



The DrakeHouseSM

Bridging Hope and Opportunity

In The Beginning....

- 2004 GNFCC Leadership class was looking for a project to meet an unmet need in the community
- Data on greatest unmet needs was gathered from United Way, Fulton County and local nonprofits
- Class members discussed ideas and came to a consensus on focusing on solutions for homeless single mothers with children
- Preliminary discussions were held with key stakeholders and possible supporters.

Making a Case

Class officers were selected and committees were formed to begin the forward progression of their vision. The committee members focused on:

- existing programs – who are the subject matter experts and how do they operate? Organize site visits to gather best practices.
- possible sites – what do we need in order to provide safe and suitable housing to intact families and where is it available?
- possible funding streams - where do we find the support to move the dream to a reality and how do we position ourselves for charitable donations?

Next Steps

- Identify leadership
 - Board - volunteers
 - Advisory - volunteers
 - Staff
- Register with the Secretary of State's office www.sos.org
- File for IRS non-profit 501c3 status

Mission Statement

Every nonprofit begins with a mission and vision which must be clearly articulated in a concise way to every one who will listen!!

- ❖ A strong **mission** statement explains three things; **why** your organization exists, **who** will it serve, and **how** will it serve your clients.
- ❖ A **vision** statement is **a view of how the world should be as a result of your work**. It should be short (i.e., one sentence), but also inspiring, memorable, and able to remain unchanged for 100 years.

Mission statement: The Drake House provides a lifeline of supportive housing and enrichment programs for homeless mothers and their children in north metro Atlanta.

Vision statement: The Drake House will be an integral part of the community facilitating financial security and housing stability.



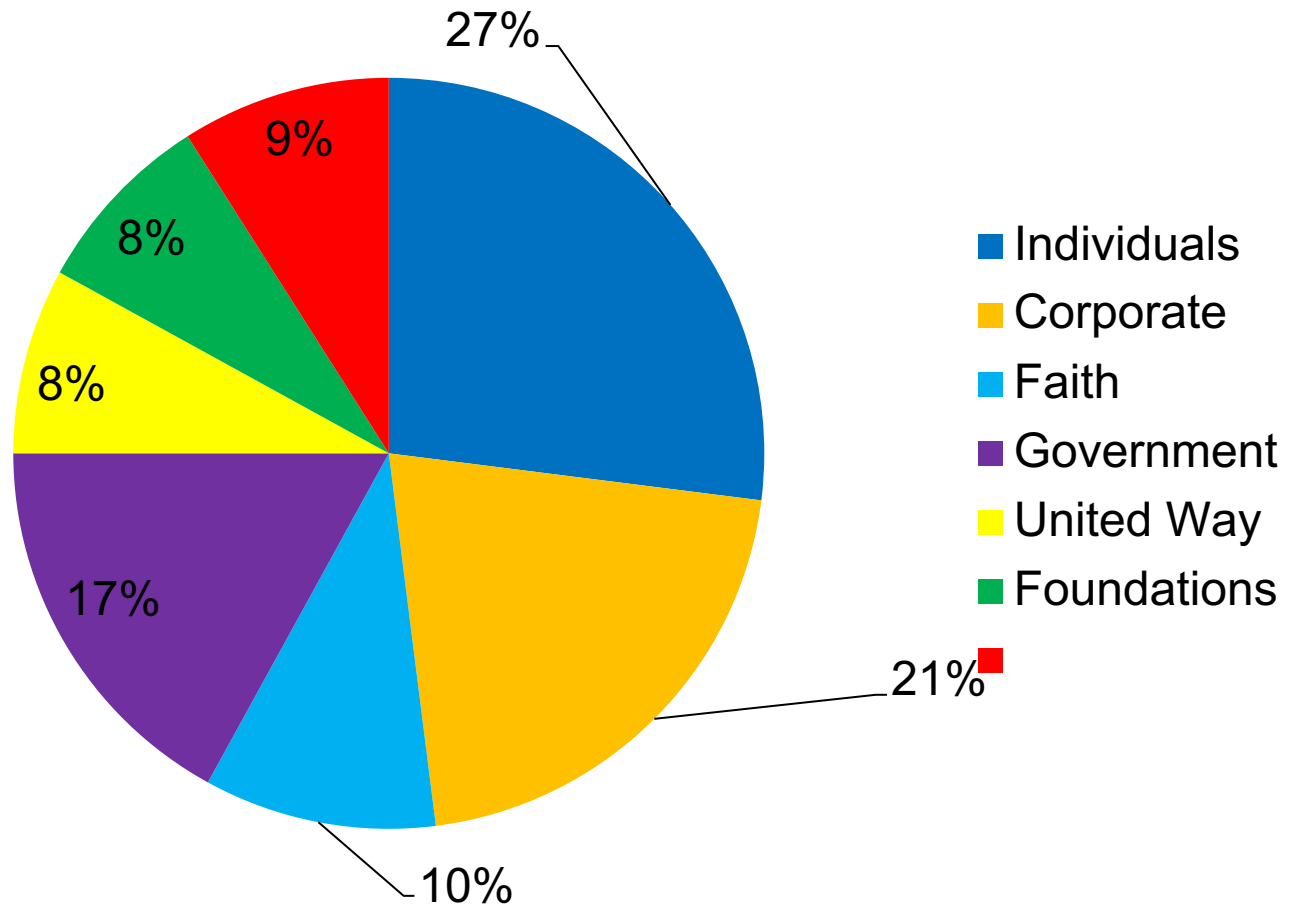
Money, Money, Money, Money!!

