



# Governance Board Meeting

January 29, 2024





# Welcome

Anna Von Rueden

Share: Board Committee with H4Y \* Why?



# Mission Moment

Steve Nash



# Minutes and Agenda

## Approval of November Minutes

- Welcome - January Board Meeting
- Mission Moment
- Chairman's Report
- Strategic Discussion | Operational Updates:
  - Closing out 2023
  - Finance Committee review
  - Runway For 2024
  - Funding H4Y
  - Open Business
  - Board survey
- Adjourn



# Chairman's Report

Anna Von Rueden



# Executive Committee Update

- Celebrated the success of 2023
- Discussed operational needs
  - Board and staff composition
  - Need a resolution to add Brooke Limanen as a check signer
- Discussed the roadmap of the new facility



## FACILITY

- 8457 Sunset Road, Spring Lake Park
- 12,000 SF facility
- 2-story warehouse shell
- Building constructed 2022
- \$2.3M; 1.1 acres

## ROADMAP

- Letter of Intent
- Purchase Agreement
  - We need resolution to move forward with PA



# Closing Out 2023

LaChelle Williams



# 2023 = SUCCESS

---

- Mission update
- Fundraising update
- Administrative update



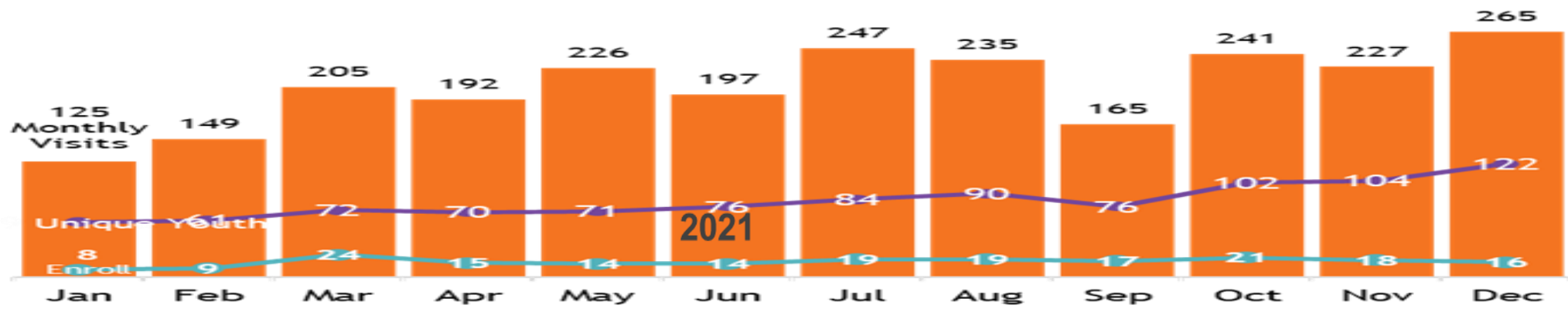
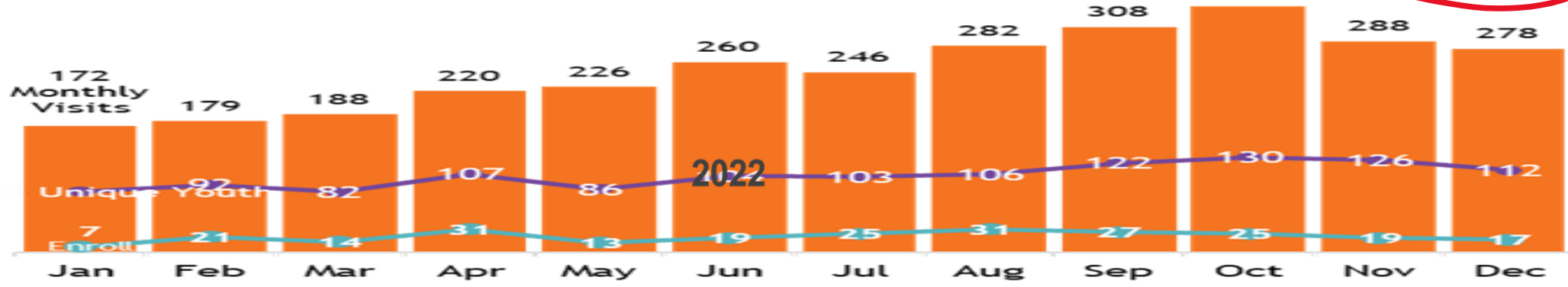
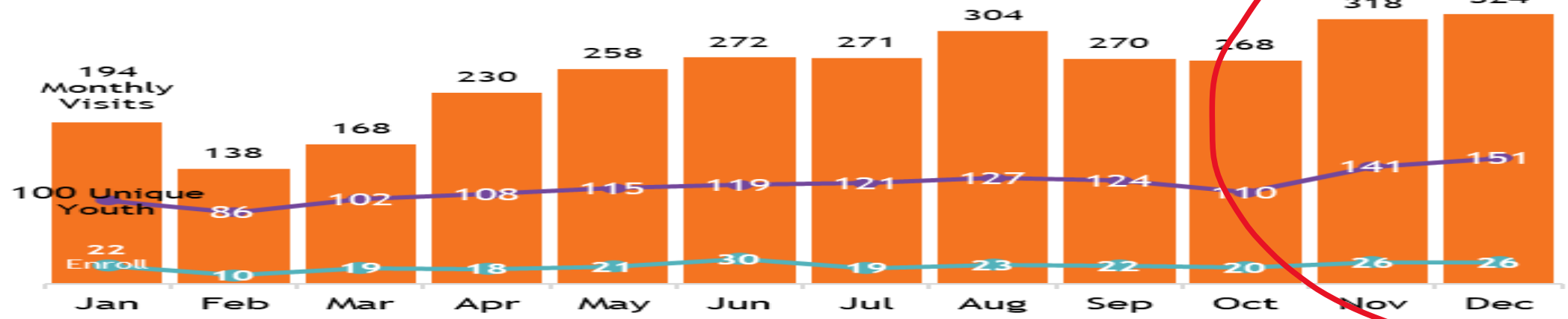
## **FULL Presentation forthcoming in March**

