support is to address each issue identified in the process of creating a Secure Living Plan. Food security, employment placement, and health stabilization are important elements of this. To gain access to these resources each household is assigned one to two volunteer mentors who support and assist the guest in completing their tasks by providing transportation, guidance in completing applications, making and accompanying them to their appointments, housing searches, securing household items, etc. The mentors develop relationships with the guests and provide feedback to the Navigator. The mentors also attend the weekly meeting to cultivate communication and consistency in the SMART (specific, measurable, attainable, realistic, and timely) goal-setting process.

As Navigators and mentors work with guests, they help facilitate access to other community resources.

Graduation from the Program

When the guests are supported in meeting their immediate basic needs, they can focus on achieving longer-term goals, including obtaining permanent housing and achieving economic self-sufficiency whenever possible. Guests also work toward obtaining a Rent Smart Certification, which focuses on the knowledge and skills essential for a successful renting experience. The length of stay in a Tiny House varies depending on the circumstances of the household and the number of barriers they must overcome, but the average is 134 days.

Project Partnerships

To accomplish the above process, Hope Village has strong partnerships with several agencies and organizations in the area that work to secure vulnerable populations. Notable partners include the Career Development Outreach Center, the Chippewa County Council on Homelessness and Hunger, Chippewa Falls Mission Coalition, and Workforce Resource. Please see the entire list and description of these organizational partners in the Appendix.

The supportive programming available through the Tiny House Program would not be possible without hundreds of volunteers. The following section describes ways in which volunteers help the Hope Village organization and guests thrive.

The Hope Village Volunteer Team

The volunteers of Hope Village are truly the lifeblood of this work. Providing countless hours with families, constructing houses, maintaining sites, and working with us to secure the organization’s growth.



LANDMARK CHRISTIAN CHURCH PASTOR  
BRAD CROCKER & TINY HOME GUEST



HOPE VILLAGE VOLUNTEERS

VOLUNTEER ROLES WITH HOPE VILLAGE

Mentors

Two volunteer mentors are assigned for each of the 54 families served to date, which represents hundreds of donated hours.

Typical activities include:

- Resource for finding rides
- Befriending and mentoring
- Walking through job applications
- Providing emotional support and encouragement

Donations

On average, around \$700 per month is donated of the following:

- Clothing
- Furniture
- Appliances
- Household items for Tiny House residences
- Household items for moving into permanent housing

Tiny House Construction

Twelve houses constructed to date, each taking an average of 3,000 volunteer hours to construct, representing hundreds of hours of time donated through support in:

- Electrical wiring
- Building or placement at site
- Fabrication
- Site preparation
- Interior design

Church-Based Coordinations

Volunteers at 10 church sites provide:

- On-site support
- Logistics
- Coordinating access to full kitchen and other facilities
- Providing community connections



HOPE VILLAGE BUDGET 2022

| INCOME                      |           |
|-----------------------------|-----------|
| Corporate/Church Donations  | \$20,000  |
| Fund Raising/Special Events | \$15,000  |
| Grants                      | \$70,377  |
| Interest Income             | \$300     |
| Individual Donations        | \$41,893  |
| Projected Income            | \$147,570 |

| EXPENSES                           |           |
|------------------------------------|-----------|
| Advertising and Promotion          | \$500     |
| Appreciation/Volunteer Recognition | \$500     |
| Bank Fees                          | \$50      |
| Business Fees                      | \$100     |
| Capital Campaign                   | \$18,000  |
| Case Management                    | \$10,000  |
| Community Building Expense         | \$2,000   |
| Direct Guest Assistance Services   | \$1,500   |
| Payroll Costs                      | \$32,780  |
| Insurance                          | \$2,500   |
| Mortgage (Principal/Interest)      | \$17,880  |
| Office Supplies                    | \$500     |
| Office Equipment                   | \$1,200   |
| Permits & Fees                     | \$300     |
| Postage                            | \$110     |
| Printing & Copying                 | \$500     |
| Professional Fees                  | \$2,000   |
| Project Services                   | \$40,000  |
| Real Estate Taxes                  | \$7,000   |
| Registration Fees                  | \$300     |
| Supplies                           | \$700     |
| Tiny Home Expenses                 | \$2,700   |
| Utilities                          | \$4,450   |
| Training                           | \$2,000   |
| Projected Expenses                 | \$147,570 |

I was a functional addict, able to subcontract to support my lifestyle. Drinking slipped into drugs. I was living in hotels or out of a box truck. Why should I care anymore? I was alone. I didn't know how to live. I will drink. I will be angry. I will act out. I was coping...Until I wasn't.

