

Kentucky  Bluegrass
Center for Homelessness Prevention

Operations Manual

Introduction

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.

Kentucky Bluegrass

Center for Homelessness Prevention

Foundations

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Kentucky Bluegrass

Center for Homelessness Prevention

Foundations

Mission Statement

The organization is guided by its mission, vision, core beliefs, guiding principles and values.

Mission

Our mission is to end and prevent homelessness for individuals and families in Bluegrass by providing housing services, coordinating income programs, providing mental health care, and advocating for systemic change.

Vision

We envision a Bluegrass, Kentucky where homelessness has been eliminated for current and future generations, and where all Bluegrassians are thriving at their unique highest and fullest potential, free from housing insecurity or instability.

Core Beliefs

[Housing is a basic human need.](#)

We believe housing is a basic human need and fundamental human right. All Bluegrassians should be afforded the tools and opportunities to secure safe, adequate, stable housing.

[Mental Health is critical to housing security.](#)

We know housing insecurity and instability can both cause and be a result of mental illness and emotional trauma. All people should be afforded no barrier access to mental health services, regardless of housing or income status.

[Economic security is essential to housing security and mental health and well being.](#)

We recognize economic security plays an important role in both housing security and mental health. Securing employment or basic income is essential to ending and preventing homelessness.

Guiding Principles

[Empowerment](#)

Our programs and services are guided by an empowerment philosophy. We believe that all people can overcome barriers when provided with the right information, tools, resources and opportunities.

Trauma Informed Care

We recognize the correlation between victims of trauma, discrimination, poverty, stigma and abuse, and the roles these have in homelessness, substance use and criminal conduct. We are committed to creating and fostering an organization culture where all people, including our board, staff, volunteers, donors, clients, customers and community partners, have the right to be treated with kindness, dignity and respect.

Values

Self-Determination

We value the importance of self-determination, assertive communication and personal boundaries. We aim to create a culture where all people are aware of their own rights and responsibilities, and have the tools to assert themselves to meet their basic needs.

Innovative Solutions

We are interested in and committed to exploring new and innovative solutions to end and prevent homelessness. We recognize traditional means have not provided the best results to end homelessness, and we actively seek partnerships with compassionate innovators, problem solvers, and community leaders whose core beliefs and guiding principles align with our own.

Success

We are committed to achieving our mission, and celebrating the success of our board, staff, volunteers, customers, clients, community partners and donors at every opportunity.

Kentucky  Bluegrass
Center for Homelessness Prevention

Governance & Leadership

Bylaws

BYLAWS

I. Name of Corporation

The name of the Corporation shall be Kentucky Bluegrass Center for Homelessness Prevention.

II. Mission & Purpose

To end and prevent and homelessness for individuals and families in Bluegrass by providing housing services, coordinating income programs, providing mental health care, and advocating for systemic change.

III. Corporate Offices & Service Areas

The primary services areas shall be Madeup County, KY. The principle office and headquarters shall be located in Bluegrass, KY. The initial address shall be 123 Madeup Street, Bluegrass, KY. The Board of Directors may from time to time add or move offices and update the mailing address as needed to expand or enhance the organization in line with its mission and purpose.

IV. Corporation Structure

The Corporation shall be established and managed as a 501(c)3, nonprofit organization. The Corporation is established for educational and charitable purposes, and does not endorse any candidate for office or political party. The Board of Directors shall not receive compensation for their roles and duties as members of the Board.

V. Board of Directors

The general affairs of the Corporation shall be managed by a Board of Directors. The Board of Directors shall be comprised at least 5 and no more than 9 members. However, if the number of Board members ever falls below 5 members, the Board of Directors may be found to be operating in compliance with these bylaws so long as it is actively working to remedy the vacancies, and does so within a reasonable amount of time. The Board of Directors will be inclusive and representative of the diversity of the service regions and shall be comprised of people whose background and experience furthers the mission of the organization.

VI. Board Members

A Board Member shall be any person who has been nominated by an existing Board Member or the CEO/Executive Director and has received appointment by a unanimous vote of the existing Board of Directors. A Board Member also agrees to assume the roles and responsibilities of a Board Member for the Corporation, which include:

- Attending monthly Board Meetings;
- Exercising due diligence in decision-making for the Corporation;
- Setting a vision for the Corporation's success and strategic plans, programs, products and services;
- Providing input and guidance to the President and/or Executive Director at Board Meetings and upon request; and
- Assuming additional tasks and responsibilities as agreed upon at Board Meetings.
- Making a leadership donation to the organization in an amount that is significant to oneself and is in the Board Member's top 3 philanthropic priorities.