**\*493 \*3500 \*115 \*22 \*82% \*100%**

**DECEMBER - Participants Assisted w/Housing Stability = 18**

- **Prevention** (assisted in maintaining current housing) = 5
- **Rapid Rehousing** (assisted in finding permanent housing) = 2
- **H4Y Housing Stability Assistance** (Rent and Deposits) = 2
- **HOPE Place** (new Resident) = 0
- **Host Homes** (assisted youth in alternative housing option) = 3
- **Community Referrals for transitional or permanent housing** = 4
- **Community Referrals for Emergency Shelter** = 2

# Year Over Year Drop-In Center Data



2023 =  
SUCCESS

## **More Money... More Mission**

- ✓ Stewardship strategies
- ✓ Open our doors
- ✓ Share the mission
- ✓ Leverage Government program dollars

2023 =  
SUCCESS

## Administrative updates

### Human Resource Focus

- Culture
- Benefits
- Staffing

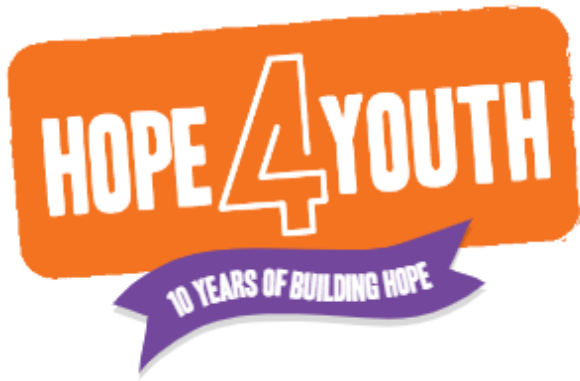
### Process

- Client Tracking
- Volunteer engagement
- Internal policy



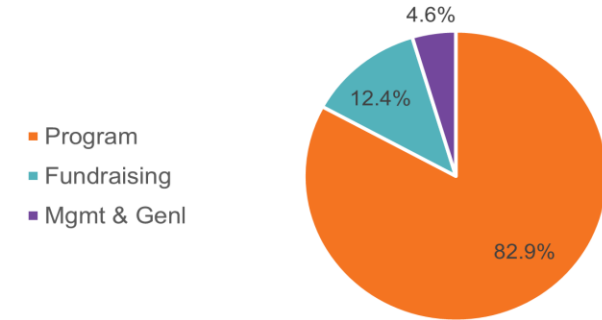
# Financial Report

Brooke Limanen | Don Phillips



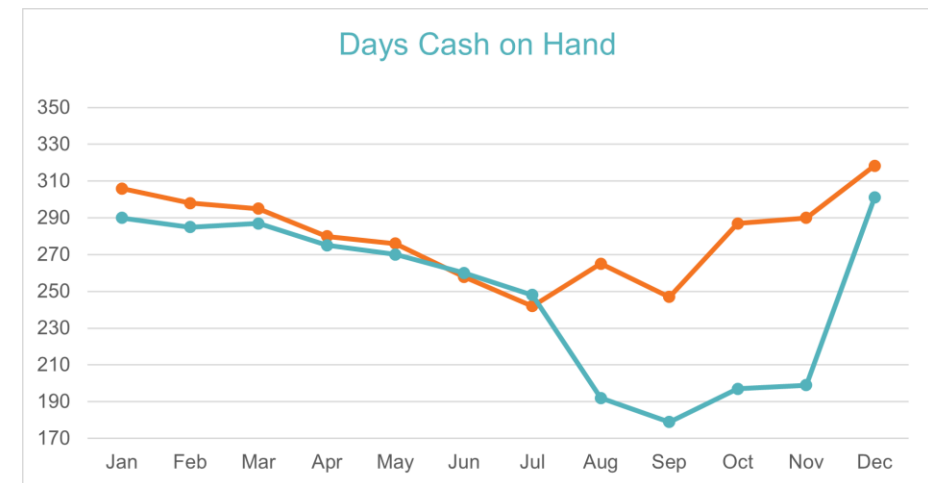
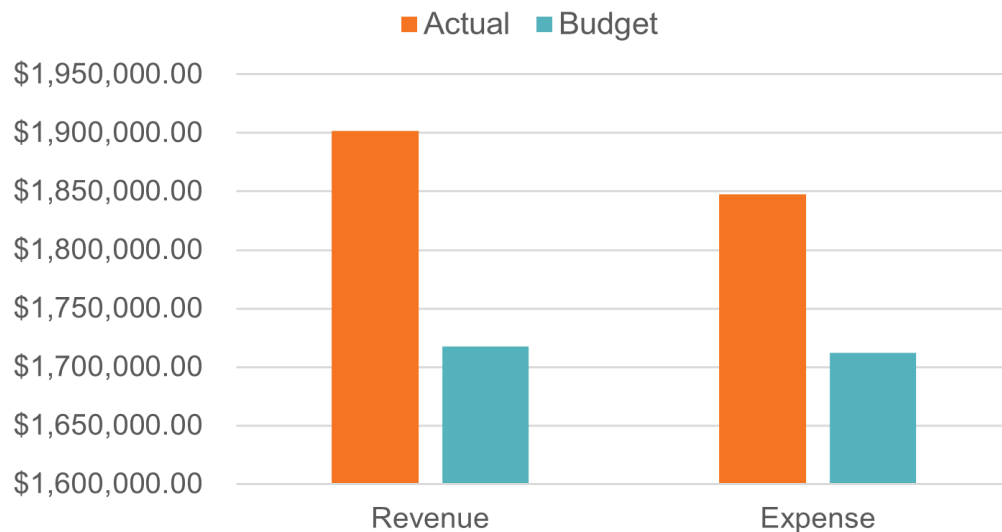
# Finance Snapshot December 2023

Expenses By Category  
December 2023



Program	82.9%	\$160,359
*Fundraising	12.4%	\$24,001
*Mgmt & Genl	4.6%	\$8,973

Revenue & Expense - Actual vs Budget  
YTD



2023 2022

**\* CORE MISSION SUPPORT**

The growth and effectiveness of our work depends on having a sound infrastructure which amplifies our program's effectiveness.



# Runway For 2024

LaChelle Williams | Anna Von Rueden





## Vision for 2024

- Mission delivery
- Leveraging what makes sense
- Operations Plan
- Risk Management
- Culture and Administrative support



# New Facility Update

LaChelle Williams



# New Facility - Board Support Committee engagement

- ❖ Program – Prgm asset recommendations
- ❖ Finance – Ops budget oversight
- ❖ Development – Fundraising/Marketing
- ❖ Strategic Steering – Vision and Risk Mngmt
- ❖ Executive – Project oversight with expenditure approval
- ❖ Building – oversee the construction steps and budget adherence



# New Facility - DEED

## Action steps:

- Assigned DEED Project Manager
- Meeting with State Architect
- Determine Location
- Submit project agreement and project use paperwork
- Submit project pre-design for approval
- Once approved, begin project steps with MMB and DEED