Now that you know what unmet need you are going to address, who you are going to serve, and how you are going to meet this need, you can promote & advocate for your nonprofit. That means raising funds! But how?

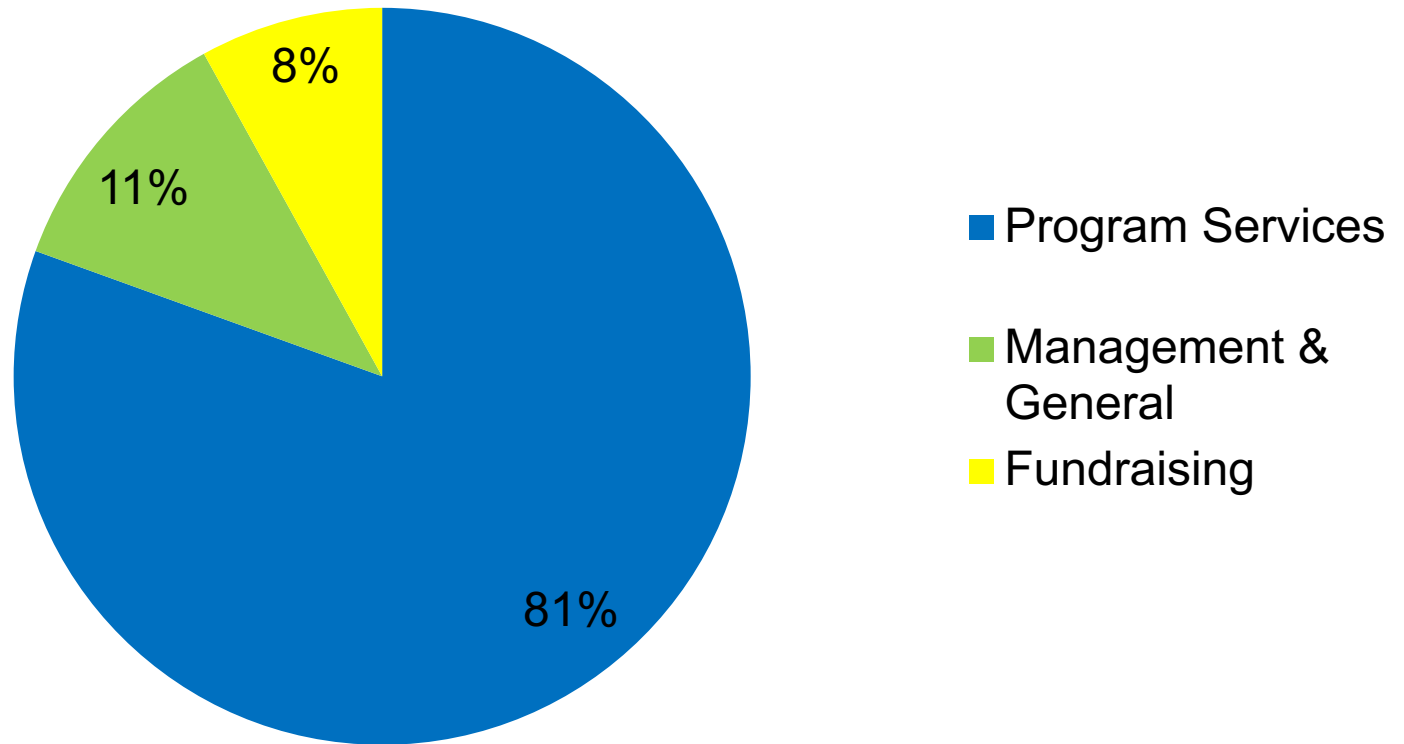
- Identify board members that have skills in fundraising or event planning. “Booster club moms” are strong in this arena! Internal fundraising events or campaigns are strong way to create friends.
- Diversify your funding sources! Suggested streams could include faith, civic, corporate, foundation, government, or individuals.
(If one area drops, have the ability to offset it from another source.)
- Create one signature event that the community can identify with year over year. (15th Annual Miss Mary’s Ice Cream Crankin’)
- Find a volunteer that has some experience in grant writing. The first step is for them to research entities that fund the services you provide! *(homeless families, education, arts, youth programming, animals, etc.)*

