



Our Mission and Goals

 **homeaid**®

BUILDING A FUTURE WITHOUT HOMELESSNESS

Our mission is simple and impactful:

HomeAid helps people experiencing or at risk of homelessness build new lives through construction, community engagement, and education.





Vision Statement

HomeAid's vision is to be a vital force in creating safe and dignified housing and programmatic facilities for those who are experiencing or at risk of homelessness.



Core Values

Inclusiveness: Valuing that every individual has worth and human dignity through a willingness to help our neighbors in times of need and to understand the unique stories behind each individual we serve.

Collaboration: Embracing working together as a community to achieve what is not possible alone.

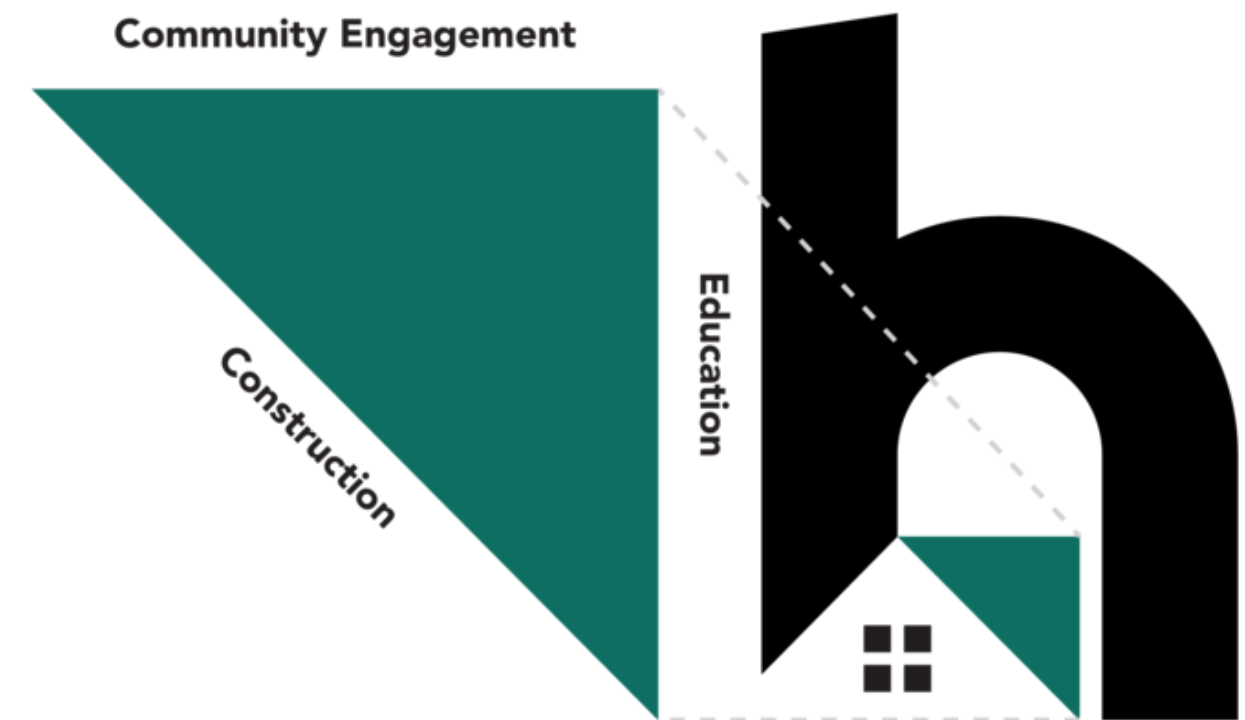
Integrity: Ensuring that everything we do is accomplished with a sense of responsibility, honesty, respect, confidence, and a commitment to stay consistently aligned with our mission.



The Power of the Triangle:

The Triangle is one of the most simple shapes yet it exudes strength, stability and can bear the weight cast upon it from a variety of angles. The Triangle is often found in various elements of construction including building support and trusses.

Equally as strong, are the three sides of HomeAid's Triangle, as they are each critical components to fulfilling our mission and clearly demonstrate how HomeAid exists to serve those who are experiencing or at risk of homelessness.





Construction:

Aligning with local and national builders as well as local service providers, HomeAid Austin has created a unique approach to building housing projects for people experiencing or at risk of homelessness.

Historically, HomeAid provides an average of 50% of the total cost of the construction project through in-kind donations of services and materials.

The process of building a HomeAid housing project begins with identifying a local service provider and determining their particular construction need.



Community Engagement:

HomeAid Essentials: These outreach programs coordinate with their local communities to collect and distribute donations of these much-needed items.

- Diaper Drives: Diapers, formula, and wipes
- Builders for Babies: A program of Essentials (Diaper Drive)
- Share the Warmth: Blankets, winter coats, gloves, scarfs, hats
- Seats and Feets: Socks and underwear
- CareKits: Personal hygiene items, snacks, water and resource cards
- Back to School Drives: Needed school supplies

HomeAid Care Days: Through hands-on opportunities, volunteers come together to support the work of our network of community nonprofit partners. Volunteers work with HomeAid to assist with housing/shelter improvement projects such as landscape renewal, interior/exterior clean-up, painting and light construction work.



