MID-YEAR PROGRAM UPDATE REPORT TO BUILD HOPE, INC. BOARD

Jenny Scanlin, President

Purpose: Mid-Year Program Update. This report is intended to provide the Governing Board with a mid-year review of our program progress in FY2021 and determine if there is any need to change or modify our budget.

Issues: Our FY2021 programmatic focus has been very much in line with the following three themes that led us through FY2020: Pathways to Higher Education, Bridging the Digital Divide, and Financial and Resource Security. Additionally, this year Build Hope Inc. has been working on the integration of its revised mission into branded messaging, communication tools, and overall organizational capacity building. The following represents our accomplishments in these areas to date and our plans for the next six months of focused work.

Pathways to Higher Education
Build Hope, Inc. (“BHI”) is aligned with the Annie E. Casey Foundation, The Book Rich Environment, HUD, the LA Public Library and LAUSD to promote literacy initiatives to improve third grade reading scores. The premise of the initiative is to provide access to books for youth in K-3rd Grade to increase reading proficiency. Through the Book Rich Environment, BHI received 7,914 books to distribute throughout HACLA communities. This will be accomplished through outreach and recruitment events, Little Libraries at the public housing developments and directly via partners to provide tutoring and other literacy supports to young children and families.

BHI, Inc. in partnership with the LA Public Library and LAUSD submitted a Local Plan for the distribution of books for both the public housing and Section 8 portfolios. This includes partnerships with the Family Self-Sufficiency Program, Resident Advisory Councils, gym providers, Community Safety Partners, Summer Night Lights partners and other program providers in the HACLA communities.

The BHI Scholarship Program is designed to support the youth living in HACLA’s communities who are heading to college or are returning scholars. We recognize that college is an important tool for financial and social mobility, not only for the youth themselves but for their families as well. This year will be the Ninth (9th) Annual Scholarship program. Since its inception, the program has awarded a total of $172,000 in scholarship funds.

This year, BHI received an astounding 73 applications! We attribute this increase to our partnerships and staff who did direct outreach and promotion, held orientation
workshops and assistance with applications to get youth engaged in the scholarship application process.

Due to restrictions around social gathering this year’s scholarship event will be held virtually on July 15, 2021. Applications are currently being reviewed and a final list of scholar recipients, including returning scholars who will be competing for “Continuing Scholarships” will be finalized this month.

The balance of the year will be focused on growing the Scholarship Fund, establishing an Advisory Group to oversee growth of the Scholarship Fund, and promoting and expanding our Community Library programs.

Bridging the Digital Divide
BHI has continued to focus on increasing internet connectivity, providing access to computers and devices, and ensuring young learners at our sites have the opportunity to keep up with schoolwork despite continued school closures for the majority of the last half of the school year.

Starry has continued to work on its plan to provide sitewide internet solutions at nine HACLA public housing sites. As of the end of 2020, they had successfully completed work at three properties: Mar Vista Gardens, Nickerson Gardens and Imperial Courts. As of this submittal of this report, Starry has completed establishment of service at Jordan Downs, Pueblo Del Rio, and is currently working on Estrada Courts. By the end of summer, they expect to have all nine sites online with their next focus on Rancho San Pedro, Pico Gardens and William Mead. The Digital Initiatives also continue with hotspot distributions at Avalon Gardens, Gonzaque Village, Ramona Gardens and San Fernando Gardens.

Build Hope Inc. is focused on supporting resident adoption of the internet options available to them and ensuring that families are digitally literate. This includes working in collaboration with Everyone On to roll out digital literacy classes. An Americorp Volunteer will begin work this summer to roll out these classes as well as recruit and train Digital Ambassadors at the public housing sites with a peer-to-peer curriculum. A pilot program for Digital Ambassadors has rolled out at Nickerson Gardens with success and will be used as a basis for other sites.

Spotlight: Digital Access and Resident Leadership
Nickerson Gardens is the largest public housing development within HACLA’s public housing portfolio and has long been the focus of digital access challenges. Through the Jobs Plus grant and the National Demonstration Community Health Worker grant, the team at Nickerson was able to train Community Health Workers on assessing resident internet needs. Resident leaders worked with Starry, Inc. to communicate how the internet would be used by the families and developed a digital assessment survey. This has helped to increase Starry sign-ups along with increase telehealth for seniors and residents. Digital Literacy classes were conducted on how to use Zoom, Google Meet, Go To Meeting and other digital platforms and seniors learned how to connect to telehealth services. In addition to connecting residents in their homes, the pilot realized Starry services did not reach to the gym and public spaces. So, additional solutions for the digital
learning pod at the gym were instituted with the donation of hot spots and devices for youth to use to access virtual learning and tutoring support.

