



Springboard Collaborative

Website Review and Recommendations

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Springboard Collaborative - Available Content

| Asset name | Asset type | Content synopsis | Site y/n | Website page | Notes |
|--------------------------------|------------|---|----------|----------------|---|
| Pallet Village | Video | Overview of purpose and features of village | y | Homepage | Edit to <:60 for homepage, longer version on video page |
| Charity/Education/Worker icons | PNG | Artwork for each area | Y | | |
| MOUs | PDF | Copies of signed MOUs | N | | Include select partner logos, synopsis, link, on Partner page |
| System Solution | IG | Explanation of the SC model | Y | Homepage? | This could work in a couple of places. Download? |
| Adobe stock 597251557 | PNG | B/W photo of homeless man with coffee | Y | Homepage? | Powerful image |
| Cost of homelessness | IG | Cost to society on annual basis | Y | | Expand to tell more of a story and set stage for SC impact |
| Cost of homelessness 2 | IG | Same as above but with study header | Y | | Use one or the other |
| Donation page example | Page | Screenshot of donation page | Y | Donations | Include something about tax write off? |
| Screenshot 140709 | | Pallet village header image | Y | Pallet village | Add color for more pop |

Springboard Collaborative - Available Content

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|--------------------|------------|-------------------------------------|----------|----------------|---|
| Screenshot 140824 | png | Pallet village shot 45 degrees | Y | Pallet village | |
| Screenshot 140921 | Text | Referral/reference quotes | Y | Home | Generic quotes on homeless problem |
| Screenshot 141035 | Png | Volunteer/resident of village | ? | Pallet village | Get better shot, maybe inside home and include his story, maybe as case study |
| Screenshot 141151 | Png | Volunteer in front of house | N | | I like volunteers, but maybe group shot |
| Screenshot 141250 | Png | Inside village unit | ? | Pallet village | Better if person there. I like that it looks like a home |
| Screenshot 141319 | Png | Outside community latrine | Y | Pallet village | Use as part of village collection |
| Resident journey | IG | Resident journey to productive life | Y | ? | Looks pretty good, but could we make more graphic, engaging? |
| 3 pronged approach | IG | Same as A system solution | | | |

Content Audit – by the Numbers

| Item/Page | Springboard | Community Solutions | Destination Home | Pallet Shelter | Home CT/Partnership |
|----------------|--------------|---------------------------|---------------------------|----------------|---------------------|
| Videos | 1 | 7 | 5 | Video headers | 12 webinars |
| Donation page | Yes | Yes and Get Involved link | Yes and Get Involved link | No | Yes |
| Infographics | 3 (one page) | 0 | 2 (interactive) | 0 | 0 |
| Blogs | 0 | 50+ | 14 | 50+ | 50+ |
| Case studies | 0 | 40+ | 4 | 18 | 0 |
| Press releases | 0 | ~40 | Blogs 90+ | 3 | 20 |

Content Audit – Topics of Interest

| Item/Page | Springboard | Community Solutions | Destination Home | Pallet Shelter | Home CT/Partnership |
|---------------|--|---|---|--|--|
| Videos | Explanation of Coop and tour of village | Impact to minorities Measuring impact Systemic causes of homelessness Built for o explainers Videos supporting major topics | Problem/causes/ solution Program explainers Training webinar | | |
| Donation page | | How money is used | Variety of options- money, resources (supplies and food) | | Fundraising option |
| Contact page | Drop down for options | | | Includes FAQs | |
| Infographics | Explanations of mission and process embedded on-page | | Factsheet on how donations spent | | |
| Blogs | NA | Success stories, how-to, FAQs, | Sponsor highlights, success stories | How-to's Success stories from residents | Housing crisis, minority impact, awards, legislative, partnership developments |

