



From Housing Uncertainty to Housing Stability

WELCOME
HOUSE NORTHERN
KENTUCKY

Community Partnership Opportunities

Website

We are excited to announce the launch of our new website and would like to invite you to be a part of the action by having your logo seen by over 36,000 viewers annually. Developed in partnership with Eric Mower + Associates, the website contains exciting new features that will increase Welcome House's outreach and public awareness. Our partnership would feature your business/organization's logo on our website. The logo will also link to your website.

The screenshot shows the homepage of the Welcome House Kentucky website. At the top, there is a navigation bar with the following elements: a 'JOIN MAILING LIST' form with an email address field and a 'GO' button; a 'SEARCH SITE' form with a search bar and a 'GO' button; the phone number '859-431-8717'; a 'DONATE give today' button; and a series of social media icons for Facebook, Twitter, LinkedIn, YouTube, and Instagram. Below the navigation bar is a main menu with the following items: 'ABOUT US' (who we are), 'THE NEED' (learn more), 'PROGRAMS & SERVICES' (what we do), 'GET INVOLVED' (how to help), 'NEWS & EVENTS' (what's going on), and 'CONTACT US' (get in touch). The main content area features a large image of a smiling young girl and a woman. To the right of the image is a dark overlay with the text 'ENDING HOMELESSNESS' and a sub-headline 'Taking individuals from housing uncertainty to housing stability through our continuum of services.' Below this is a 'LEARN MORE' button. At the bottom of the main content area, there is a dark blue banner with the text 'Summer Sunday coming August 2, from 5-9 at Grandview Tavern and Grill! Buy your tickets and grand raffle here!' and a 'Learn more >' link. The footer area is divided into three columns: the first column contains the text 'Welcome House works to end homelessness. We do this by offering a continuum of services to our clients to take them from housing uncertainty to housing stability. Welcome House offers three main service areas which include: housing, income and...'; the second column is titled 'Upcoming Events' and features a calendar icon for '02 AUG' and the text 'Summer Sunday Grandview Tavern 5:00-9:30pm Buy Event and/or Raffle Tickets'; the third column is titled 'In Kenton County' and features a large '61%' and the text 'OF FAMILIES HEADED BY SINGLE WOMEN with children under 5 yrs of age LIVE BELOW THE'.

Analytics


Ad Size: 160 X 400 Pixels

Audience: 1500+ Monthly

Percentage of New Users: 74.1

E-Newsletter



We use our monthly e-newsletter to maintain contact with our subscribers about important events and Welcome House news. Our e-newsletter has over 1,400 dedicated followers who open the e-newsletter at the rate of the nonprofit industry standard of 20 percent, according to Constant Contact. Additionally, our new website allows visitors to sign-up directly for the e-newsletter with one click – giving Welcome House a projected 20 percent increase in subscriptions by December 2015.






April 2015
Issue 57

Kroger Community Rewards & Amazon Smile
Small Efforts | Big Rewards

We know that people are always looking for a way to give back to their community. However, life and other factors get in the way due to lack of time. Here at the Welcome House, we completely understand. So we want to give you two very important tools that are extremely helpful to us and our clients - AND takes very little time out of your busy schedule.

Kroger Plus Community Rewards
Kroger is committed to helping our communities grow and prosper. Year after year, local schools, churches and other nonprofit organizations will earn millions of dollars through Kroger Community Rewards. Kroger Community Rewards makes fund-raising easy-- all you have to do is shop at Kroger and swipe your Plus Card! You will still earn fuel points and any other perks you might have associated with your card, but now you will also be supporting Welcome House




August 2014
Issue 49

Greater Cincinnati Foundation
Grant Awarded | Thank You

Welcome House is pleased to announce that we have been awarded a two year grant from The Greater Cincinnati Foundation (GCF) in the amount of \$65,000. This grant will be used for staff development and the needed skill sets to address the increasingly complex and changing social/client issues. This support from GCF will result in stabilizing client households and reducing homelessness.

We appreciate the support received from The Greater Cincinnati Foundation throughout the years and thank them for the opportunity for staff development in order to better meet the needs of our clients.

Thank you for supporting us and helping us to end homelessness in our region!





November 2014
Issue 52

Client Dinner
Recognizing Clients | A Night of Celebration

On Thursday, November 6, Welcome House enjoyed an evening at Trinity Episcopal Church to celebrate our Clients who have shown progress and been successful this past year. Food was provided for staff, clients, and community partners in attendance by long-standing volunteers through Wendy's.

Staff formally invited clients to the Recognition Dinner where the clients were able to bring their family and supporters to celebrate in their successes. Staff and their clients were able to enjoy dinner together before the ceremony formally began. Openings were held by Linda Young - Executive Director of Welcome House, which was then followed by the recognition ceremony. Each specific staff member spent a few minutes discussing the successes of the client being recognized and handed them a certificate of accomplishment. Each pairing was able to take a picture if wanted and celebrate together the successes throughout this past year.

