



STAR House

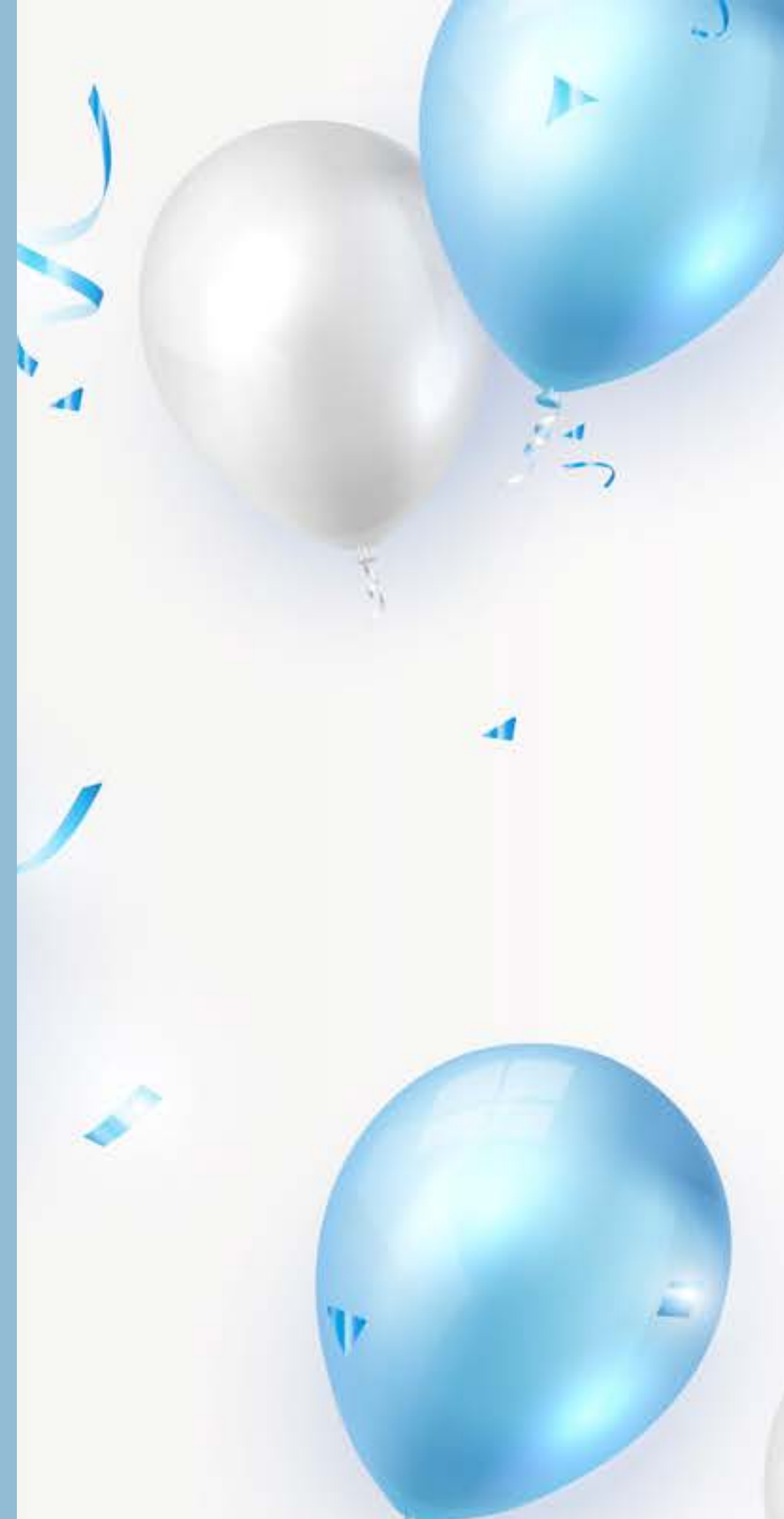
New Year Kick-Off Call





AGENDA

- ★ About STAR House
- ★ 2023 Recap
- ★ 2024 Plan
- ★ How You Can Help
- ★ Questions & Wrap-up



OUR MISSION

STAR House is a crisis nursery which exists to provide a temporary home away from home for children and supportive services to uplift and strengthen the entire family.



THE NEED

Families in Ramsey County experience higher rates of food insecurity, teen pregnancy, poverty, missed prenatal care, domestic violence, and out of home placements.

