



LAURA CALDWELL
ERIC WEBER
KRIS KESEY

Love your Neighbor

DANIELLE MANYIKA
RAE MANYIKA
BRENDA YOUNG REHN
SHERREKA SALEM THARRS

THURSDAY, MAY 2, 2024

SupportiveHousingCommunities.org/NOTY

ABOUT SHC

The mission of Supportive Housing Communities is to provide affordable housing to alleviate homelessness and human suffering.

SHC is the only organization in Mecklenburg County that helps chronically homeless individuals and families by combining a full continuum of financial support (so they can afford a place to live) and case management (so they can keep it).

Since 1993, SCH has impacted Charlotte by providing neighbors with a place to live again...

McCreesh Place opened in 2003 and currently provides permanent supportive housing for 90 residents in an abstinence-focused, peer-supported community.

The **Scattered Sites** program developed in 2013 places individuals and families in privately-owned rental units “scattered” throughout Charlotte. This program now houses about five times as many residents as McCreesh Place.

The **Rapid Rehousing** program, established in 2015 helps individuals transition to self-sufficiency within two years.

In 2017, SHC acquired and renovated **St. Johns Place** to expand the number of permanent supportive housing units and mitigate the loss of affordable housing in Charlotte. SHC reserves at least half of the 31-unit apartment complex for vulnerable clients of partnering organizations. The community has a professional leasing team on-site and on-site maintenance.

The **Keeping Families Together** program partners with Mecklenburg County’s Division of Youth and Family Services to serve 50 families who have open cases with Child and Protective Services to assist with family reunification.

Last year SHC served 463 neighbors, including 202 children under the age of 18. SHC serves chronically homeless individuals with at least one disability.

- SHC residents must earn less than 30% of the Area Median Income (\$19,800/yr., or \$28,250 for a family of four) and contribute 30% of their income, if any, toward rent.
- 93% of adults support themselves (and any children) on less than \$167/month, and almost half have no income at all.
- Approximately 80 to 90 percent of our residents' incomes do not even approach the 30 percent AMI level.



WHAT IS NEIGHBOR OF THE YEAR?



2nd Annual Community Fundraiser & Gathering

Neighbor of the Year is a fundraising initiative in which individuals, corporations, and community groups raise awareness and funds to alleviate homelessness and human suffering. **Our goal is to raise \$75,000 for Charlotte's most vulnerable neighbors.**

Join us for breakfast and conversation as we celebrate neighbors who are championing our mission in the community! You'll hear stories from the neighbors our work supports and about how we are working to provide more affordable, supportive housing in Charlotte. Neighbor of the Year is our annual recognition of Corporate Neighbors, Community Neighbors, and Individual Neighbors who are making great strides and impact in our community.

Event Details

Thursday, May 2, 2024

8:30 – 9:45am

The Barrel Room at Triple C – 2832 Griffith Street, Charlotte NC, 28203

FUNDRAISING TIPS



- 1 Create your fundraising page** at SupportiveHousingCommunities.org/NOTY to support SHC's mission to raise awareness and funds to alleviate homelessness and human suffering.
- 2 Make the first contribution to your campaign** to kick-start your fundraising and show supporters that you are personally committed.
- 3 Let your friends, family, neighbors, and co-workers know!** Tell them in person or send an email/text. Ask them to help spread the word, too. Consider asking community members to help promote through their place of faith, clubs, community groups, etc. Be sure to let them know how much our neighbors will benefit from the donations!
- 4 Personalize your message.** Your supporters want to hear why you care about Charlotte's most vulnerable neighbors and how they can help.
- 5 Inspire by sharing the impact of donations and keeping your donors engaged.** Tell people how their donations are making an impact on our neighbors. Keep them updated on your efforts with emails, social media and regular communication.
- 6 Take the time to express your gratitude in a meaningful way.** For example, send a personal note or email to every donor. Be sure to send a final update post-event with fundraising totals that shares your gratitude.

SHARE ON SOCIAL MEDIA

Use the handles below and hashtags **#SupportiveHousingCommunities** **#NOTY2024** to tag SHC on your social media channels. We'd love to see the work you're doing to help our homeless neighbors, and it can drive more people to your fundraising page!



@SupportiveHousingCommunities



@shc_charlotte



@shc-charlotte

SAMPLE SOCIAL MEDIA POSTS

Every night in Charlotte, 3,162 people are without a safe place to call home. Make an impact for Charlotte's most vulnerable neighbors today! **[LINK]**
#SupportiveHousingCommunities

I am raising funds for **@SupportiveHousingCommunities** **[or other handle]** to alleviate homelessness and human suffering in our community. Please give what you can to make an impact on Charlotte's most vulnerable neighbors! **[LINK]**
#SupportiveHousingCommunities

I'm joining the fight against the affordable housing crisis in Charlotte! If you'd like to join me, check out my page here: **[LINK]**
#SupportiveHousingCommunities



SAMPLE EMAIL

SAMPLE FUNDRAISING EMAIL

Hi **[Name]**!

Every night in Charlotte, 3,162 people are without a safe place to call home. I'm raising awareness and funds to support Supportive Housing Communities' mission to provide affordable housing to alleviate homelessness and human suffering in Charlotte – will you help?

My personal fundraising goal is to raise **[\$XXX]** to help support Charlotte's most vulnerable neighbors. This cause matters to me because **[include your own reasons!]**

You can donate online by going to **[LINK]**. Interested in raising even more funds? You can register online, too!

On **Thursday, May 2, 8:30-9:45am at The Barrel Room at Triple C** – I invite you to join me for breakfast and conversation as we celebrate neighbors who are championing SHC's mission in the community!

Thank you in advance for your support. I can't wait to see how much we accomplish together!

[Your Name]



QUESTIONS? CONTACT US!

Kristina Aquilone, Director of Development
kristina@aplcetoliveagain.org
704.248.3793

Mary Margaret Johnstone, Community Engagement Coordinator
marymargaret@aplcetoliveagain.org
704.371.7172