VII. Board Nominations & Appointments

The Board of Directors shall regularly review its makeup, number and composition, and issue a request for nominations. Nominations may be brought to the full Board of Directors by any existing Board Member or the CEO/Executive Director. The Board of Directors shall review new nominations at the December Board Meeting, or at other Board Meetings as needed. Nominations receiving a 2/3 vote from the existing Board of Directors shall be appointed to a full term in accordance with Section XI of these Bylaws.

VIII. Meetings of the Board of Directors

Formal business of the Corporation is conducted at the formal Board Meetings, or via electronic communications as agreed upon by the Board of Directors. Board Meetings shall take place no less than once per month, and at a time and place established and agreed upon by all current Board Members. Meetings may take place in person, or via teleconference or video conference.

IX. Special Meetings

Special meetings of the Board of Directors may be called by the President. Notice of meetings shall be provided no less than 48 hours in advance, unless all members agree to meet sooner, and can be given via email, text or mail.

X. Quorum

No formal business may be executed, nor a vote taken, without a quorum. A quorum constitutes a simple majority of the Board of Directors.

XI. Term Limits

A Board Member's term shall be for a period of three (3) years, beginning at the January Board Meeting following the December Board Meeting appointment vote, and ending at the commencement of the January Board Meeting three (3) years later. A Board Member may serve no more than two (2) consecutive terms. A Board Member who has served on the Board previously may serve on the Board again providing at least three (3) years has passed since the last term.

XII. Initial Terms

For the purpose of term limits, the establishing Board's official terms will begin in January 2022. The establishing Board shall have staggered terms, with half volunteering to serve a two (2) year term, and half serving a three (3) year term. The half serving a two (2) year term is eligible to serve an additional three (3) year term immediately, but is required to take a three (3) year break before serving additional terms per Section XI of these Bylaws.

XIII. Resignation

A Board Member may resign from the Board of Directors by submitting a written notice to the remaining Board of Directors.

XIV. Removal

A Board Member may be removed from the Board of Directors by a majority vote of the remaining Board Members. A 5-day notice must be provided to the Board Member being removed prior to such vote. Removal from the Board of Directors does not constitute prohibition from receiving services from the organization, unless a separate action is taken on that matter.

XV. Vacancies – Interim Appointments

In the event a Board Member resigns or is removed from office, the Board of Directors shall have the ability to appoint a new member to fill the vacancy if needed. The appointed Board Member's term shall expire at the same time as the member whose role the appointee is filling. The appointee shall be eligible to serve an additional three (3) year term in accordance with Section XI of these Bylaws.

XVI. Officers

The Board of Directors shall have Officers. Officers are those Board Members who have specific roles and assignments for the Board of Directors, or specific legal obligations.

President

The President of the Corporation shall be responsible for calling together the Board of Directors, facilitating and chairing the Board Meeting, and acting as an authorized agent of the Corporation. The President may enter into agreements on behalf of the Corporation with permission from the Board of Directors, or to delegate to others certain tasks with permission from the Board of Directors. The President shall be the official spokesperson of the Corporation, unless the President delegates this authority to a specific person or assign. The President shall not have a vote during the Board Meeting except to break a tie.

Vice President

The Vice President of the Corporation shall be responsible for serving as the “Acting President” and fulfilling the roles and duties of the President when the President is unable to fulfill them. The Vice President may also have additional roles and duties assigned as agreed to by the Vice President and the Board of Directors.

Secretary

The Secretary of the Corporation shall keep minutes of all formal Board Meetings, and maintain the Corporation’s official records and reports, to include filing minutes, agendas, financial reports, and operations reports. The Secretary shall act as an authorized signer or agent of the Corporation when the Secretary’s signature is legally required. The Secretary shall also keep a record of all Board Member contact information, and shall notify Board Members of meetings and tasks when delegated to do so by the President of the Corporation.

Treasurer

The Treasurer is responsible managing all accounting aspects for the Corporation, to include deposits, expenses, banking, taxes, record-keeping and reporting the financial status of the Corporation to the Board of Directors. If this role is delegated to a staff person or outside accounting agency, the Treasurer is responsible for reviewing the Corporation’s finances and establishing projections and preparing

financial statements and reports for the Corporation's Board of Directors in partnership with the President and/or CEO, and/or the staff or accounting agency to which these roles have been delegated.

XVII. Officer Terms, Resignations, Removals and Vacancies

The Board of Directors shall appoint Board Members to serve as its Officers at the January Board Meeting each year as needed. Officer terms are for a period of three (3) years, lasting until the Board of Directors appoints its new Officers. A Board Member may be reappointed to an Officer role as long as that person remains on the Board of Directors.