There are currently NO temporary, overnight care facilities available for children in the area. STAR House is here to partner with these families.

THE NEED

A crisis nursery from neighboring county reports of its users:

- 89% have household incomes of less than \$10,000
- Single parents compose 94% of the target population
- Of these families 19% of families were unhoused;
- 51% of parents who placed their children with the Nursery were emotionally exhausted or unstable.

96% of parents report the Crisis Nursery helped them alleviate their crisis.

OUR SERVICES

Children

- ★ Overnight care
- ★ Meals
- ★ Clothing
- ★ Hygiene care
- ★ Comforts of home

Parents & Caregivers

- ★ Community building
- ★ A resource hub for parents
- ★ Community connections
- ★ Parenting support
- ★ Time



COMING
SOON

TOUR OF STAR HOUSE

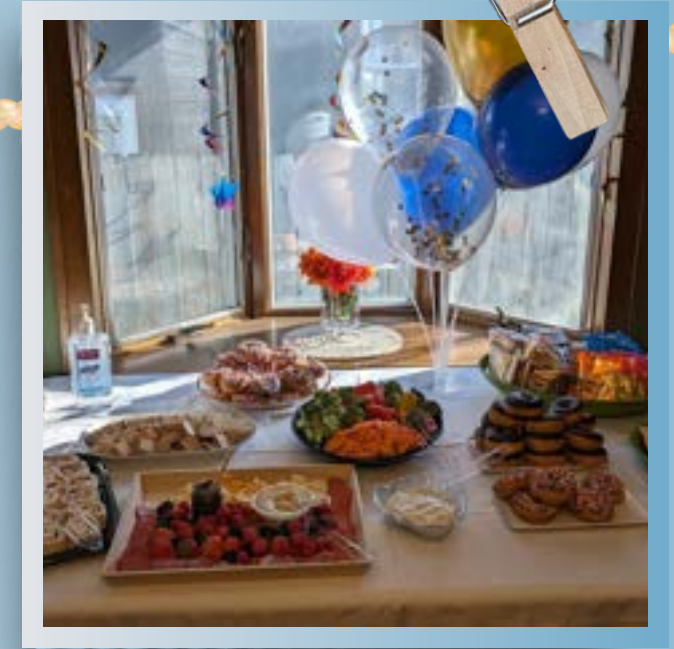


TOUR OF STAR HOUSE



TOUR OF STAR HOUSE





2023



2023 ACCOMPLISHMENTS

Over 2,500 volunteer hours in 2023
Value of contribution = over \$79,500

VOLUNTEER COMMITTEES

- ★ Grants
- ★ Fundraising
- ★ Outreach
- ★ Launch
- ★ Volunteer Relations
- ★ Communications
- ★ Finance
- ★ Strategic Planning