Content Audit – Topics of Interest

| Item/Page | Springboard | Community Solutions | Destination Home | Pallet Shelter | Home CT/Partnership |
|--------------|-------------|--|---|--|--|
| Case studies | NA | Success stories in different geos | Org's impact Partner org's CS where work is featured Prioritizing low income housing Homeless prevention factsheet Factsheets that highlight org programs | Gated How-to set up communities, overcoming issues, examples of communities | Wide variety of news, resources, research on CT homelessness Reports and factsheets |
| Misc. | | Advocacy social toolkit Take action- activities for different audiences Map to show similar orgs/activities over US Partner page provides logo, synopsis and link to partner site | Annual/semi-annual progress reports Long-term vision and plan document | Impact report Support link to services if homeless | |

Springboard Collaborative Site Goals

- Target audience
 - State DHSS
 - Donors
- Goals
 - Demonstrate vision and activity to gain permanent funding from DE DHSS
 - Secure funding from private donors and philanthropic organizations
 - Community involvement
- Tactics
 - Tell the story of the homeless and their mission
 - Mission – Challenges – Solution – Journey – Impact
 - Demonstrate early successes and current state
 - Donation page

Site Review – Springboard Collaborative

- Navigation
 - First-generation, simple and to the point top-level navigation
 - Paint the Town should be changed to Pallet Village to allow for future content
 - Coordinated care is a solid topic
- Content
 - Very limited but tells the story of the organization
 - Icons are similar, but could be more consistent
- Thoughts
 - Opportunity to increase visual appeal with more graphics, pictures of board, etc.
 - Standardize icons
 - Increase emotional appeal with pictures of residents, videos, success stories
 - Add a Partners page/navigation with synopsis of services provided and cross-links to their sites
 - What is the purpose of Contact Us?
 - Are you looking for volunteers?
 - Radio buttons rather than drop down
 - Add News section or add to About Us as a temporary fix until more content/exposure is generated

Site Review – Community Solutions

- Overview
 - National organization to end veteran homelessness – Built for Zero is the initiative and present in 100+ communities
- Navigation
 - Top-level navigation- The challenge, Built for zero, Housing, News, About us, Get involved
 - Sublevel navigation on Built for zero, About us and Get involved
 - Take Action and Donate
 - Lots of intra-site links
 - Content links to outside
 - News navigation include press release, blog, case studies, research & evaluation
 - Blogs, case studies, research sublevel navigation below the fold on News page
 - Social links
- Content
 - Homeless resource locator works nationally
 - Videos throughout site pages – mostly animations
 - YouTube channel with 118 videos
 - Action toolkit
 - Testimonials from local chapters
 - Partner page provides synopsis and links to partners
 - Numerous case studies and blogs, but have to dig for them

Site Review – Community Solutions

- Thoughts
 - Lots of graphics and visual interest
 - Requires extensive scrolling on pages to get to additional content
 - A lot of intra-site links.
 - Rely on these rather than providing detail on other pages
 - National organization
 - Does well at presenting the broad picture at a high level. Finding local impacts takes some digging.
 - Map demonstrates national impact and legitimacy
 - I like either Get involved or Take action navigation. Perhaps Donate is a static button and one of the others is a navigation link
 - Videos supporting each major topic provide multimedia choice on how to consume information

Community Solutions

- Interactive elements
 - Video, links, additional content on nearly every page
- Graphics and pictures for visual interest
- Intra-site links to additional information and resources
- Quick reads with links to more information

Creating a shared definition of the right end state

The first step to solving homelessness is having a shared definition of what we are trying to achieve. Communities in Built for Zero use [functional zero](#) as a milestone that indicates that homelessness is measurably rare and brief for a population. They often work to achieve functional zero for various target populations (veteran, chronic, family, youth, all singles) as steps on the way to making homelessness rare and brief for everyone. This dynamic milestone enables communities to continuously confirm whether they are driving homelessness toward zero.

[LEARN MORE ABOUT FUNCTIONAL ZERO](#)



THE PROBLEM

Funders evaluate success on the performance of individual housing programs, not on whether a community collectively reduces homelessness. But single programs don't get us to zero — whole communities do.