An Officer may resign from their position at any time by providing written notice to the remaining Board Members. Resignation from an Officer position does not constitute resignation from the Board unless a separate action is taken on that matter in accordance with section XIII of these Bylaws. An Officer may be removed from their position by a simple majority vote of the remaining Board Members. Removal of an Officer from their position does not constitute removal from the Board of Directors unless a separate action is taken on that matter in accordance with section XIV of these Bylaws.

The Board of Directors shall appoint a new Officer to fill any vacancies.

XVIII. Chief Executive Officer or Executive Director

The Board of Directors may appoint or hire a CEO or Executive Director to manage the day-to-day operations of the Corporation. The CEO shall have the authority to act as an authorized agent for the Corporation, serve as spokesperson, enter into agreements on behalf of the Corporation as approved by the Board of Directors, hire and terminate employment and contract services for the Corporation in line with the Board approved budget and program areas, and to implement strategic oversight over the day-to-day operations of the Corporation, including programmatic, financial and otherwise.

The CEO/Executive Director shall receive compensation for their services as determined by the Board of Directors. The CEO/Executive Director may not be a voting member of the Board of Directors. The Board of Directors may remove the CEO/Executive Director from their position with a majority vote.

XIX. Financial & Accounting

The Corporation's fiscal year shall be from January 1st-December 31st. The Corporation shall use a "cash basis" accounting method until such time as it is able to or the Board of Directors deems it is appropriate to move to an "accrual accounting" method.

XX. Debts and Liabilities

No debts or liabilities shall be assumed by the Corporation except those expressly approved by the Board of Directors.

XXI. Amendments to Bylaws

Amendments to the Bylaws must be approved by a 3/4 vote of the Board of Directors.

XXII. Nondiscrimination & Inclusivity

In all matters of the corporation, including board recruitment, employment, volunteer opportunities, and program participation, the organization does not discriminate on the basis of race, color, creed, national origin, immigration status, ex-offender status when the offense is unrelated to the roles or responsibilities of the position, religion, physical or mental ability, political party or affiliation, sex, sexual orientation, gender identity, veteran status, familial status, or age*.

*The organization may establish minimum age and maximum age ranges for programming designed for specific age groups.

XXIII. Conflict of Interest

Board Members agree to disclose any potential conflicts of interest and agree to abstain from voting in matters in which a conflict of interest applies. A conflict of interest is any matter in which a board member may receive personal or financial gain that is not entitled to other board members or members of the corporation, or provide unfair advantage to another entity with which they are also a decision maker or beneficiary, as a result of their vote.

XXIV. Dissolution

The Corporation may be dissolved by a 100% vote of the Board Members in office. All remaining assets, if any, shall be donated to another 501(c)3, nonprofit organization in accordance with federal, state and local laws.

Adopted by the Board of Directors on December 1, 2021.

Board of Directors

Board of Directors General Job Description

Summary

The Board of Directors is responsible for governing the affairs of the Corporation.

Minimum Qualifications & Skills:

- Commitment to the Mission, Vision, Core Beliefs, Guiding Principles and Values.
- Ability to fulfill the basic roles and responsibilities of a Board Member
- Willingness to provide ideas, experience and/or expertise in one or more of the following areas: organization management, fundraising, technology, performance measures, financial accounting, legal representation, or other areas deemed necessary or needed by the Board of Directors.

Roles & Responsibilities:

- Attend monthly Board Meetings (and additional Board Meetings as called by the President)
- Review and approve the monthly Secretary's Report, Financial Report, Operations Report and proposals presented to the Board of Directors
- Review and approve the annual budget
- Conduct an annual evaluation for the CEO
- Exercise due diligence in decision-making
- Set a vision for the Corporation's success and strategic plans, programs, products and services
- Provide input and guidance to the CEO at Board Meetings and upon request
- Assume additional tasks and responsibilities as agreed upon at Board Meetings
- Make a leadership donation to the organization in an amount that is significant to oneself and is in the Board Member's top 3 philanthropic priorities.

Board Meetings

Board Meetings

Official business shall be conducted at monthly Board Meetings.

The monthly board meetings shall take place on 3rd Thursday of every month from 4:30-6:00pm in person, via phone or by teleconference.

Monthly Board Meeting Agendas and Packets include:

- Call to Order
- Secretary's Report
- Treasury/Financial Report
- Operations Report
- Old Business/Updates
- New Business Proposals or Discussion Items
- Other

The President, CEO/Executive Director and/or Secretary will provide a Board Packet to all Board Members at least three (3) days prior to the Board Meeting. Additional Board Meetings may be called by the President at any time to address pressing issues or provide important updates on projects or other matters of importance to the Corporation.

Board Decision-Making

Decision-Making Processes

Actions or decisions by the Board of Directors require a formal vote documented in the minutes or Secretary's report. The Board of Directors shall utilize a consensus-based decision-making process based loosely on Robert's Rules of Order.