2023 ACCOMPLISHMENTS

GRANTS & FUNDRAISING

28 GRANTS APPLIED TO
\$82,000 IN GRANT FUNDING RECEIVED
\$50,000+ IN COMMITMENTS FOR RENEWAL
82% OF GOAL

OVER \$10,000 IN IN-KIND DONATIONS
\$7,100 IN MONETARY DONATIONS
35% OF GOAL



2023 ACCOMPLISHMENTS

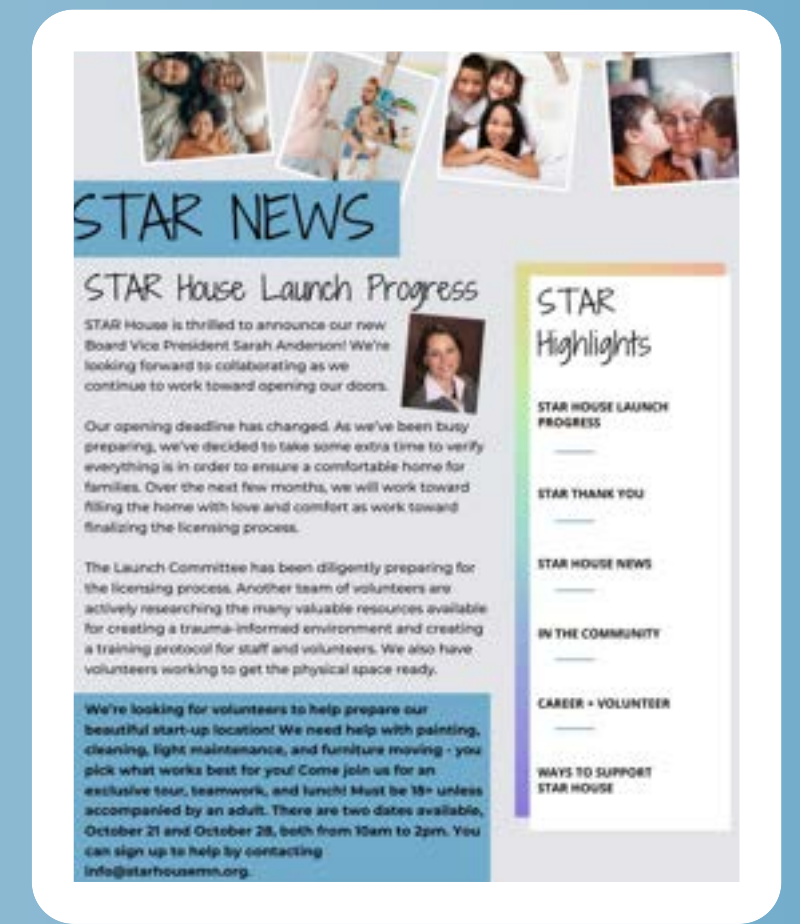
LAUNCH COMMITTEE

- ★ Supported the recruiting of Executive Director
- ★ Secured initial location
- ★ Researched and compiled staff training resources
- ★ House rented & renovated
- ★ Completed and submitted policies, licensing documents & application



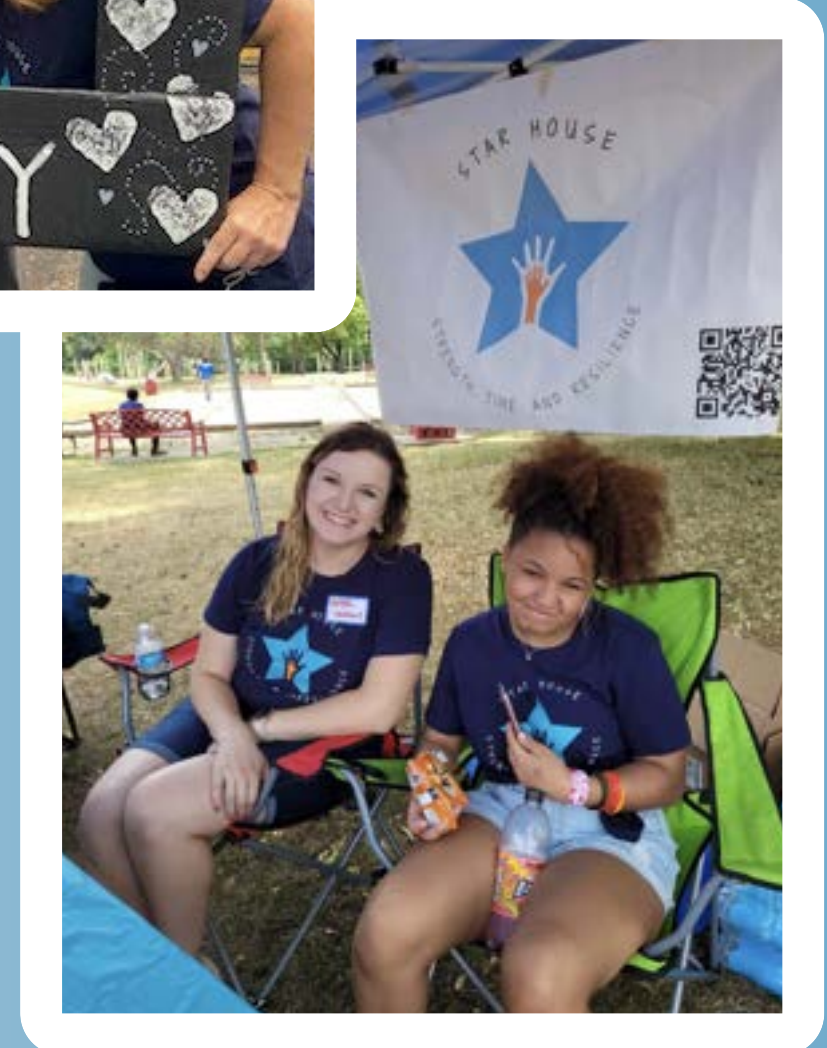
2023 ACCOMPLISHMENTS COMMUNICATIONS COMMITTEE