Education:

HomeAid reaches a broader audience and educates the public on the various causes of homelessness and our unique solution for the housing crisis through platforms like our podcast series or other speaking engagements.

By drawing supporters closer to the issue of housing insecurity and homelessness, we create a more engaged audience and donor base.

Meet the Team



Melissa Nicewarner Daly

Executive Director
Affiliate Advisory Council Chair
HomeAid National Board &
Executive Committee Member



Jason Costanzo

Project Manager



Salwa Yordi

Community Relations Manager

Our 2 Major 3-Year Goals



5,000

LIVES IMPACTED



\$1.5 Million

REVENUE



Project Development



We attack the reality of homelessness with a unique and collaborative approach.

"After 10 years on the streets, home was wherever me and Helen could lay down safe for the night. Now that we moved to the Village, we know we have a spot to lay down where we love to be. In a world rife with fear, hardship and loneliness - we feel we may be the luckiest people on Earth."

-Vernon, Community First! Village neighbor

Delivering Our Mission:

Project Selection

Project Development

Construction Cost Savings

Each HomeAid project supports an agency that provides transformative wrap-around services.



Project Development

As an organization, we add the most value to our projects through the construction process. As we continue to grow, the volume and scope of our projects will also increase. Assessing opportunities and strengths will enable us to grow sustainably and effectively impact more lives.



Our Strengths

- We can support a variety of missions that serve people along the spectrum of homelessness.
- We can renovate or build ground-up.
- Through relationship building, we, are able to maximize the resources and talent inside the building industry in order to elevate our projects.

Sustainable Growth

We plan to grow our project pipeline and personnel in sync with one another in order to raise the bar on both quality and quantity of projects.



Our Opportunities

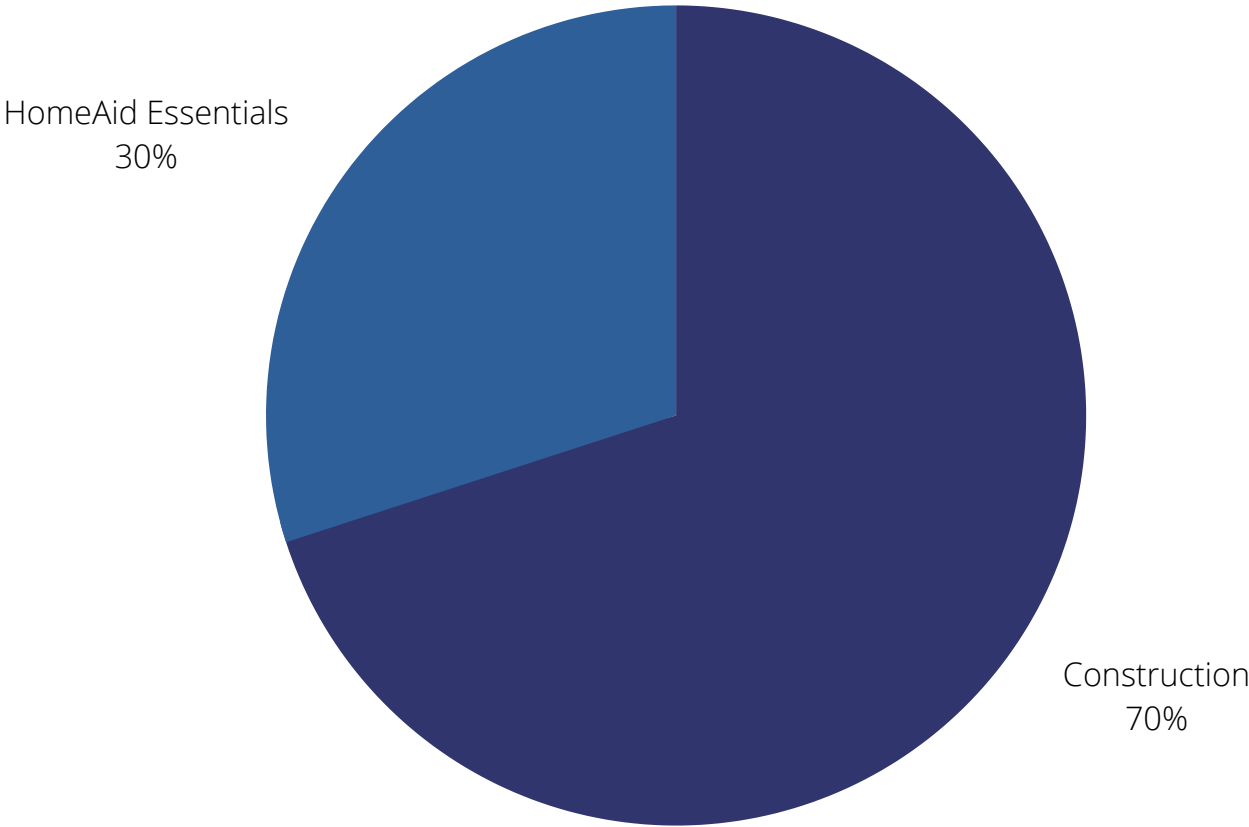
- The size and number of projects we renovate or build are limited by the size of the local team.
- Covid, materials and labor create challenges for identifying builder captains as well as maintaining a smoothly flowing project timeline.
- Covering 6 counties means staff must be diligent about time and territory management.