- Make sure that your messaging is consistent. Create collateral materials that are concise and efficient. Include photos, but keep expenses in check. Donors don't want to see expensive marketing materials – especially for a start-up!
- Make sure that your program costs are at least 75% of your budget. Administrative and fundraising costs should not exceed more than 25% of your operating budget - combined.
- Forecast potential outcomes for your program. It is very important to be able to show donors that their investment is both worthwhile and impactful. And once you are up and running, continue to measure outcomes and be ready to report them in your collateral and with donors. .
- Invest in a civic membership that creates networking opportunities, like a chamber or Rotary club.
- Create a social enterprise such as a resale store, client constructed products, etc.
- Get creative in “begging” for in-kind support, ie: office space, computers, phones, furniture, etc

Funding Sources



Expenses





- Annual Ice Cream Social in historic Roswell
- Family event held in August
- Over 3500 in attendance
- Team Building
- Sponsorship opportunities



Ways to engage the community

Tell your story; often and everywhere! Engage Social media; Facebook and Twitter; post events, needs, drives

“Support The Drake House by monetary donations, food and pantry items, women’s clothing, gift cards, or even a car for a mother.”

Use numbers to make an impact

Housing and program expenses for 1 family for 1 week = \$1200

Engage volunteers in every aspect of your work

“We need help with yard work, apartment readiness, tutoring, mentoring, work at The Drake Closet, participate in events...”

Last year, volunteers donated over 12,000 hours!