Financial and Resource Security
Building off of the success of placing reentry clients into career pathways in construction, facilities maintenance, and the targeted local hire program (Union jobs), the Workforce Development team partnered with the Watts Gang Taskforce and received a California Violence Prevention (CAL VIP) grant to reduce violence in Watts through a series of community engagement events facilitated by a therapist and gang expert combined with job development and placement opportunities for the hard-to-hire populations that are gang-affiliated or gang-involved. This program is commonly known as “One Watts” and seeks to strategically address some of the gang issues occurring in Watts. Other partners include, the Gang Reduction Youth Intervention (GRYD) program, LAPD Community Safety Partnership and Community Intervention Specialists. This year, Build Hope Inc. was awarded $450,000 which will be received in $150,000 increments over the next three years by The Ballmer Foundation to support the work of One Watts.

Build Hope, Inc. continues its long-standing relationship with Baby2Baby and has received and continues to distribute essential baby items for children and families so that parents have the resources they need to ensure the health and wellness of the children are achieved in the formative years. Items include: Baby formula, diapers, wipes, cleaning supplies, and other items such as car seats and play pins. This is also aligned with Build Hope, Inc’s goal of ensuring baby’s have what they need to thrive and grow and addresses food insecurity for our neediest little ones.

Organizational Growth
This year, BHI hired a communication consultant to assist the organization with developing a logo, communication strategy and new website. To date, the logo and style guide are complete and BHI hopes to launch its new website right before our scholarship event in July. The branding strategy was based on an extensive research campaign focused on talking to partners, staff and residents who have benefitted from or worked with BHI as well as an assessment of BHI’s new mission and focus on empowerment and equity.

The organization is also working on a set of policies and procedures to formalize its ability to hire and manage staff as well as create a formal Memorandum of Understanding between HACLA and BHI for services and support. These goals are expected to be reached in the second part of FY2021.

Lastly, BHI is working on Governing Board and fundraising stewardship, which includes filling vacant positions as well as considering the addition of new seats on an as-needed basis; developing a private giving campaign, foundation relationship building as well as purchase and develop a Customer Relations Management (“CRM”) software that will allow BHI to track and communicate with donors and manage grants more efficiently.

A new CRM is expected to be set up by the end of this fiscal year.
**Funding:** No additional funding is required in the Mid-Year budget. The existing budget and funds available will support our outstanding goals and program objectives for FY2021.

**Attachments:** BHI Branding Sample
BUILD HOPE, INC. | FINAL LOGO & APPLICATIONS
PRESENTED BY ZELDESIGN
THE PURPOSE

To develop a look and feel for the new Build Hope, Inc. identity that reflects the values and aspirations of the newly incorporated Build Hope, Inc.

The new identity will be applied to the organization’s marketing collateral, including the new website.
**Color Comparison**

- HACLA asked to "harmonize" the logo by having the type treatment reflect the hands more closely, however we observe that no. 1 does not stand out as strongly as no. 2 does.
GREY SCALE HELPS WITH LEGIBILITY IN SMALLER APPLICATIONS

Black & White for One color or Low Cost

Print applications
- Greyscale gives a strong sense of diversity, foreground/background
- Stark BW treatment is artistic, eye-catching, and reverberates.
LOGO: FINAL | APPLICATIONS

EQUIPMENT
PROMOTIONAL ITEMS

LOGO: FINAL | APPLICATIONS
LOGO: FINAL | 2-TIER USE (SYMBOL OR TYPMARK)

BUILDHOPE CREATES A SAFE ENVIRONMENT FOR PERSONAL DEVELOPMENT

Breaking out Logotype and Symbol for application and flexibility

- Given the complex nature of the logo, it may be advisable to use the logo type exclusively on extremely small applications and surfaces (pens, pins, checks, etc).

- Zeldesign can provide more guidance and direction for use in the logo style guide
THANK YOU