1. On items presented to the board in the agenda, the President shall allow for discussion on the item to strive to guide the board to consensus on what has been presented. Once discussion is complete, or in light of time, any board member may make a motion. If an item is presented, and no formal motion is presented, the President may ask for a motion. The President may make a motion if no one else does. If there is no motion (or no second to the motion), the President shall make a recommendation to the presenter to bring an amended proposal back to the table at a different time.
2. Once a motion has been presented, the President shall ask for a second. In order to proceed, a person other than the person who submitted the original motion shall second the motion by saying "I second".
3. Once seconded, the President shall say "all in favor say "Aye"". The votes shall be tallied by the Secretary. The President shall then say "all opposed say "Nay"". The votes shall be tallied by the Secretary.
4. The President shall then say, "motion approved" if approved. If the motion is denied, the President shall make a recommendation on next steps for the presenter to bring an amended or different proposal to the table at a different time.
5. Items that require a Board Vote, include at minimum (as well as other items deemed appropriate by the Board of Directors):
 - The Board Meeting Agenda
 - Secretary's Report
 - Financial Report
 - Operations Report (which includes the Fundraising Report)
 - Amendments to the Bylaws

- Budget, including the annual budget, and new costs, contracts or expenditures not in the budget
- New programs, projects, or services
- Other items brought to the Board for a full board vote by any Board Member
- Issue pertaining to CEO/Executive Director oversight, including annual evaluation.

Email Voting Policy

The President, or with the express approval of the President, the Secretary or Executive Director, may initiate a board vote via email for items that require immediate attention between board meetings.

The email should:

- Be a single subject, and presented as a complete motion;
- Provide a deadline for votes to be received; and
- Provide at least 72 hours before the deadline.

In addition, to ensure proper allowance for board oversight, email votes will include the following voting guidelines statement:

The following motion is being presented for the Board's review and approval. If you have any questions regarding the item, please use "reply all" so that they can be answered in full view of the Board. To vote yes on this item, please use "reply all" and respond with "approve". To vote no on this matter, please use "reply all" and respond with "oppose". Any board member may call the issue to be voted on at the next formal board meeting to allow for additional discussion by using "reply all" and stating "I would like this matter added to the formal agenda instead of using email." If one board member calls the item to the formal board meeting, the email vote will be cancelled, and the motion will be tabled until the next formal Board Meeting.

Kentucky  Bluegrass
Center for Homelessness Prevention

Operations & Administration

General Administration

General Administration

Basic administrative items include the formal name, mailing address, phone number, email address and website.

- Name

The official name of the organization is Kentucky Bluegrass Center for Homelessness Prevention. The name may be shortened to “KYB Center” when necessary.

- Location

Our physical address is:

123 Madeup Street
Bluegrass, KY 12345

Our mailing address is:

PO Box 489868345678
Bluegrass, KY, 12345

NOTE: For additional housing services locations, see programs.

- Phone, Email & Website

Our phone number is: (123) 456-7891

The general email is: sample@kybhomelesservices.allpeoplethriving.com

The website is: www.kybhomelesservices.org.allpeoplethriving.com

- Hours of Operation

Our office hours are Monday-Sunday from 8am-8pm.

- Internal Communications

The main phone is answered by the Office Management team Monday-Sunday from 8am-8pm. Messages are responded to within 48 hours. The email account is checked daily during normal hours. Emails are handled (i.e. forwarded or

responded to within 48 hours.) Mail received at the office is distributed daily by the Office Management team. The PO Box is checked on Fridays, and mail received in the PO Box is distributed on Mondays.

- Tools & Technologies

The organization uses a variety of tools and technologies for its work.

Website:

InMotion Hosting

www.inmotionhosting.com

Username: FakeFakeFakeFakeFake

Password: Even More Fake

JotForm (For Registration, Donations and Payment Processing)