OUR SOLUTION

Community-level measurement. Success is measured by the total number of people experiencing homelessness, not by program outcomes. Data enables communities to rapidly test new ideas and understand if those efforts are working.

Communities in the Built for Zero movement are proving homelessness is solvable.



Organizing homelessness is not just bad luck or individual circumstances. It's a systemic problem. Individually, this address the great and all right and research by with various experts who look time to reverse the current. We would like to extend our appreciation to Bureau of Labor Statistics, The Thomas of Street Works of Change and Advise Body of Local Experience Address.

THE FUTURE WE CAN BUILD, TOGETHER

WHY WE LAUNCHED #HOMELESSNESSISOLVABLE

#HomelessnessIsSolvable



SEE OUR ADVOCACY TOOLKIT

Get involved



TAKE ACTION!

The Challenge

Homelessness is a problem that's more costly to ignore than to solve.

Homelessness is a complex, life-threatening problem. It can be solved — but only if systems are designed to continually reduce and end it.



It also reflects the stark reality that there are 1.5 million people in the United States who are experiencing homelessness, mostly in [Homelessness in the United States](#) by the



By every meaningful measure, homelessness is a problem that proves to be more costly to ignore than to solve. An estimated 800,000 people are experiencing homelessness on any given night. Homelessness is among the most visible and harmful manifestations of racism in our society, disproportionately impacting Black and Native Americans. For our most vulnerable neighbors, homelessness is a matter of life and death. People experiencing homelessness die 17 years earlier than those who are housed.

People who suffer from long-term homelessness are also more likely to be ensnared within the criminal justice system and use emergency health services, which can add up to an average of \$35,000 a year.

Communities are proving it does not have to be this way.


Homelessness is a result of vulnerable populations colliding with broken systems. Cities and counties are demonstrating that these systems can be fixed, and homelessness can be solved.

Communities across the country have achieved a milestone for ending homelessness known as [functional zero](#) — including the first county in the country to end chronic homelessness. By reaching this milestone, communities are building a future that ensures homelessness is a rare and brief experience, and never an enduring or recurring way of life.

Community Solutions

- News used to hold additional resources
 - Blog, case studies, press, research
- Partner listings include logo, synopsis and link to foundation site/pages

Rocket Community Fund




"Across the country, nearly 40,000 veterans will experience homelessness tonight. This is both extremely heartbreaking and completely unacceptable. We are in the business of helping people realize the dream of homeownership, and we understand the tremendous value of a place to call your own. Together with Community Solutions and local partners, we will ensure that veterans are placed into permanent supportive housing, building the foundation they need to create permanent change."

— Jay Farner, CEO, [Rocket Companies](#)

[Read more about our work together.](#)

Tableau Foundation



"Community Solutions has been a pioneer in the use of data to empower decision-makers and make an end to homelessness possible. Scaling this program and helping eliminate veteran and chronic homelessness in an additional 50 communities, we have an opportunity to help change the national conversation and show that this is a challenge that we can overcome within our lifetime."

— Neal Myrick, Global Head, [Tableau Foundation](#)

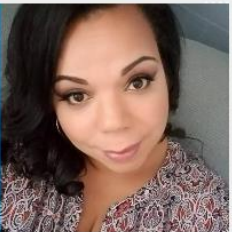
[Read more about our work together.](#)

News

BLOG

Q&A with Tanesha Travis, Partners with Lived Expertise Coordinator at Sacramento Steps Forward


"Solving our issue with homelessness is deeply connected to solving our issue with racism."



CASE STUDIES


Lake County, IL, uses quality improvement to help sustain veteran functional zero

By using this discipline to continuously improve their system, the community ensures that veteran homelessness remains rare and brief.