- ★ Published 3 quarterly newsletters
- ★ Website updates
- ★ Exceeded posting goal on social media
- ★ Won Google Ads Grant
- ★ Started trauma informed info series
- ★ Set up new VicNet system
- ★ Supported all other committees' communication needs



2023 ACCOMPLISHMENTS OUTREACH COMMITTEE

- ★ yellowbird cafe
- ★ Ain Dah Yung Parent Feedback Group
- ★ Grand Old Day
- ★ Neighbor Relations
- ★ Roseville Juneteenth
- ★ Mac-Grove Fest
- ★ Selby Jazz Festival
- ★ CAP-RW Ice Cream Social
- ★ Halloween at STAR House

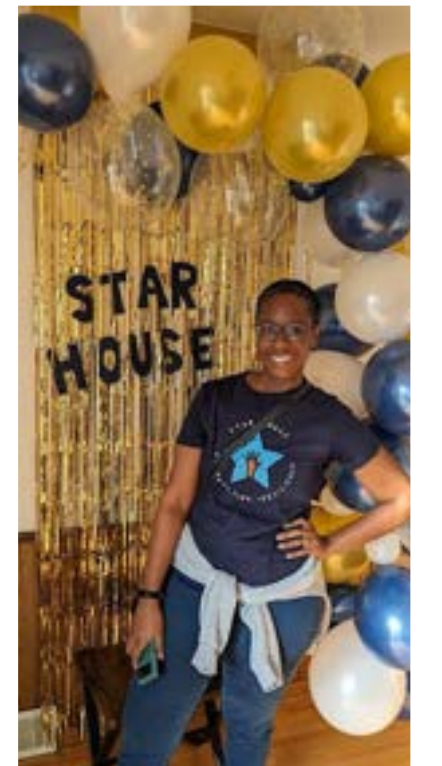


2023 ACCOMPLISHMENTS

NURSERY WARMING

Thank you to our, volunteers, donors & sponsors!

We raised over
\$8,000 in financial
and in-kind
donations!



A SINCERE THANK YOU
TO THE FOLLOWING BUSINESSES:

Deerwood Bank
Platinum Sponsor

Boulangerie Marguerite
Cafe Latte

Hot Hands Pie & Biscuit

Jimmy John's

Rise Baking Company

Tono Pizzeria



2023 ACCOMPLISHMENTS

INFRASTRUCTURE

- ★ Established New Leads in Communications and Outreach
- ★ Appointed Executive Director, Rochelle Gianino
- ★ Lease Negotiations and Other Household Logistics
- ★ Inclusive Workplace Cohort & Racial Equity Plan
- ★ 2024 Strategic Planning
- ★ Monthly & Quarterly Accounting & Reporting
- ★ Kayla U. & Sarah A. joined the board!