www.jotform.com

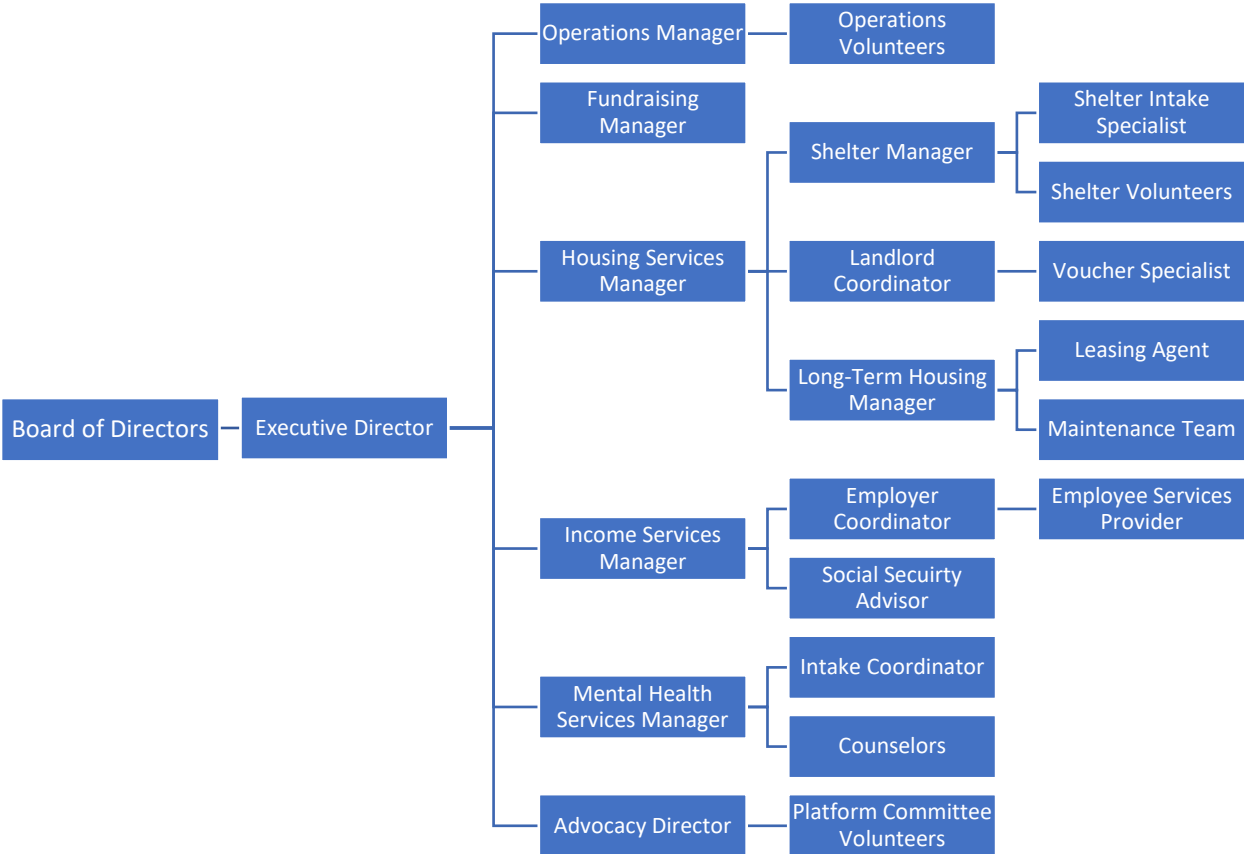
Username: FakeFakeFakeFakeFake

Password: Even More Fake

Human Resources

Summary/Overview

The organization is governed by a Board of Directors and led by a full time Executive Director. Each program area is a led by a Manager or Director, who provides support to the direct services team, including staff and volunteers. The reporting flow chart is as follows:



Key Positions

Job Description: Executive Director

(Full Time)

Salary: \$65,000.00/yr

Qualifications

- Demonstrable commitment to the mission, vision, core beliefs, guiding principles and values of the organization
- Strong ability to work with Boards and build and nurture diverse and long-lasting community relationships and partnerships
- Successful experience in diverse fundraising strategies, personnel management and program implementation
- Ability to lead, develop and coordinate educational curriculum
- Ability to guide the organization through homelessness prevention programming rules and procedures
- Ability to act as lead organization spokesperson, and on behalf of the board, staff, volunteers, donors, funders, community partners, clients and customers

Skills

- Effective oral and written communication skills
- Ability to communicate effectively
- Strong organizational skills
- Strong fundraising skills
- Excellent relationship and coalition building skills
- Basic computer and accounting knowledge

Responsibilities

- Assists in the recruitment of Board Members
- Attend monthly Board Meetings
- Provides Board Packet for board Meetings, including Agenda, Fundraising Report and Operations Report
- Leads the Board in developing and implementing the Strategic Plan, including providing reports on progress and goals/milestones
- Ensures general administrative items, including office supplies and general inquiries, are addressed by the Operations Manager

- Recruits, hires and manages staff; Coordinates weekly team meetings to provide management and guidance for programs, products and services; Provides one-on-one meetings as needed, as well as annual 360 evaluations.
- Ensures billing, deposits, finances, accounting, taxes and payroll are managed by Operations Manager; Works with Treasurer and Fundraising Manager to develop annual budget
- Ensures there is a general marketing and outreach plan in place for the organization
- Acts as lead spokesperson for the organization
- Works with Fundraising Manager to develop and implement annual fundraising plan and ensure revenue goals are met
- Develops and provides oversight for and/or implements Board approved programs and services in line with the strategic plan; Provides oversight, support and guidance for programs, products and services as needed
- Works with Board, staff and stakeholders to identify, explore and implement new and innovate programs and services in line with the mission and strategic plan

Reports to: Board of Directors

Financial Policies

Finances and Accounting

The fiscal year is January 1 – December 31.