Chippewa Falls Housing Authority put me in touch with the Tiny House Navigator at the Community Outreach Center. After going through the intake process, I was accepted as a Tiny House guest. Each week I choose to complete my goals. I check in with my mentors daily and am on time to my weekly goal setting meeting. I got a job that I love and pays well.

I have been able to clear my debt, get health care on track, and reconnect with my children.

Permanent housing has been my greatest challenge. I have written letters being honest about my past and all the progress I've made in the last year. With a felony on my record, landlords do not want to take a chance on me. Every day I explore creative options open to me. I know that the planned Hope Village affordable housing would benefit someone in my position. It would give me a chance to gain rental history that could help me in the future.

I am grateful for the Tiny House/Hope Village program. I have learned to develop real relationships with my mentors and Tiny House staff. Through these relationships I now realize my self-worth and have the ability to face and work out my daily challenges. This community of volunteers and staff have shown me what a family should be. I didn't think there could be anyone to trust and believe in me.... Until there was.

THE WELCOME HOME CAPITAL CAMPAIGN

With Phase I completed and Phase II nearly complete, the organization anticipates serving 188 households experiencing homelessness from June 2021 to December 2022, including:

- 35 in the 10 Tiny Houses, located on the property.
- 68 households served through the showering and laundry facilities for those not housed on site but are currently unsheltered.
- Others seeking housing (up to 85 households) but are unable to be placed will be housed with motel vouchers, distributed by the Career Development Center.

Phase III, described in the previous table, will be completed in two sub-phases through the proposed Capital Campaign and will allow the organization to serve more than 100 additional people annually upon completion.

Project Design Details

Hope Village has thoughtfully prepared the proposed design alongside other service agencies, national models, and a building and landscape architect.

A planned development-conditional use permit has been secured from the City of Chippewa Falls to include the 10-year development plan on the property located at 1825 Kennedy Road, Chippewa Falls.

Phase II project design details (with funding already secured) include:

- Conversion/renovation of an existing dental office building which will serve as a community center for unsheltered households, guests living in the Tiny Houses. The center would include bathrooms with showers, a shared kitchen, living room/school study space, office space, meeting rooms, severe weather shelter, and laundry facilities.
- Infrastructure to a property adjacent to the community center including a driveway, 10 concrete pads for the Tiny Houses, electrical hook ups, and sidewalks
- Installation of infrastructure to the property adjacent to the center including water, sewer, laterals, electricity, phone, and cable for the eventual construction of affordable housing units
- Motel vouchers, distributed by the Career

Development Center. These would be used to house unsheltered households who cannot be housed in a Tiny House due to the full capacity, because of a larger size household, or because the household is not eligible for a Tiny House.

Phase III-A (2023-2024) project design details, funded through the Welcome Home Capital Campaign, will include:

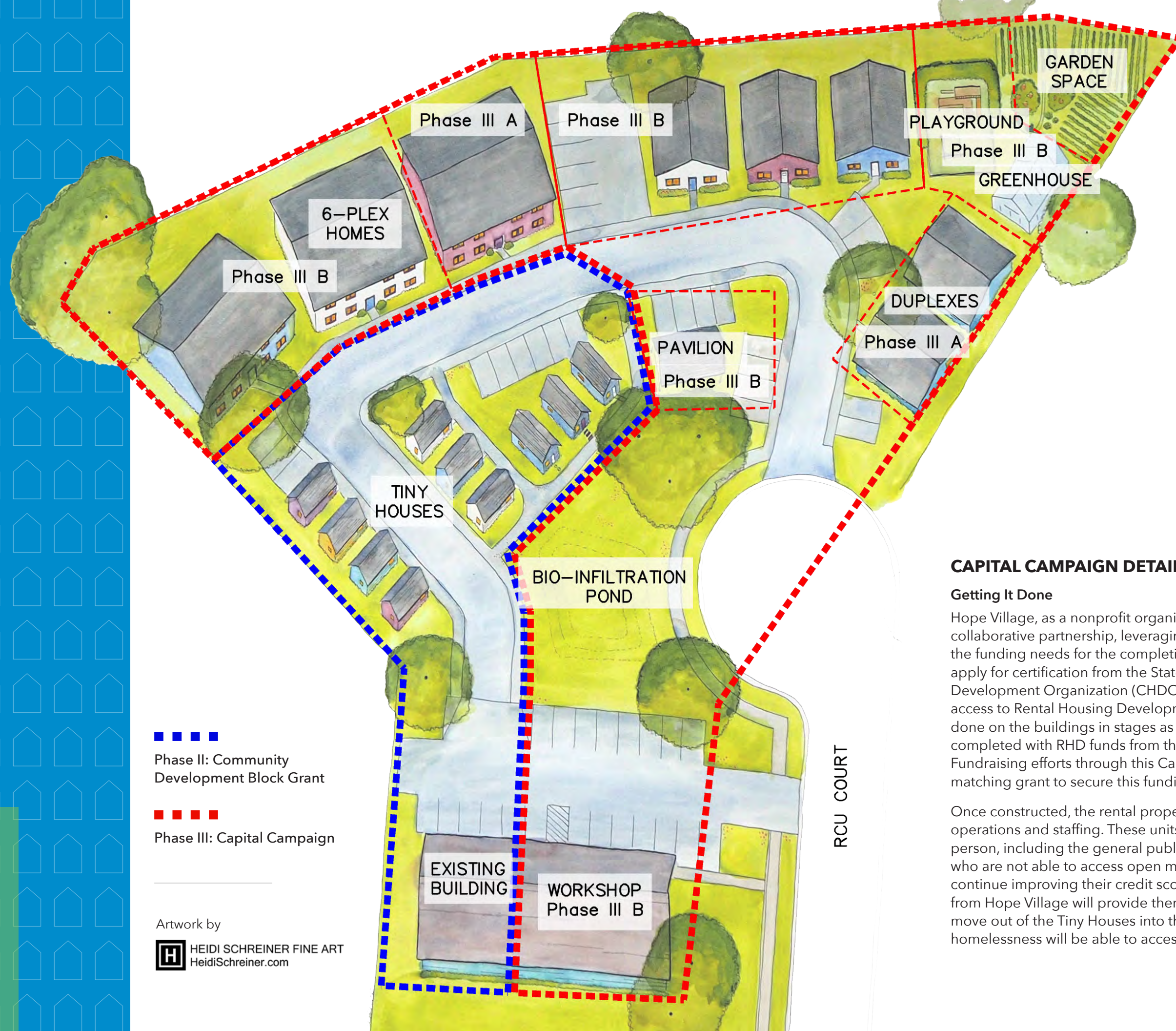
- The construction of two affordable-rent duplexes that would provide four one-bedroom, handicapped accessible units
- The construction of one multi-family building that would provide six two-bedroom and three-bedroom units for low-income families
- Funding to pay off the Community Center Mortgage, to improve Hope Village's long-term operational sustainability
- Funding to begin planning Phase III-B with support for architectural design and site preparation

Phase III-B is projected to begin in 2024, funded through the Capital Campaign. Project design details will include:

- The construction of three affordable-rent duplexes that would provide six one-bedroom, handicapped accessible units
- The construction of two multi-family buildings that would provide six two-bedroom and three-bedroom units for low-income families.
- The construction of a workshop for job training and leisure time
- An outdoor pavilion with landscaping to encourage community gatherings for support, celebration, and spirit building.
- A playground for children housed in the units







Artwork by



HEIDI SCHREINER FINE ART  
HeidiSchreiner.com

## CAPITAL CAMPAIGN DETAILS

### Getting It Done

Hope Village, as a nonprofit organization, is already engaging in this type of collaborative partnership, leveraging private dollars and state grants to fulfill the funding needs for the completion of the full vision. Hope Village will soon apply for certification from the State of Wisconsin as a Community Housing Development Organization (CHDO). Once certified, Hope Village will have access to Rental Housing Development (RHD) funding. Construction will be done on the buildings in stages as funds are made available. Each project completed with RHD funds from the State requires a 30 percent match. Fundraising efforts through this Capital Campaign will serve as the required matching grant to secure this funding.

