

VSSTF Prevention Subcommittee
Minutes June 15, 2011

Attendees: Ericka Bigger, Cindy Cattle, Jill Forman, Todd Goehner, Keri Jaeger, John Jones, Frans Reijerse, Debora Schreiber, Beth Sutherland

VHPF Update - Catholic Charities has the VHPF for June.

In May Project Understanding assisted 4 households. Total allocated \$3,505, or an average of \$876 per household. Total number of households assisted 185.

June Donations - \$402- Ventura Missionary

Community Outreach

- Keeping People Housed Period. “Shelter is a basic human need. Everyday we prevent homelessness.” These our are key points of communication to the public. We are focusing on ways to get this message out.
- We’re looking into “Keeping People Housed Period.” Banner for 4th of July and other events.
- FaceBook - Update from Todd and Beth. We’re an official “organization” page. Please “like” us on Facebook, and encourage your friends to do the same.
- Love Drop idea... We agreed to look further into developing a similar concept. Our goal is to leverage the city funding to raise as much money to prevent homelessness as possible. We will compare how this concept might work and compare it to the options of a single fundraising event or an imaginary feast. Part of this exploration will be to meet with a friend of Debora’s at Temple Beth Torah who has offered her assistance.
- August U.U. designation of the fund for their offerings. Cindy will speak at the August 7 service. Service providers are connecting Beth Sutherland with VHPF recipients that might be willing to speak on a Sunday in August and tell about how the fund helped them.
- Poster Distribution- We continue to look for good places to post our VHPF posters w/donor tear-offs. Please contact Cindy and she’ll get the poster to you/your recommended location.
- Rotary \$20,000 - Rotary working on process. Cindy’s offered assistance for eligibility info, etc. and also asked them to please consider coordinating with us/service providers so that we can have a master list of those receiving assistance/avoid double dipping, etc.
- Business Cards – Beth will have business cards printed up with logo and contact information so that committee members can provide info quickly to potential donors.

Homeless Prevention Week:

Discussion and planning for activities during November (Homeless Prevention Month). We have budget of \$6,000. Goals – Education about Prevention and Raise Funds for VHPF. How can we best use/leverage those funds to increase funding of the VHPF? Love Drop? Email Moveable Feast? Smaller Direct Mail? Event? Whichever we choose, we need to start planning now.

Other:

Website for VHPF – www.vhpf.net

Phone: 805-654-7701

We meet 3rd Wednesday of the month -

Next Meeting, Wednesday, July 20 at 1:00 p.m. at Catholic Charities