PRESS

PRESS RELEASE: Community Solutions acquires third property in Jacksonville dedicated to solving veteran homelessness, preserving existing affordable housing



Site Review – Destination Home

- Overview
 - A public/partnership in Silicon Valley organization to end homelessness
- Navigation
 - Top level navigation - Who we are, What we do, Our plan, Our strategies, News, Get involved
 - Get involved includes: Donate, Stay informed, Advocate, and Partner with us
 - Partner with us has options- Partner in advocacy, Donate resources, Contact us
 - Additional navigation bars on select pages
- Content
 - Expanded content when hover on select elements/icons under Our Values
 - Resources links primarily go to *how-to* do non-profit work (best practices, formation documents)
 - Partner links take to contributing organizations and their respective foundations- good for fundraising?
 - Interactive graphics drill down on content
 - Downloadable Community Plan to End Homelessness and Track our Progress with year by year accomplishments
 - Case studies
 - Fact sheets
 - News contains a mish-mash of external stories covering homelessness from major periodicals
 - Blogs are intermittent at best
 - News stories are actually blogs with content links and videos
 - Feature content from partners
- Thoughts
 - Are linked resources value-added to the audience? I feel that more value would be in service providers
 - Case studies to provide successes and validation in fund raising
 - Get involved provides many opportunities/actions as does partner with us
 - Donate is a button

Destination Home

- Downloadable resources
 - Heavy on graphics
- Infographics to document progress
 - <https://destinationhomesv.org/community-plan/>
- Get involved provides many opportunities/actions

Together we can build a community where homelessness is rare, brief and non-recurring. From individuals to major corporations, there is a role for everyone.

Donate

Invest in a future where everyone has a safe and stable home. We have solutions proven to end homelessness, but more funding is needed to meet the scale of the crisis.

[Donate](#)

Stay Informed

Join our mailing list to receive the latest on how we are ending homelessness in Silicon Valley, including progress and policy updates, funding opportunities, and events.

[Join Our Mailing List](#)

Advocate

Housing ends homelessness, but to meet the massive demand for affordable homes, we need local support. Take action to advocate for new housing developments and other strategies ending homelessness in our community.

[Join our Housing Ready Communities Action Network](#)

Community Plan Document Archive

Listed here is an archive of documents related to the 2015-2020 Community Plan to End Homelessness.

| | | | |
|--|---|---|---|
|  |  |  |  |
| 2019-2020 State of the Supportive Housing System Executive Summary | End-of-year Progress Report 2019 | Mid-year Progress Report 2019 | May 2019 Progress Report |
|  |  |  |  |
| December 2018 Progress Report | March 2018 Progress Report | 2017 Mid Year Report | Community Plan 2016 Annual Report Summary |

Read the 2020-2025 Community Plan to End Homelessness:

| | |
|---|---|
|  |  |
| 2020-2025 Community Plan to End Homelessness | Community Plan Executive Summary |

Track our Progress

| | | | |
|---|---|---|---|
|  |  |  |  |
| 2022 Year End Progress Report | Mid-Year Progress Report 2022 | 2021 Year End Progress Report | Mid-year Progress Report 2021 |

Site Review – Pallet Shelter

- Overview
 - Organization dedicated to providing a blueprint in creating pallet villages
 - Source for pallet village shelters
 - Shelters in over 100 communities in 19 states
- Navigation
 - Top-level navigation – Pallet solutions, Build a village, Results, Blog, Built with purpose
- Content
 - Text based with intra-site links
 - Social impact copy and examples
 - Examples of pallet villages of all types
 - 18 how-to case studies tied to different applications and locations (gated)
- Thoughts

Site Review – HomeCT | Partnership for Strong Communities

- Overview
 - CT organization a Partnership for Strong Communities dedicated to ending homelessness. Legislative in focus
- Navigation
 - Top-level navigation – Who we are, What we do, Advocacy, Resources, News and Press,
 - Stay informed and Donate now buttons
- Content
 - Text-based with profiles, fact sheets, reports, news
- Thoughts
 - Most similar to Springboard in terms of site complexity
 - Content resource for Springboard?