# New HOPE 4 Youth Center

8457 Sunset Road, Spring Lake Park

## ROADMAP

- Letter of Intent
- Submit Purchase Agreement
- Contract with Owner's Rep
- Bridge Loan options
- DEED application, predesign, and contract work
- Begin due diligence
- Build community buy-in
- Begin A&E | Construction

# Board Composition

## Diversity – critical to funding

- ✓ Race
- ✓ Ethnicity
- ✓ Gender
- ✓ **Experience**



# ACEs Are Not Destiny

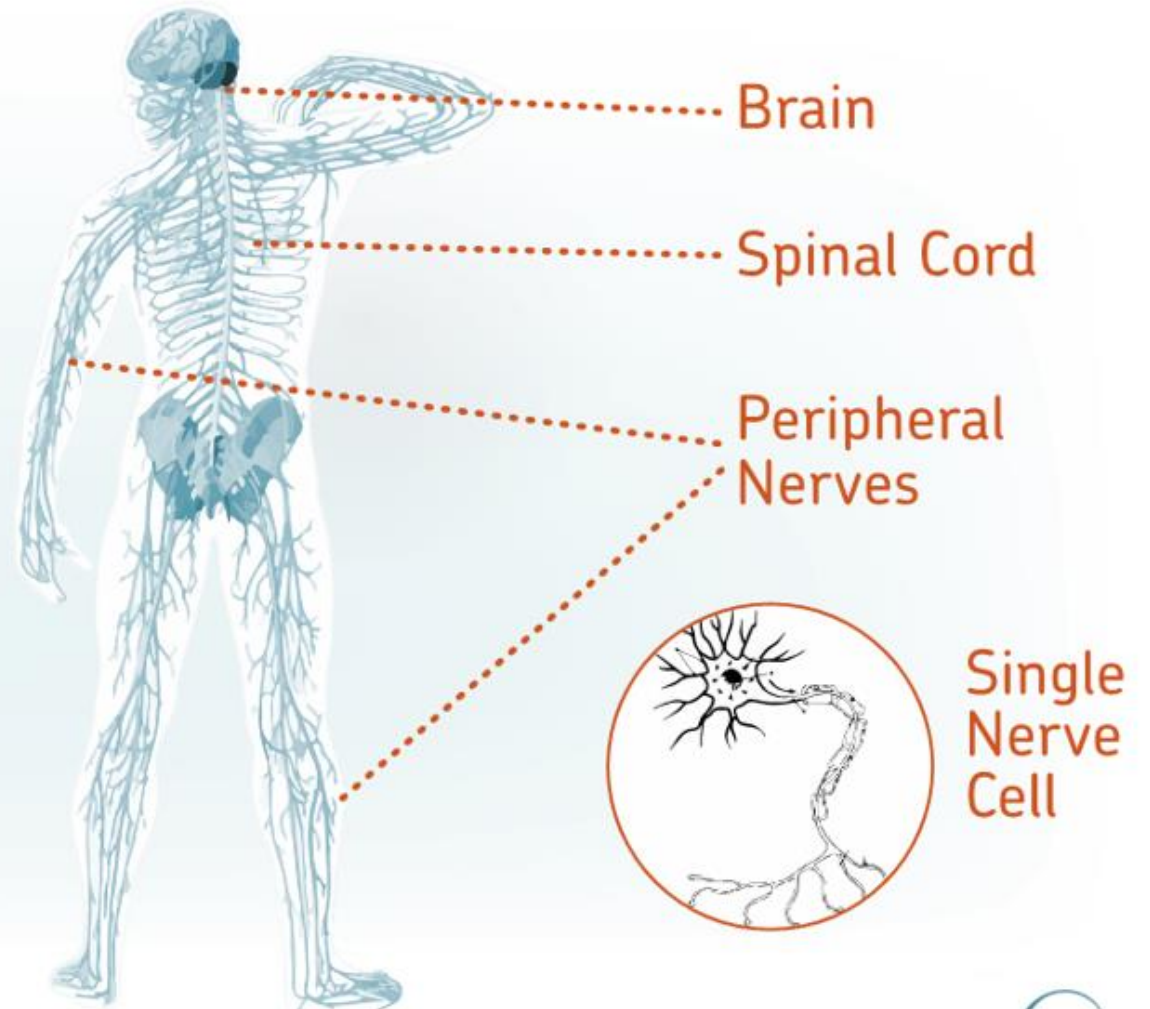
People affected by ACEs are becoming the leaders of  
**S e l f - H e a l i n g   C o m m u n i t i e s**