2023 FINANCIAL RECAP

Projected Income \$133,381

Actual Income \$89,366

Projected to Actual 67%

Value of In-Kind \$10,000

Projected Expenses \$101,348

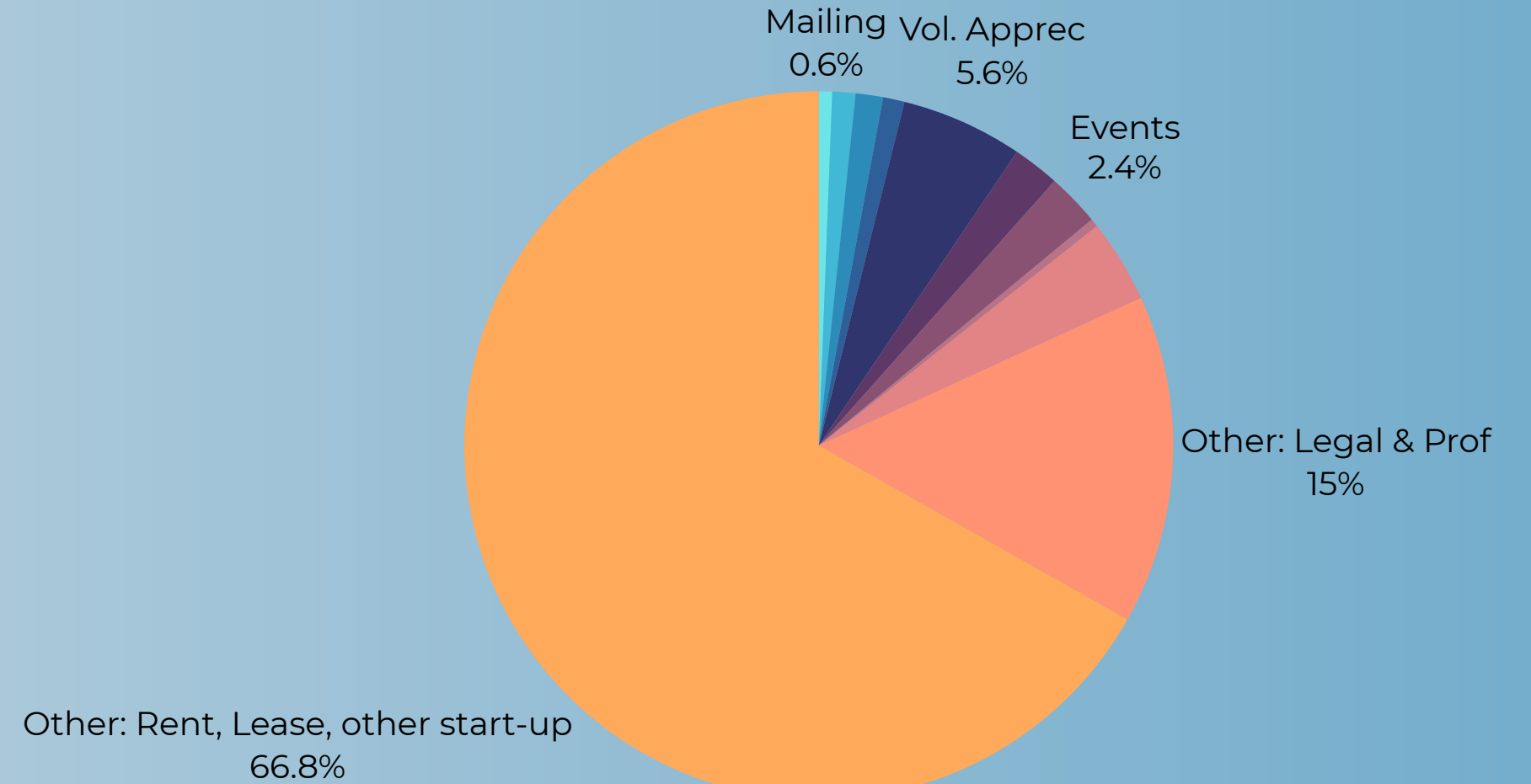
Actual Expenses \$40,548

Projected to Actual 40%



2023 FINANCIAL RECAP

Mailing	\$245
Office Supplies	\$428
Marketing and Advertising	\$505
Training	\$398
Vol. Apprec	\$2,252
Website/Systems	\$868
Events	\$977
Printing	\$151
Other:Reimburseable & Meals	\$1,538
Other: Legal & Prof	\$6,088
Other: Rent, Lease, other start-up	\$27,097



2024 FINANCIAL GOALS

2024 Projected Expenses \$294,854

End of Year Accounts Total \$111,271

Grant Pledged \$50,000

Minimum Funding Needed \$133,583

Donations Goal \$20,000

Grants Goal \$96,600

In-Kind \$15,000

Other Revenue \$2,000



2024



WHERE ARE WE IN THIS PROCESS?



2024 STRATEGIC PLAN

Long term vision to replicate STAR House throughout MN

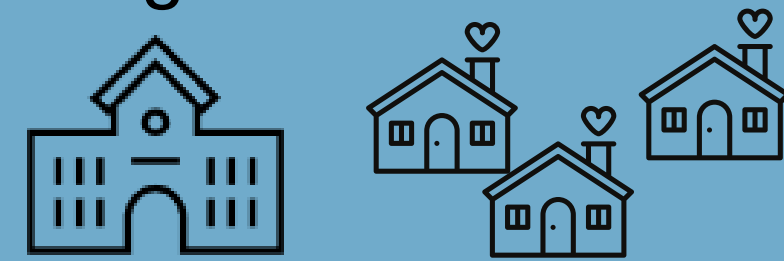
Open operations in
Ramsey Country



Grow and increase
impact in Ramsey Co.



