**Issue Statement**

The issue statement describes the issue, problem or opportunity that became the impetus for your organization. The issue statement can be helpful in introducing your business or organization, creating an “About Us” for your website, and ensuring your business or organization truly addresses what it set out to do.

**Step 1: Issue, Opportunity or Problem**

[Insert Here]

What is the issue, opportunity or problem your business, organization or program will address?

Example

Since 2010, homelessness has continued to have a devasting impact on individuals, families and businesses in Bluegrass, Kentucky. Each year, more and more people become homeless, and currently available services are not capable of addressing the rising challenges.

**Step 2: Research**

[Insert Here]

How do you know about this issue, opportunity or problem? Is it evidence-based (i.e. studies show, or a community needs assessment shows), anecdotal (i.e. people say, or it’s common knowledge), experiential (i.e. you have first-hand experience and are certain others have, too), or is it observational (i.e. you’ve seen this several times)?

Example Below

The annual Point in Time Homelessness Count has shown a steady increase in the number of individuals and families who are homeless each year in Bluegrass. Local city officials have gone on record and stated at city council meetings that the city does not have the capacity or resources to address the address the issue. The Bluegrass Coalition of Community and Business Relations has stated homelessness is a crisis, and those individuals and families who have experienced homelessness in Bluegrass say there are not enough housing, mental health and employment services to assist them in overcoming obstacles.

**Step 3: Strategies**

[Insert Here]

In a few words, how do you plan to address this issue, opportunity or problem? For example, what types of programs, products or services will you offer? Or what broad strategies will you use?

Example

The organization will provide housing services, such as an emergency shelter and voucher program, and providing long-term, low-cost housing by purchasing apartment buildings at a low cost from the city. In addition, the organization will create innovative employment services, and offer mental health care services directly to the community as part of both homelessness prevention and recovery efforts.

**Step 3: Methodology**

[Insert Here]

Are you planning to use any theoretical frameworks, or evidence-based models already in place, or are you planning to pioneer and pilot a new way of doing things?

Example

We will use trauma-informed, whole person approaches which will focus on wrap-around prevention and recovery and will combine housing, employment, mental health and addiction services into a single agency. Our goal is to permanently end and prevent homelessness in Bluegrass, Kentucky.

[Insert Here]

**Step 4: Comparative Analysis**

Is anyone else already doing this work? If so, how will your organization complement (add something new to the industry) or cooperate with what is already in place? What will be unique?

Example

Bluegrass Department of Employment Services and Bluegrass Mental Health Clinic each provide similar employment and mental health services. Our organization will combine these efforts with housing in a single agency to cut down overhead costs, increase outcomes, and focus on preventing homelessness. Our agency will ultimately increase employment and mental health services for the people of Bluegrass as a whole, and we will work together with other agencies as appropriate to push forward common goals

**Step 5: Summary**

[Insert Here]

Now it’s time to practice your wordsmith skills and create a summary of what you’ve written above. This will be your issue statement.

Example:

KYB Center was founded in 2020 to address the devastating impact of homelessness on individuals and families in Bluegrass, Kentucky, and to answer a call to action from city leaders, businesses and community partners to increase services in our community. We provide a wide range of housing services, innovative employment programs, and direct mental health and addictions services for the entire community. In partnership with other agencies, our trauma-informed, whole person approach focuses on wrap-around prevention and recovery services to end and prevent homelessness in Bluegrass, KY.

**Step 6: Complete and Save!**

We’ll add this to your Operations Manual!