Once constructed, the rental properties will provide revenue to support operations and staffing. These units would be available to any low-income person, including the general public, but also for those Tiny House guests who are not able to access open market rental units because they need to continue improving their credit score or need a reference for rental. Renting from Hope Village will provide them time to reduce these barriers and, as they move out of the Tiny Houses into the units and other individuals experiencing homelessness will be able to access the Tiny House program.



*"Mentor relationships are a key factor in the success of our guests making progress to being self-sustainable. A mentee of mine shared with me that I was their first friend they've had. Our relationships are priceless and incredibly important to me."*

*-Gayle Klitzke, Hope Village Board President, Volunteer Mentor*

**Strategic Priorities**

Recognizing that this growth requires sound strategic decisions and planning, the Board of Directors has recently developed the following list of Strategic Priorities for the increased capacity of the organization over the next five years of operation:

- Develop a Diverse Funding System
- Welcome Home Capital Campaign
- Grant Writing and Fundraising
- Ownership of Income Producing Rental Properties
- Development of an Endowment Fund
- Financial Collaboration with Public and Private Organizations
- Expansion of Volunteer Base and Refining the Volunteer Management System

**Ways to Give**

With all the ways in which the organization has capitalized on half a decade of volunteer support, donations, and frugal operational costs, we believe now is the time to bring the organization into its full capacity, recognizing the great need for affordable housing and support for the unsheltered in the community. Campaign leaders hope you will join this effort to combat the lack of affordable housing through this campaign and will consider making a gift that is personally meaningful as this project directly impacts the community we all love. We hope you will consider giving an outright pledged gift and gratefully appreciate consideration of such a gift.

**Pledge Commitments**

Payments on pledges can be fulfilled by cash, check, commodities, or appreciated property. Donors are advised to consult with their financial advisor if making gifts not by cash or check. Many large corporations offer employee matching gift programs. The Board of Directors encourages potential donors to check

if such a program exists. This is an excellent way to increase both the size and the impact of gifts to the Welcome Home Capital Campaign.

**A Pledged Gift**

Your pledge may be fulfilled over three to five years on whatever schedule and by whatever method of payment best suits your planning. Contribution installments may be made twice a year. The Hope Village business office will send payment reminders for set dates. You will receive tax-deductible gift receipts for each payment made. By spreading payments out over three to five years, making a pledged gift allows you to give at your highest capacity.

**An Outright Gift**

An outright gift of cash is the simplest and most common way of giving. Outright gifts also include appreciated securities, bonds, or personal assets; IRA Required Minimum Disbursement (RMD); real property assigned ownership; or beneficiary status in paid life insurance with cash value (in any single form or combination). Many of these types of gifts hold specific capital gains tax advantages and deductibility for you.

**Gifts of Stock**

All gifts and pledges are confidential. Donors may choose to remain anonymous or to make their gifts in honor, in memory, or in recognition of specific individuals, events, or accomplishments in their lives. Donors may also choose to have their names, or the names of designated others, displayed on a plaque on a donor recognition wall.

When you are asked to give, please give generously in support of families, children, and residents in need in our community.

**APPENDIX**

Please see future operating budget following expansion in the financial packet of information provided by your solicitor or contact Executive Director Mike Cohoon.