State Articles of Incorporation

The organization filed its Articles of Incorporation as a Nonprofit Corporation on December 2, 2021. The organization number is: 1234567 and the last Good Standing Certificate was verified on December 2, 2021.

Federal EIN

The organization's EIN is 11-121231231

Exempt Number

The organization's 501(c) application was submitted 12/1/2021 and is pending approval.

Banking

KYB Center uses The Best Bank Ever. The primary account number is [redacted]. The official signers on the account are the President, Treasurer and CEO.

Deposits & Expense Policies

All income will be received by the Office Manager and deposited into the primary bank account every Friday by 3:00pm. All expenses must be pre-allocated in the board approved budget. The Officer Manager will prepare all checks. The Executive Director must sign and/or approve all checks via email. Checks over \$1,000.00, with the exception of payroll, require a second signature from the Treasurer and/or an email approval. The organization shall not have a Debit/Credit Card.

PayPal and JotForm

The organization uses PayPal and JotForm for online payments, registrations and donations.

PayPal Username: FakeFakeFake | Password: Even More Fake

JotForm Username: FakeFakeFake | Password: Even More Fake

Expense Budget

KYB Center - January 1-December 31 2022

EXPENSES	1817850.00	Program and Budget Notes
OPERATIONS & FUNDRAISING	120600.00	
Accounting, Banking & Legal	5000.00	Daily Operations
Advertising/Outreach	500.00	Management
Insurance	10000.00	Fundraising
Postage & Delivery/PO Box	350.00	
Printing & Reproduction	250.00	
Space	50000.00	
Staff - Executive Director	16250.00	
Staff - Office Manager	12500.00	
Staff - Fundraising Manager	12500.00	
Staff Taxes and Benefits	6000.00	
Supplies	3000.00	
Technology	1250.00	
Telephone	1500.00	
Volunteer Incentives	1500.00	
PROGRAMS & SERVICES	1697250.00	
Housing Services	936250.00	
Accounting & Legal	5000.00	Emergency Shelter
Advertising/Outreach	500.00	Housing Stability Vouchers
Postage & Delivery	250.00	Long-Term Permanent Housing
Printing & Reproduction	250.00	
Space (Shelter, Vouchers, Bldgs)	236000.00	
Staff - Executive Director	16250.00	
Staff - Office Manager	12500.00	
Staff - Fundraising Manager	12500.00	
Staff - Housing Services Manager	50000.00	
Staff - Shelter Manager	50000.00	
Staff - Shelter Intake Specialist	40000.00	
Staff - Landlord Coordinator	50000.00	
Staff - Voucher Specialist	40000.00	
Staff - Long Term Manager	50000.00	
Staff - Leasing Agent	40000.00	
Staff - Maint. X 3	100000.00	
Staff Taxes and Benefits	120000.00	
Supplies	100000.00	
Technology	5000.00	
Telephone	3000.00	
Volunteer Incentives	5000.00	
Income Stability Services	272500.00	
Accounting & Legal	0.00	Employment Services

Adverstising/Outreach	500.00	Social Security Services
Postage & Delivery	250.00	
Printing & Reproduction	250.00	
Space	5000.00	
Staff - Executive Director	16250.00	
Staff - Office Manager	12500.00	
Staff - Fundraising Manager	12500.00	
Staff - IS Manager	50000.00	
Staff - Employer Coord.	40000.00	
Staff - Employee Services	40000.00	
Staff - Social Sec. Adv.	40000.00	
Staff Taxes and Benefits	48000.00	
Supplies	5000.00	
Technology	1250.00	
Telephone	1000.00	
Volunteer Incentives	0.00	
Mental Health Services	357000.00	
Accounting & Legal	5000.00	Mental Health Counseling
Adverstising/Outreach	3000.00	Addictions Counseling
Postage & Delivery	250.00	
Printing & Reproduction	250.00	
Space	12000.00	
Staff - Executive Director	16250.00	
Staff - Office Manager	12500.00	
Staff - Fundraising Manager	12500.00	
Staff - Mental Health Services Manager	50000.00	
Staff - Intake Coordinator	40000.00	
Staff - Counselors x 3	135000.00	
Staff Taxes and Benefits	65000.00	
Supplies	3000.00	
Technology	1250.00	
Telephone	1000.00	
Volunteer Incentives	0.00	
Advocacy	131500.00	
Accounting & Legal	0.00	Advocacy Platform
Adverstising/Outreach	10000.00	Coalitions
Postage & Delivery	5000.00	Candidate Forum
Printing & Reproduction	5000.00	Community Education Campaign
Space	0.00	
Staff - Executive Director	16250.00	
Staff - Office Manager	12500.00	
Staff - Fundraising Manager	12500.00	
Staff - Advocacy Director	50000.00	
Staff Taxes and Benefits	11000.00	
Supplies	5000.00	
Technology	1250.00	
Telephone	0.00	
Volunteer Incentives	3000.00	