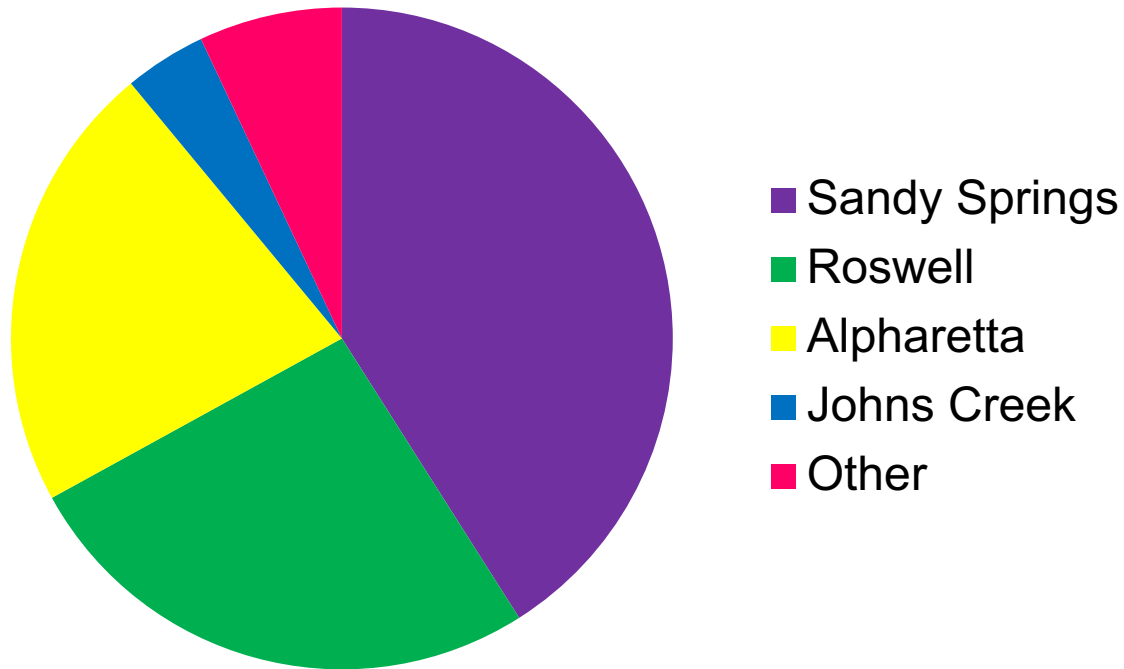
Operations and Marketing

- Now that the dream is becoming a reality, discerning how you will connect with those needing your services is an important next step. United Way, partner nonprofits, marketing, social media?
- Having a defined contract or service model is a critical component to structure the program with defined boundaries and clear deliverables for both the provider (you) and the receiver (who you will serve). The clearer this is in setting expectations on both sides, the smoother the program operations will be and the more enforceable noncompliance is. This includes clearly identifying who your target population is and what the steps to qualify for services are.
- Volunteers are key in filling critical needs with few funds. Find ways to integrate volunteers into all areas. If you give of time, you are more likely to give of resources, and tell others.
- Partnerships- Who can you find to get in the boat and help you row!

Who We Serve

You can't be all things to all people

Originating City FY2016-17



Service Provision

Now that you have funds, what do you do and how do you do it? Discerning what your program will offer to quip and not enable is a key foundational step. How will you give a hand up, not a hand out, educate and allow autonomy? Start small and dream big!

- Rent-free Crisis Housing for 90 days
- Fully furnished 1 or 2 bdrm apartment
- Used computer with WIFI in all apts.
- Empowerment Program
- Weekly Life Skills Workshops
- Mentoring Support
- Food Pantry
- Laundry Facility
- MARTA Passes



Importance of Data Collection

- Prioritize the most important outcomes of your program
- Invest in a data collection tool or keep a spreadsheet of services from start to current
- Allocate time in your schedule to keep that data current, to include changes in the marketplace, to include language, compliancy requirements, funding priorities, etc.
- Protect that data. Data security issues continue to grow, so make sure you have the proper tools in place to protect client and donor information.
- Be prepared to report the data – success measurements are necessary to secure and grow support. Make sure it is accurate and consistent with your mission and also in alignment with the funders' giving priorities.

How to Measure Success

In order to garner support and justify funding, numbers are needed!! How do you quantify your work and develop metrics to tell the story? Grants require these measurements as do foundation and corporate funders.

For example, these are The Drake House metrics:

- 90% of mothers are employed full-time upon program completion
- Families realize an average increase in monthly income of ranging from 40-60%
- 88% of families in FY 2016-17 transition into stable housing
- Demographics on population served are also important



Program Expansions

- Add request for program extension up to 180 days
- Expand office space and purchase Drake Center
- Add computer center with printer and later upgrades to new computers in apartments and center.
- Hire Volunteer Coordinator and Intake Coordinator
- Enhance service delivery with part-time Career Coach
- Add Teen Program with volunteer support
- Hire Teen Coordinator and increase to twice weekly
- Clothing for moms with addition of The Drake Closet
- Begin Quarterly Alumnae Program for graduate moms
- Add After School Enrichment Program (Year Round)
- Provide Affordable Housing Program up to 24 months

The Drake House Campus

The Drake Learning Center



- Assessment Center
- Food Pantry
- After School Enrichment Program
- Classrooms
- Computer room
- Laundry Facilities
- Administrative Offices



The Drake House Campus

The Drake House Apartments



- Located in Roswell
- 2 apartment buildings
- Total of 16 one and two bedroom private apartments



The Drake House Campus

The Drake Village Affordable Housing



- Purchased in February 2017
- Located adjacent to The Drake House Apartments
- Total of 16 private, 2 bedroom apartments.
- Affordable Housing Program for successful Drake House Graduates of up to 24 months
- Intensive bimonthly budget meetings
- Quarterly Alumni Classes



The Drake Closet

Bridging Hope and Opportunity

Resale boutiques – gently used women's clothing, shoes and accessories with newly purchased gift items.

- 825 Mimosa Blvd., Roswell
- 26 Old Roswell St., Alpharetta
- 6030 Sandy Springs Cir., Sandy Springs

Clothing is free for our moms

Volunteer engagement is appealing to our community

The stores have provided an enormous impact in our community towards awareness of our cause, bringing in considerable individual and corporate donations.

Proceeds from sales to the general public help fund operations for our housing programs.





The DrakeHouseSM

Bridging Hope and Opportunity

The Drake VillageSM

Building the Bridge of Hope and Opportunity

The Drake Closet

Bridging Hope and Opportunity

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