# Human Nervous System

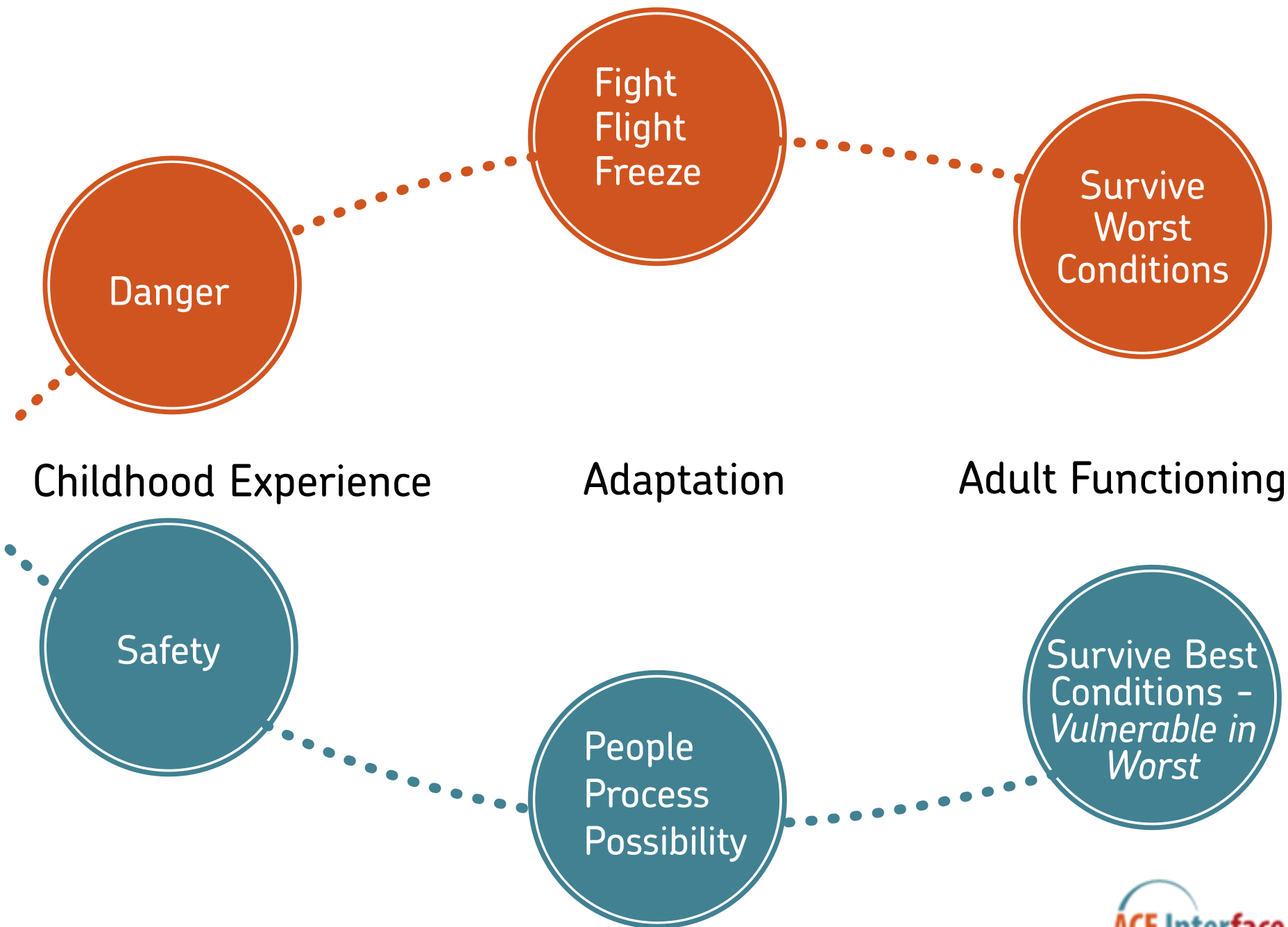
Nervous system  
ORCHESTRATES BODY  
FUNCTIONS & PERCEPTIONS

Neuroscience  
HELPS US UNDERSTAND WHY  
**A C E s**  
ARE SO POWERFUL





CONCEPTION



01/12/14

**NEWS**

# Early Adversity Increases Physical, Mental, Behavioral Problems, Scientists Report



Dr. Robert Anda & Dr. Vincent Felitti  
Investigators

Centers for Disease Control & Prevention,  
Kaiser Permanente Study

Over 17,000 study participants

The ACE Study confirms, with scientific evidence, that adversity early in life increases physical, mental and behavioral problems later in life.