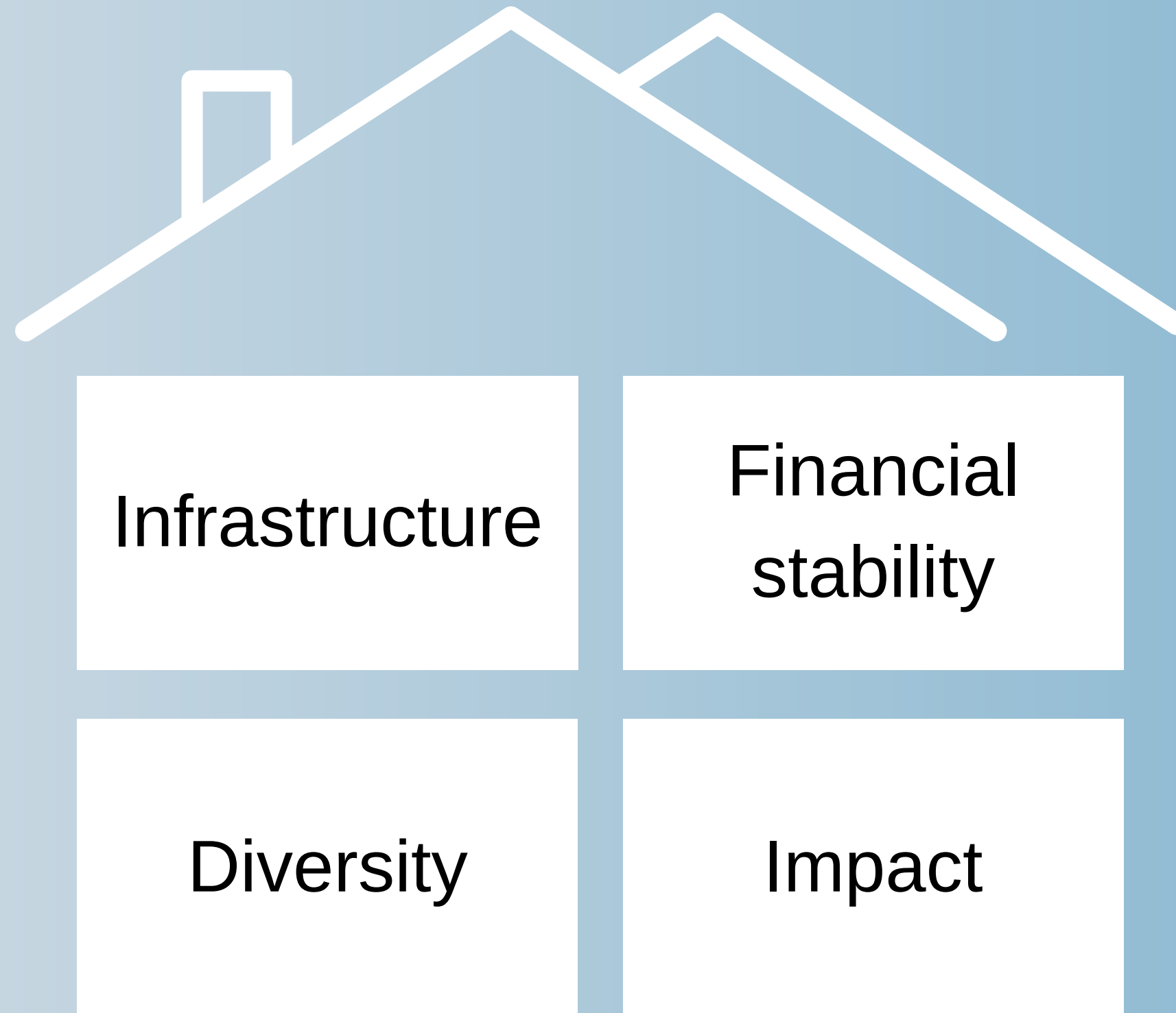
Replicate model
throughout Minnesota



Long term vision

2024 STRATEGIC PLAN

Focus on building a strong foundation to support our vision



DIVERSITY

GOAL

Build an organization that is diverse, inclusive and reflective of the community we serve

STRATEGY

- Inaugurate an advisory board made up of diverse candidates
- Recruit from racially diverse talent pools with high share of Black, Indigenous, Hispanic, and/or Asian
- Develop enterprise wide equity strategy

WHO

- Recruiting committee



INFRASTRUCTURE

GOAL

Develop infrastructure to support a resource center and nursery; position organization for growth and impact