Fundraising & Revenue

Fundraising Plan/Revenue Goals

Strategy	Objectives/Tasks	Responsible	Goal	Status
Donations	Implement annual membership drive in September	Fundraising Manager	\$25,000.00	
	Partner with United Way for workplace giving program in June	Fundraising Manager	\$25,000.00	
	Implement major donor ask campaign with 15 donors at \$15,000.00	Fundraising Manager; Executive Director	\$225,000.00	
Fees for Service	Secure \$100.00 per month in rental fees from at least 10 units.	Leasing Agent	\$10,000.00	
Sponsors	Secure 10 sponsors at \$1,000.00; Secure 5 sponsors at \$5,000.00; Secure 5 sponsors at \$10,000.00; Secure 2 sponsors at \$20,000.00	Fundraising Manager; Advocacy Director	\$125,000.00	
Grants	Secure 5 federal, state or local grants by March	Fundraising Manager; Department Managers as needed	\$799,000.00	
Contracts	Secure 1 state contract by January.	Fundraising Manager; Executive Director; Housing Services Manager; Income Services Manager; Mental Health Manager	\$650,000.00	

Marketing & Outreach

The organization uses the following standards for its marking and outreach purposes.

Official Logo



Official Tagline

Hope. Healing. Home.

Website

The official website and public communications channel is www.kybhomelesservices.org.allpeoplethriving.com

General Marketing Strategies

Strategy	Responsible	Graphics & Design
Implement New Press Release Each Month	Executive Director	N/A
Implement Annual Billboard (1) and Bus Stop (3) Campaign in June	Advocacy Director	Platform Committee Volunteer
Distribute Flyers to the Library, Social Services, and Department of Health each month.	Mental Health Services Manager	Mental Health Services Manager

Media & Press

All press matters should be directed to the Executive Director. The Executive Director may be reached at (123) 456-7891 or via email at:

sample@kybhomelesservices.allpeoplethriving.com.

Kentucky  Bluegrass
Center for Homelessness Prevention

Programs & Services

Programs & Services

The organization provides programs and services in strategic program areas aligned with our mission, vision, core beliefs, guiding principles and values.

- Housing Services
- Income Services
- Mental Health Services
- Advocacy

Housing Services

The KYB Center provides three (3) innovative programs designed to immediately address and prevent homelessness and housing insecurity.

Emergency Homeless Shelter

The KYB Center provides emergency homeless shelter services for individuals and families in crisis. Residents can call (111) 222-3333 or show up at 4565 Street Drive between the hours of 8a-8p Monday-Sunday. Upon arrival, our Intake Coordinator or volunteers will complete an assessment and provide a new resident orientation, which includes our policies and rules. New residents are also immediately enrolled in our 6-week crisis counseling and employment services programs. Our goal is to empower our residents to achieve mental health support and stabilization, as well as income security within 6 weeks. Once complete, most residents are able to secure their own housing within 4 weeks. This program is provided at no cost to residents by a grant from the State of Kentucky.

Stability Housing Vouchers

Our Stability Housing Voucher program is specifically designed to provide housing stability by securing a low, flat fixed rent for a period of 3 years. The KYB Center partners with landlords to accept a monthly rent of \$300.00 per month for a three-year lease. For the first 18 months, the KYB Center will pay 100% of the rent. For the second 18 months, the KYB Center will continue to pay the landlord \$300.00 per month. However, the tenant will begin paying the KYB Center \$150.00 per month. At the end of the first 3-year lease, the Landlord will provide the tenant with an opportunity to renew the lease for another 3 years at \$300.00 per month. Every three years thereafter, the landlord will provide the tenant an opportunity to renew the lease for 3 years at 20% increase for each 3 year term. The lease will be capped at \$500.00 per month as long as the tenant maintains good standing. Unlike traditional vouchers, it's okay for the tenant to have a roommate and the tenant's income is not based on their roommate's. We believe increasing economic security is important, and that it should not penalize a person's growth. However, the roommate may not be included on the lease. If the landlord or social worker determines the roommate is detrimental to the safety of the neighborhood or your success, the roommate may be asked to leave. To register for or learn more about this program, please contact our leasing agent at (000) 000-0000. To become a partner landlord, please call our Landlord Coordinator at (000) 000-0001.