Recommendations – General

- Navigation
 - Clean up existing navigation and add 1-2 additional top-level pages
 - Rename current navigation
 - Paint the Town becomes Pallet Village
 - Contact us becomes Get Involved
 - Contact us becomes a form link in either top right corner of all pages or in footer navigation
 - Add Experiencing Homelessness or simply Homeless link and/or form so information can be sent to organizations
 - Link on every page and would go to Coordinated Care
 - If form, gather and send to appropriate partner or do outreach
 - Add side navigation as page content expands and interim step prior to creating new pages and adding navigation
- Increase visual appeal with more graphics, pictures of board, etc.
- Increase emotional appeal with pictures of residents, videos, success stories
- Provide multiple options/formats to consume the “same” information (video, infographic, blog, case study) to meet visitor preferences
- Videos supporting each major topic provide multimedia choice on how to consume information
 - Videos throughout site pages
 - Mostly animations
 - Keep under 2-minutes
 - Run on page/in window rather than new tab

Recommendations – General

- Create case studies to demonstrate successes and validation in fund raising
 - Written or video or both
 - Topics include: success stories on overall impact of villages (local/national) on peoples lives, individual cases (what brought them there and outcome), impact of coordinated care, other (brainstorm)
- Partner with other similarly focused organizations
 - Leverage partner organizations to expand relevant content on site and foster partner goodwill
 - Site links will help SEO, shared resources, bigger picture
- On-page infographics high-level to engage and expand on hover to provide detail
- Quick reads on select content with links to more information on appropriate pages
- Fiction vs. Fact – short reads relevant to each topic or section
- Standardize icons

Recommendations – Page Specific

- Coordinated Care
 - Support/resource partners logo and synopsis of services provided and links to their sites
 - Infographic showing individual or family surrounded by care options
 - Hover over for details, link to providers
 - Video animation showing how care administered/obtained in pallet village
 - Case study on impact of coordinated care
 - Contact link or form – Get Help or Homeless?
 - Outreach or pass to appropriate organization
- Pallet Village
 - Expand the page copy to explain the concept, cost/value, who it helps, how it works (intake, duration, amenities)
 - Videos
 - Timelapse of village being constructed
 - Interviews of volunteers and future residents during construction
 - Timelapse of paint the town (done- why was this in dropbox?)
 - Interviews with residents and volunteers
 - Animation of home being built
 - Animation of individuals experiences in pallet village and outcome (exit, value to community, etc.)
 - Infographic of care, support services available in the village and impact of pallet village
 - Artist rendering of future pallet village configurations
 - Case studies to demonstrate successes and validation in fund raising
 - FAQs

Recommendations – Page Specific

- Get Involved
 - Provide options and content for: Donate, Advocate, Partner with us, and Stay informed
 - Donate has additional options for money, volunteer, and resources
 - Could provide options based on role (see Community Solutions site) in the future
 - Animation showing how donations are spent
 - Infographic showing areas/options with hover to expand/explain what and how
- About Us
 - Include philanthropic partners with logo, synopsis and links to foundation sites
 - Add pictures of board members and links to LinkedIn profiles
 - FAQs
- Vision 2029
 - Title suggests long-term view of goals and activities whereas content largely frames current situation
 - Content may fit better under Coordinated Care or About Us or on new navigation/page
 - Timeline with key accomplishments by month or year
 - Downloadable Community Plan to End Homelessness
 - Track our Progress – reports or infographics with year by year accomplishments
 - Link to case studies
 - Impact study of pallet village to residents and community
 - Animation of the 6-step journey

Recommendations – Long-term

- Homeless resource locator
 - Include partner organizations and others that can benefit homeless
 - Regionally or nationally?
- Action toolkit
 - Information and tools to fundraise
 - Social media tools
 - Guidelines on posts, graphics/visuals for posts
- Create top-level News navigation once you begin to produce blogs on a regular basis and have some PR to demonstrate.
 - Include news and blogs from partner organizations
- Quarterly newsletter
 - Updates on village, homeless news, legislation
 - Could increase frequency when resources available
- Social media
 - Regular blog posts (monthly or greater)
 - LinkedIn (bi-weekly)
 - Facebook (weekly)
 - Instagram (video posting)