STRATEGY

- Formalize policies and procedures
- Continue to build and develop volunteer network
- Develop supportive network of beds
- Develop a strategy for growth of STAR House services

WHO

- Volunteer Committee
- Executive Director



FINANCIAL STABILITY

GOAL

Strengthen sustainability through resource development and fundraising

STRATEGY

- Develop and execute fundraising plan to diversify channels and increase funding (events, donors, county funding, community partners, sponsorships)
- Increase grant funding by \$100k

WHO

- Fundraising Committee
- Grant Committee



IMPACT

GOAL

Provide holistic services and reliable referrals for families accessing STAR House

STRATEGY

- Build network of resources to help families
- Define and achieve success for families in our program

WHO

- Advisory Committee



DASHBOARD WILL MONITOR PROGRESS

Illustrative
Draft

Roles filled by diverse candidates

% Board

% Staff

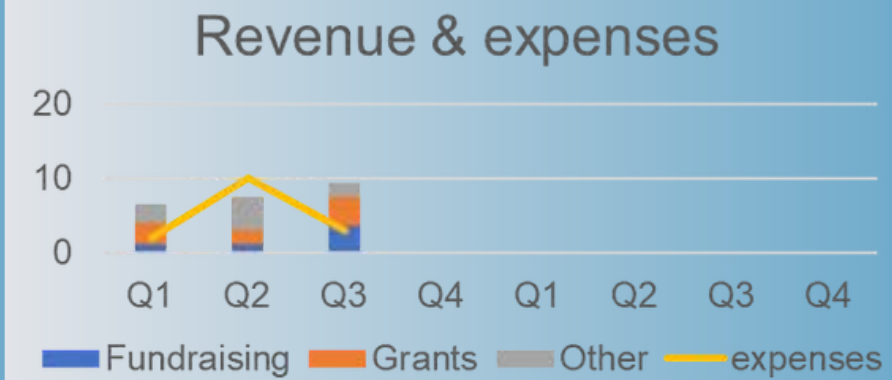
% Volunteers

training hours completed

% Child facing roles fully trained

volunteer hours

% Care hours by volunteers



Cash balance

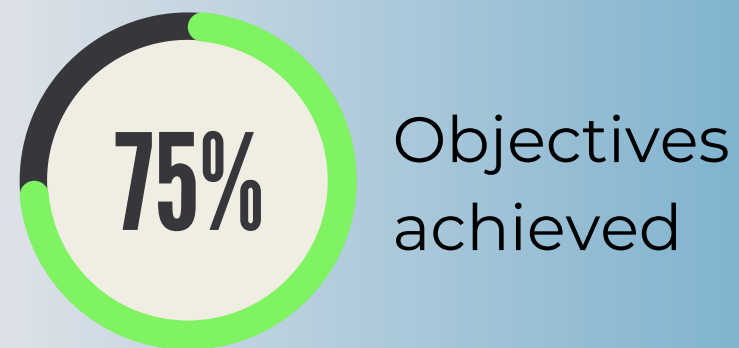
Months Runway

Kids served

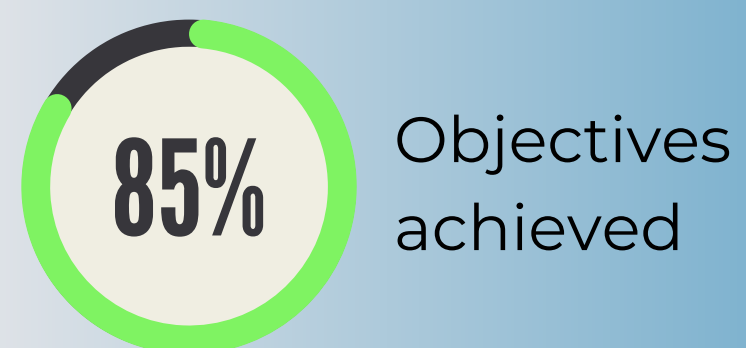
Nights hosted

Families connected

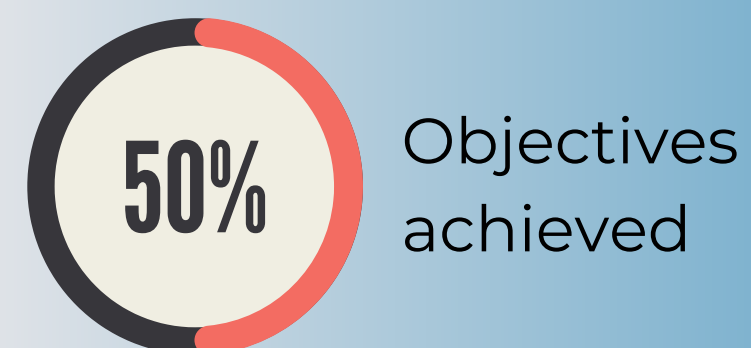
% Discharge survey satisfaction



Diversity



Infrastructure



Financial



Impact

VOLUNTEER OPPORTUNITIES

OPENING OUR DOORS WILL ADD OPPORTUNITIES



Direct Care

These roles have direct responsibility for children in our care. They will work with staff to provide basic needs, emotional support, and enrichment to children in order to create a warm and responsive environment.

These roles will require the same background check and training as staff

Parallel Care

Parallel care work will work closely with or around children to support Direct Care Staff and Volunteers, but are not directly responsible for children.

These opportunities may include helper, meal prep, cleaning, maintenance, hospitality, and enrichment activity support.

These roles will require background checks and a limited amount of training.

Supportive Care

These roles will perform most duties outside of the child care areas and have no direct care responsibility for caring for children. Opportunities may include business and administrative support, fundraising and development, communications, etc.

These roles do not require background checks and any training will be provided as needed (e.g., Grants)

Committee needs 2024

	Fundraising	Grants	Volunteer	Recruiting	Communications
Meeting times	DAYTIME, monthly	Evenings as needed	TBD	Evenings, as needed	Mostly independent work