Long-Term/Permanent Housing

The KYB Center recognizes some people may face long-term or even permanent barriers to economic stability and housing security, regardless of their income status. In addition, we recognize people have different needs that impact their housing choices and desires. We own our own buildings and provide a flat, affordable rent that never exceeds \$300.00 per month. Our rental criteria includes an assessment of mental health, overall wellbeing, economic security, including debts and student loans, and other factors completely unrelated to income. To learn more about this program, please contact our Leasing Agent at (000) 000-0000.

Income Services

KYB Center's income services are designed to empower Bluegrassians with economic security in order to prevent homelessness and housing insecurity. We provide two programs in this area.

Employment Connection

The KYB Center recognizes working is more than just about earning a paycheck. It's an opportunity for to share your time and talents, connect with friends and colleagues, and to be a part of the community. The KYB Center partners with employers in the Bluegrass Region to connect potential employees from all walks of life. Unlike traditional employment services, we work with you to identify the right kind of work for you, and we ask to consider important questions:

- What do you like to do?
- What are you really good at?
- How many hours per week do you want to work?
- Do you have any commitments (like taking children to school, counseling appointments, or college classes) that need to be taken into account?
- What is your budget? Specifically, how much do you need to spend and then earn each month to pay for housing, transportation, food and entertainment, as well as pay down any debts over a period of time?

Once we have a better understanding of your work goals, we will help you:

- Complete a resume and application
- Search for jobs
- Set up an interview with one of our employer partners

To sign up for this program, or to become a partner employer, please call us (000) 000-0000.

Social Security Connection

For some people, working is not an option at this time. In some cases, you may entitled to receive Social Security benefits. However, some Social Security restrictions can greatly impact your earning abilities, as well as opportunities to participate in the community or even volunteer. Our team will work with you to conduct a complete assessment to determine all of your possible options, particularly if barriers to employment may be temporary. If our assessment determines Social Security or Disability Benefits are the best option for you, we will provide hands on assistance in developing, submitting and

monitoring your Social Security Application. If you would like to receive a Social Security assessment, please call us at (000) 000-0000.

Mental Health Services

The KYB Center provides Mental Health Services designed to increase mental stability and prevent or address housing insecurity and homelessness. KYB Center provides two main programs.

Mental Health Counseling

Regardless of your income status, the KYB Center provides trauma informed counseling services for up to 12 months at no cost to you. You may choose from one-on-one counseling sessions up to once per week (for a duration determined by you and your counselor), or group counseling sessions up to two times per week. After the first 12 months, our Trauma Informed Counseling services are provided at a flat rate of \$100.00 per session. We also provide a sliding fee scale based on your stated income every 12 months. To make an appointment, please call (000) 000-0000.

Addiction Services

The KYB Center recognizes many addictions can be overcome over time with traditional trauma informed counseling. However, we also know for some people, active addictions can prevent all other thoughts and processing. For those suffering from immediate addictions, we provide a wide range of services, including one-on-one counseling, group sessions, and certain medications. Call our intake coordinator at (000) 000-0000 to receive an assessment, and get connected with the services that are right for you. We provide immediate services at no cost to you, and then move to a sliding scale.

Advocacy

The KYB Center advocates for policies that end and prevent homelessness in Bluegrass, Kentucky. As a 501(c)3, nonprofit organization, we do not endorse any candidates, or support or oppose any political party.

Policy Platform

Each year our Board of Directors adopts our annual advocacy agenda with the express intention of pushing forward policies that will lead to the end of homelessness. The Platform is developed by an all-volunteer community panel that meets on the 3rd Tuesday of each month from 6:30-8:30pm via Zoom. Any member of the community may join by calling (000) 000-0000.

[Click here to see our current platform.](#) | [Click here to meet the committee.](#)

Coalitions

The KYB Center ensures a voice for homeless populations in community and policy coalitions throughout our region. We are currently part of the following coalitions:

- Community Drug Safety Program
- LGBTQ Rights Coalition
- Policing Partners Community Coalition
- Veterans Affairs
- Community Education Campaign
- Multi-Cultural Coalition

Community Education Campaign

Our community education program teaches people about the impacts of homelessness, how to prevent homelessness, and where to find services. We provide presentations and printed information, as well as visibility messaging via billboards and bus stops. To request a presentation, please call (000) 000-0000.

Candidate Forum

Every year, the KYB Center hosts a candidate forum with other community partners to allow the community to ask questions of importance, and particularly about issues related to housing security, economic security, mental health, and policies related to ending and preventing homelessness. The candidate forum is held on the 4th Thursdays in October

from 7:30-9:00pm at the KYB Center. Candidate answers to questions are then posted online.