The pictures above are of Service Coordinators and clients recognized throughout the evening. Congratulations to all!

It was truly an amazing evening full of emotion, appreciation, and thanks. We cannot put into words what it means to us to have such wonderful and dedicated staff and clients. It is truly inspiring. Welcome House would not be what it is without all of them and the community support we receive.





July 2014
Issue 48

IMPACT 100
2014 Impact 100 Grant Finalist

Welcome House is very excited to announce that we have been selected as a 2014 Impact 100 Grant Finalist! We are one of five organizations that have been selected with the chance of being awarded \$109,000. Three organizations and their program will be chosen to receive this award on Tuesday, September 16 at the Impact 100 Annual Awards Celebration.

Welcome House is working to fund the Rise-N-Seek program as a part of Employment Services. This program is selected to represent the Family Focus Area on behalf of Impact 100 and will help to maintain the continuum of resources Welcome House offers clients in moving from homelessness to housing stability.

This is very big news for us at Welcome House and we would like to strongly encourage you to help us spread the word on this amazing opportunity. We are the only Northern Kentucky representation in the Finalist pool and are very honored to have made it this far in the process. Impact 100 is a great organization making a wonderful contribution to our community. Join us in the celebration by visiting us on [Facebook](#) to get up-to-date information and share the great news! For more information on Impact 100 and the 2014 Impact 100 Grant Finalists, please click [here](#).



Analytics

Ad Size: 160 X 600 Pixels

Audience: 1400+ monthly | 20% projected increase

Open Rate: 20.2%

About Community Partnership

We look forward to the opportunity to become community partners and are honored to work alongside your organization. As a community partner of Welcome House, our website's viewers will see your logo and know that your organization is also invested in the Northern Kentucky/Greater Cincinnati community with a drive to improve the quality of life of its citizens.

Your partnership and support is vital to Welcome House. Our mission is to end homelessness by providing a continuum of services to take families and individuals from housing uncertainty to housing stability. Listed below are some of the services Welcome House offers our clients.

About Welcome House

Mission & Vision

Our mission is to end homelessness by providing a continuum of services to our clients.

Our vision is to guide our clients from housing uncertainty to housing stability. We do this through the services we provide, such as service coordination, housing, and income & benefits.

Service Coordination

Our Service Coordinators provide assessment, outreach, case planning, financial education/budgeting, housing counseling, and community referrals services. Staff members work with individuals and families to obtain employment and/or benefits, locate affordable child care options, foster self-determination and stability, and assist in obtaining and maintaining permanent housing.

Housing

Housing Services is responsible for all facilities Welcome House owns and operates. This includes the Emergency Shelter for women and children, the Gardens at Greenup Apartments for clients with children seeking postsecondary education, and the King's Crossing apartments for clients with disabilities. While working toward greater stability, clients are offered a safe place to live, warm meals, any needed hygiene supplies, and extra assistance.

Income & Benefits

Income & Benefits includes an employment team that assesses clients' working abilities, holds classes to build job readiness and helps clients obtain and maintain employment. Our representative payee program assists people with mental and/or physical disabilities by managing their disability income. We also offer income support services that include employer outreach, job development, and job placement.

Exciting New Developments

Welcome House is entering an exciting new period of growth and development. Aside from launching our brand new logo and website, Welcome House is in the process of developing 65 additional units of affordable housing. Welcome House's vision for the future is to strengthen our focus on affordable housing.

Community Partnership Form

Please return this form to:

Kristen Baldini
205 W. Pike St.
Covington, KY 41011
kbaldini@welcomehouseky.org

We want to be a community partner of Welcome House.

- Enclosed is a check payable to Welcome House of Northern Kentucky in the amount of \$2,700 to become a website and e-newsletter sponsor for one year.
- Enclosed is a check payable to Welcome House of Northern Kentucky in the amount of \$1,500 to become a website sponsor for one year.
- Enclosed is a check payable to Welcome House of Northern Kentucky in the amount of \$1,700 to become an e-newsletter sponsor for one year.

- We are unable to sponsor, but wish to make a tax deductible contribution. Enclosed is a check payable to Welcome House of Northern Kentucky in the amount of \$_____.

All contributions made to Welcome House of Northern Kentucky are tax-deductible.

Company/organization name as it should appear in digital materials:

Address: _____

City: _____ State: _____ Zip: _____

Company Contact: _____ Title: _____

Phone: (_____) _____ Email: _____

THANK YOU FOR YOUR GENEROUS SUPPORT!

*For more information or questions please call or e-mail Kristen Baldini at
(859) 431-8717 or kbaldini@welcomehouseky.org*