Shining a Light on Engagement

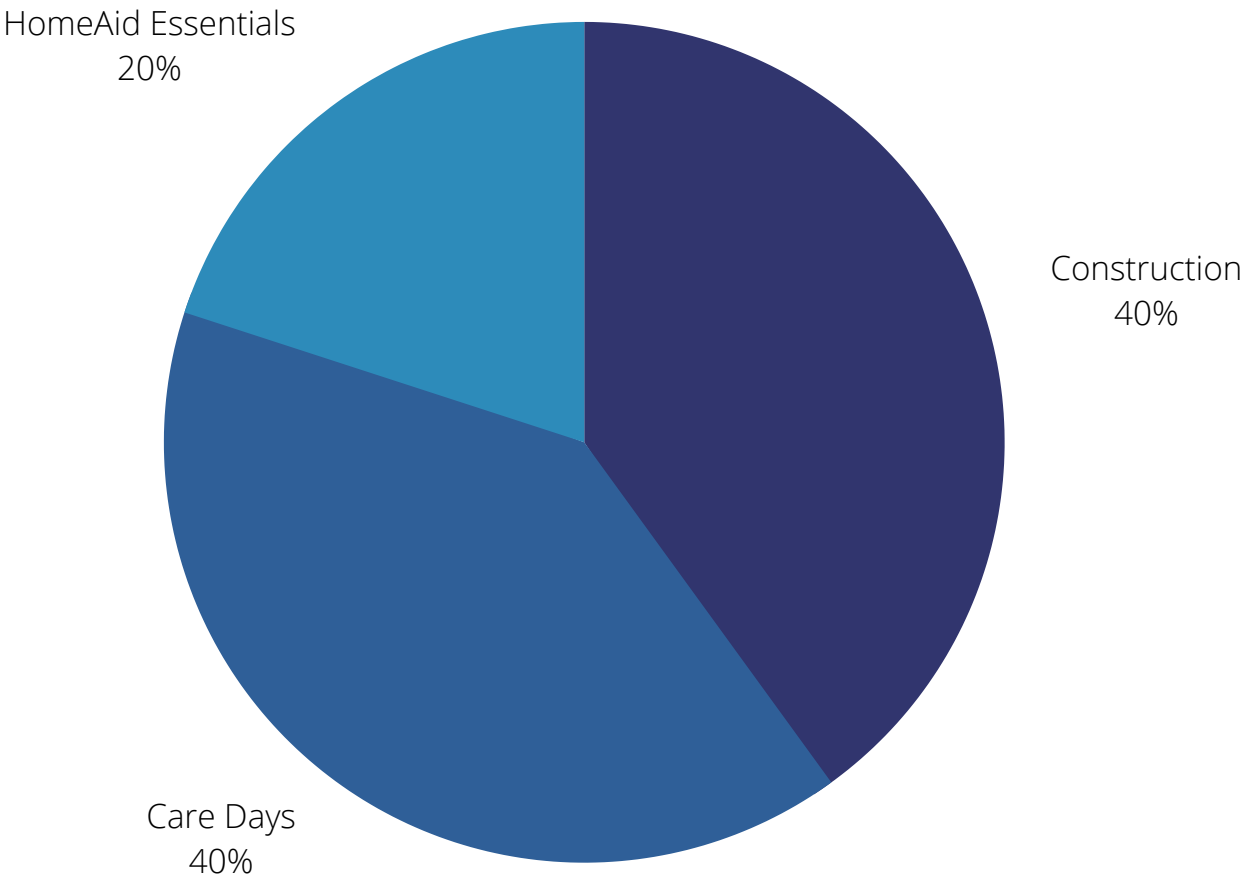
By more evenly distributing our attention across construction, Care Days and HomeAid Essentials, we will empower our staff and volunteers to navigate adversity with materials and labor shortages with fewer timeline setbacks. This improved distribution of time will also enhance our ability to deliver our mission and maintain a presence in the community.



Areas of Engagement as of November 2021



Projected Areas of Engagement 2022-2025



Advocacy & Outreach

By continuing passive marketing efforts and expanding to homebuilding-adjacent industries such as banks and law firms, HomeAid expects to increase the number of people served by 50%, year-over-year. In addition, a concerted effort will be made to raise the HomeAid public profile through targeted public relations efforts, speaking engagements and social media outreach.



EP#4
The Road Home:
Understanding the Paths
to and from Homelessness



How can we elevate our mission in the community?

- Ensure pre-construction needs are met prior to approaching builder captains
- Identify companies that align with core values
- Develop strong branding and recognition

Best Practices

By learning from the strengths of other organizations we can adopt new best practices.