# Adverse Childhood Experiences ARE COMMON

## Household Dysfunction

Substance Abuse	27%
Parental Sep/Divorce	23%
Mental Illness	17%
Battered Mothers	13%
Criminal Behavior	6%

## Neglect

Emotional	15%
Physical	10%

## Abuse

Emotional	11%
Physical	28%
Sexual	21%

5

2

3

TOTAL 10 ACEs

## Examples of ACE-Attributable Problems

Alcoholism & Alcohol Abuse

Chronic Obstructive  
Pulmonary Disease

Coronary Heart Disease

Depression

Drug Abuse & Illicit Drug Use

Fetal Death

Intimate Partner Violence

Liver Disease

Mental Health Problems

Obesity

Sexual Behavior Problems

Smoking

Unintended Pregnancy

Violence

Workplace Problems



# Epigenetics



**Dr. Brian G Dias, Ph.D.**  
*Assistant Professor of Pediatrics  
USC Keck School of Medicine  
& Children's Hospital Los Angeles*

**“Epigenetics is biological phenomenon that serves as a bridge linking not only the storms of stress, adversity, and trauma, but also positive experiences with our biology.”**

***~Dr. Brian Dias***

# We

have the power to  
shift the dynamics  
that lead to  
high ACE scores.



# Core Protective Systems

Capabilities

Attachment  
&  
Belonging

Community  
Culture  
Spirituality



# ACEs Are Not Destiny

People affected by ACEs are becoming the leaders of  
**Self-Healing Communities**







# Advancement Report

Nikki Kalvin | JJ Slag

## Planning Process and Trends

- ❖ 3-year review
- ❖ Individual giving remained steady
  - \$1000 plus donors
  - 1st time donors giving a 2nd gift 13% to 28%
  - Average gift increasing

## Planning Process and Trends continued

- ❖ Civic and Faith
  - Declining giving trend
- ❖ Corporations
  - 71% increase
  - Potential for increased giving

## Planning Process and Trends continued

- ❖ Foundations – private family
  - Avg gift increased by 226%
  - Potential for growth

## Planning Process and Trends continued

- ❖ Foundations – private family
  - Avg gift increased by 226%
  - Potential for growth

## Fundraising Plan 2024 Strategies – Individual Giving

---

**Build awareness and strengthen a thriving Individual Giving culture with the Board, friends, and community advocates through meaningful communication and engaging interactions.**

- 30% 1st time donor to 2nd time donor
- Rebrand and relaunch monthly giving to increase # of \$1000+ annual donors

Fundraising  
Plan 2024  
Strategies –  
Civic and Faith

---

**Enhance relationships through a partnership mindset elevating community partner priorities connections.**

- Community Engagement plan
- Goal of 5 to 7 speaking engagements/ month
- Open Houses

## Fundraising Plan 2024 Strategies - Corporations

---

**Create Large, Mid and Small Company plans to include enhanced prospecting, employee engagement and stewardship as aligned by their strategic and philanthropic goals. Research and fully understand partner/prospect company infrastructure.**

- Engage 7 to 10 new companies
- Targeted zip code mailings
- Add employee giving marketing materials
- Share the "why" of HOPE 4 Youth





Providing Pathways to End Youth Homelessness

# Fundraising Plan 2024 Strategies - Foundations

---

**Research, prospect and cultivate an outreach strategy to align our H4Y impact to their strategic and philanthropic goals.**

- Engage 7 to 10 new companies
- Targeted zip code mailings
- Add employee giving marketing materials
- Share the "why" of HOPE 4 Youth

Fundraising  
Plan 2024  
Strategies –  
Special Events

---

**Support and amplify all Special Events creating impactful experiences that create a collaborative culture for partners and communities to support H4Y.**

- Maintain current events for 2024
- Maximize event potential
- Secure 3 additional media partners
- 14% of overall revenue

# Fundraising Plan 2024 Strategies – Summary

---

## **Additional Strategies and Projects in Advancement**

- New stock photos
- Videos and social media videos
- Monthly posts for boards and committees to share
- Successfully exceed \$1,664,000!



# Open Business

All



# Board Survey

- Thank you for filling out the survey
- Please put completed survey in the envelop on the center table
- Please feel free to leave as needed

# Thank You!