2024 priorities	Develop fundraising plan and strategy Host 2+ events Connect and celebrate donors	Grow existing grants Win new grants	Assess volunteer needs with programmatic shift Develop, recruit and train volunteer force	Support staff recruiting efforts, with focus on DEI and community connections	Spread the word about STAR House and Trauma informed care Support other initiatives
Chair	Sarah A.	Sarah E.	Naomi S.	Rochelle G.	Sydney R.
Roles needed	Event planning Relationship building Graphic design	Write and submit grant applications	TBD	Relationship building Recruiting Policy support	Manage social media and newsletter Support comms for all STAR House initiatives
Why to join	Be a part of raising both funds and friends for STAR House. Be creative, be strategic, plan some awesome events, and define the future of STAR House fundraising	Have a critical impact on the financial stability of STAR House and learn a new skill	Volunteers are at the heart of STAR House. Help us recruit and develop processes to ensure they are supported and appreciated	Help us find great candidates to build the future of STAR House.	Be the voice of STAR House as we inform current community and spread the word to new members. Work largely independently and across initiatives.

We need you...

To volunteer



- If you haven't sign up through the web page as a volunteer
- Follow this QR code to let us know which committee(s) you would like to serve on
- Look for more information and volunteer survey coming soon!

Other needs



- You can help by opening your network:
 - Medical professional to volunteer
 - Staffing support -Schools, workforce development programs, etc.
 - Volunteer groups (e.g., scouts, corporations, schools)
- Continue to support us with monetary or in-kind donations through our amazon registry

YOUR SUPPORT WILL PROVIDE



Safe, Temporary Shelter for Young Children

- Secure physical space and appropriate licenses
- Provide safe, warm shelter for children aged 0-7 years
- Purchase meals, clothing, diapers, formula, and medication
- Provide quality childcare from trauma-informed staff and volunteers

Caregiver Resources and Support

- Secure connections to community organizations
- Provide resources and referrals that keep families together
- Reduce the need for involuntary interventions, foster care, and Child Protective Services

Positive Impact to Hundreds of Children and Families Each Year

- In the 12 months, STAR House anticipates positively impacting 125 families, 240 children.
- Anticipated impact of 850 families after first year, housing 10 children/ weekend
- Potential for increased impact with weekday housing

MARK YOUR CALENDAR

JANUARY 27TH

Cub Foods Midway
11am - 3pm

FEBRUARY 17TH

Cub Foods Roseville
11am - 4pm

FEBRUARY 24TH

Direct Care Hiring Fair
11am - 2pm

MARCH TBD

Knit-a-thon





Questions?



Thank You & Happy New Year

You can find more
information at
www.starhousemn.org
or contact us at
info@starhousemn.org