**HOPE VILLAGE STAFF/BOARD DETAILS**

- Mike Cohoon, Executive Director
- Gayle Klitzke, President, Mentor Committee-Chair and Mentor, Retired, Student Assistance Coordinator at Chippewa Falls Middle School
- Ken Froelich, Vice President, Executive Committee Building/Maintenance-Chair, Retired, Technology Educator (31 yrs.)
- Carla Ingalls, Treasurer, Executive Committee and Finance, Retired, corporate accountant (26 yrs.), Associate Degree Acct., part-time acct. for eight churches/non-profit orgs.
- Ruth Rosenow, Secretary, Executive Committee and Grant Writing/Fundraising, Retired, Past Executive Director of Chippewa County Housing Authority (34 yrs.), BA Social Work
- Chris Brooke, Business Loan Officer, WESTconsin Credit Union
- Jessica Oleson-Bue, Grant Writing/Fundraising, Executive Director, Chippewa County Housing Authority, Masters in Social Work
- Chris Maslonkowski, Grant Writing/Fundraising-Chair and Mentor, Retired: Fairview Health Systems: Pharmacy Department: Director of Clinical Programs (Clear Script PBM).
- Nicole Evans Estenson, Volunteer Recruitment-Chair, Data analytics and operations management.
- Tiffany Wogahn, Cleaning and Restocking-Chair, Admin Assistant, First Presbyterian Church
- Heather Martell, Marketing and Outreach-Chair, Legal Secretary
- Gail R. Prock, Grant Writing/Fundraising, Attorney Practicing Family Law
- Dick Hebert, Capital Campaign, Retired, Chippewa Falls Parks, Recreation & Forestry Director

**HOPE VILLAGE TIMELINE**

- 2016 - Established a board of directors and by-laws
- 2016 - First Tiny House was constructed (spring)
- 2017 - Met incorporation standards with the IRS (1/25/17)
- 2017 - Obtained non-profit status (5/23/17)
- 2016-2019 - Built and stocked 10 Tiny Homes (Phase I of III phases of Hope Village Community)
- 2016-2019 - Gained partnership with five churches and obtained special use permits for the placement of up to 10 Tiny Houses at their locations

- 2019 - Developed a system for training mentors from volunteer community members
- 2019 - Contracted for the services of a navigator for intake, screening, and the development of the Secure Living Plans
- 2019 - Purchased properties in the City of Chippewa Falls to be used as a community center and the “Hope Village Community”
- 2020 - Obtained the funding for the development Phase II (of III phases) using a Wisconsin Community Development Block Grant received through the City of Chippewa Falls.
- 2021 - Prepared preliminary conceptual drawings for the community village including future construction of five duplexes (10 units) that are handicapped accessible, and three six-plex buildings (18 two-bedroom and three-bedroom units) for a total of 28 affordable rental units, workshop, playground, pavilion, and outdoor garden space
- 2021 - Launched a capital campaign
- 2021 - Provided more than 7,219 shelter nights for 54 homeless households (as of 12/31/21)

KEY PARTNERS

Chippewa Valley Housing Task Force—An affordable housing coalition working on and advocating for programs for improved and accessible housing, including the following members:

- Scott Allen, Community Development Director, City of Eau Claire - Co-Lead
- Joshua Clements, City Planner, City of Altoona - Co-Lead
- Patrick Beilfuss, Principal Planner, Cedar Corporation
- Brad Hentschel, City Planner, City of Chippewa Falls
- Seth Hudson, Senior Manager, Community & Economic Development, Cedar Corporation
- Keith Johnathan, Housing Director, City of Eau Claire; Executive Director, Eau Claire Housing Authority
- Carolyn Lovelace, Planning Assistant, City of Altoona
- Matt Michels, Senior Planner, Eau Claire County
- Brendan Pratt, Mayor, City of Altoona; Realtor, Coldwell Banker
- Scott Rogers, Governments Affairs & Workforce Director, Eau Claire Area Chamber of Commerce

Career Development Center Outreach Center—Provides intake, screening, and contracted navigator services working with Tiny House guests to develop a secure living plan that will provide permanent housing, regular income, and availability to regular health care. Coordinates the plan with the guest and coordinates the support of the volunteer mentors assigned to work with each guest.

City of Chippewa Falls—Coordination of the Community Development Block Grant that funds the renovation of the Community Center and the development of the infrastructure for the centralization of the Tiny Houses and future development of affordable rental properties. The City of Chippewa Falls Police Department provides the criminal background checks for applicant screening.

Chippewa Falls Area Unified School District—The school district provides referrals and support for high school students or families who are experiencing homelessness. The school personnel coordinate with the Navigator to assure students can engage in their education training as they and/or their family works on securing permanent housing.

Local Churches—Most Tiny Houses are located at a church site where they receive indoor facility use, kitchen use, and most importantly, support from church staff and members in acclimating to their new residence and developing hope for future housing and income.

Open Door Clinic, Inc.—a non-profit organization that provides basic health care services and a connection to community resources to Chippewa County residents who are without a health care alternative. Tiny House guests are referred for medical care and assistance in obtaining insurance coverage.

Chippewa County Council on Homelessness and Hunger—Formed in 1990 in response to the increasing number of households requesting emergency housing assistance, the Council provides coordination among the agencies supporting unsheltered individuals and families. The Council meets monthly to maintain data that is used by member agencies to submit funding applications for housing services.

Chippewa Falls Mission Coalition—The Coalition is composed of 17 area churches and community organizations and provides Hope Village with a network for identifying volunteers and donations within days of a request or need.

Workforce Resource—This program provides the Tiny House guests with education, employment skills, and career direction for those needing assistance in obtaining employment. In addition, they coordinate at-risk young adults by involving them in housing construction programs for new construction or rehab of existing housing. The most important goals of the project are to build self-esteem and help young adults become self-sufficient. The participants in the construction program have been helping in the renovation of the Hope Village Community Center and the exterior landscaping.

The Hub—A transitional housing model made up of a community of small studio apartments that rent by the week and include case management.

The Chippewa County Housing Authority—Provides a variety of housing resources and services for low- and moderate-income households.

Family Support Center—Provides support and advocacy to survivors of domestic violence, sexual assault, child abuse, and human trafficking.

Catholic Charities—Provides a budgeting program and housing at the Sojourner House for individuals in need of housing when we are full.

The United Way—Supports agencies that work together to address the needs of unsheltered individuals and families.

Literacy Chippewa Valley—Assists adults and their families to reach their education, employment, and life goals.

Lighten Your Load laundry—A program of the Chippewa Falls Mission Coalition that provides funding for families to do their laundry four times per month.

The YMCA—Provides free showers to guests.



## IT ALL STARTED WITH THE CHURCHES – CURRENT HOMES OF HOPE VILLAGE

**#1** Landmark Christian Church: An 8x12ft. house with a double bed, this was built by congregation members from Landmark.

**#2** Our Saviour's Lutheran Church: An 8x15ft. house with double bed and a single bunk, it can sleep three. Seventy-five volunteers from Trinity and Zion United Methodist Churches helped to complete the house.

**#3** Trinity United Methodist Church: Donated by a family from Central Lutheran Church, this unit sleeps one person.

**#4** Chippewa Valley Bible Church: An 8x15ft. house that sleeps three, with a double/single bunk set up. The house was built by the Residential Construction class at Bloomer Senior High.

**#5** Trinity United Methodist Church: An 8x18ft. house, it sleeps 3 with a double/single bunk and was constructed by volunteers from Our Saviours Lutheran Church with Curt Rohland's leadership.

**#6** Chippewa Valley Bible Church: An 8x20ft. house, it sleeps five with a double/single bunk and a single/single bunk. It was built with help from Christ Episcopal Church and Hope Village volunteers.

**#7** Notre Dame Catholic Church: It sleeps six with three double beds, two of which are in lofts. This house was built in Florida and was remodeled by Hope Village volunteers and the maintenance crew at Notre Dame Church.

**#8** Landmark: An 8x20ft. house, it sleeps five with a single/double bunk and a single/single bunk. This house was funded by the Rotary Club and built by students at Fall Creek High School and volunteers from the Rotary Club.

**#9** Notre Dame Catholic Church: An 8x20ft. house, it sleeps six with two double/single bunks. This house was built from 80 percent recycled materials.

**#10** Our Saviour's Lutheran Church: An 8x24 ft. house, it will eventually sleep six. This house was funded by a local AmVets organization, and a local contractor did the construction.



**WELCOME HOME CAMPAIGN**

**Connect. Mentor. Support.**

Website: [hopevillagechippewafalls.org](http://hopevillagechippewafalls.org)

Phone: Mike Cohoon at 715-210-5405

**Chippewa Falls, Wisconsin**

June 2022