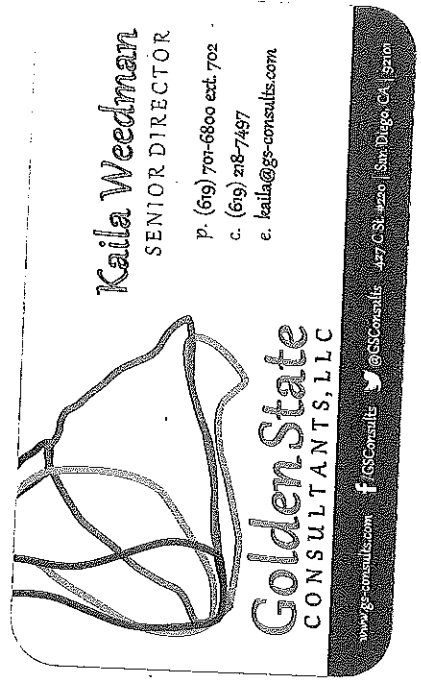


Golden State
CONSULTANTS, LLC

San Diego | Orange County | Los Angeles | Sacramento



Kaila Weedman
SENIOR DIRECTOR

p. (619) 701-6800 ext. 702

c. (619) 218-7497

e. kaila@gsc-consultants.com

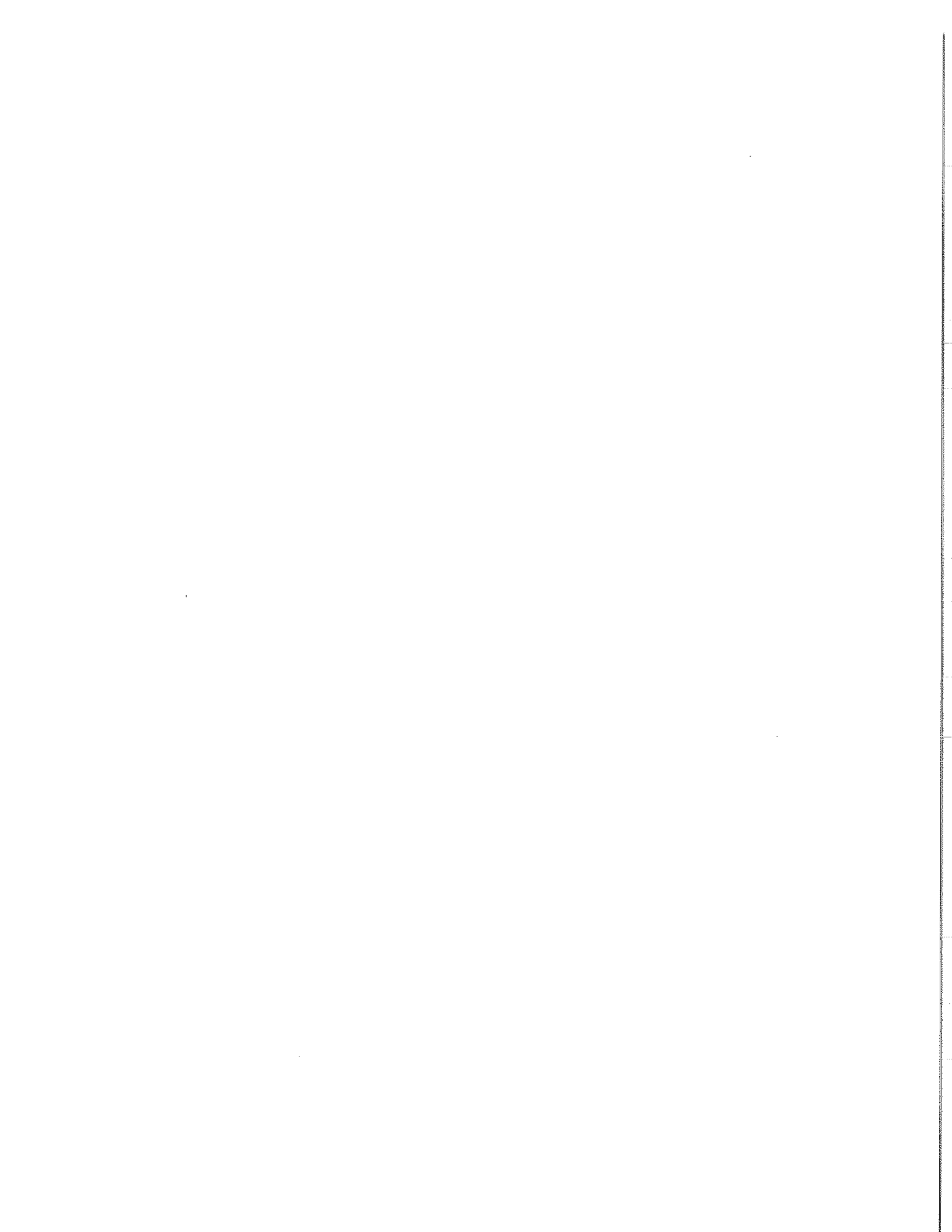
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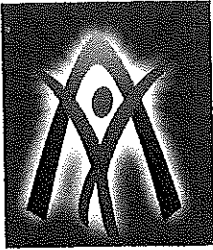
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447, C St., #200 | San Diego, CA | 92101





FINANCE PLAN

Developed for: 2015-2016 CAMPAIGN FOR ALPHA SQUARE

I. OBJECTIVE – INTRODUCTION

The goal of this campaign is to collect approximately \$ 5.8 million for Alpha Project's **Alpha Square Campaign**. Alpha Square creates a long-term community for San Diegans in need by providing life-changing services and programs and redefining the lives of Alpha Square residents by giving them purpose, dignity, pride, and ownership of their futures as they embark on new chapters in their lives.

This campaign will cover the cost of programs and services offered at Alpha Square. These programs as described in Section II include a microenterprise program, rehabilitation services, a family reunification program, veterans support services, and job training programs. Doors open for Alpha Square between October and November 2015.

For 28 years, Alpha Project has been dedicated to providing opportunities for disadvantaged individuals and families in the San Diego community, particularly the chronically homeless. Alpha Project's mission is to empower individuals, families, and communities by providing work as well as recovery and support services to those people who are motivated to make positive changes in their lives. At present, Alpha Project serves over 4,000 people each day who are homeless, low income, or formerly incarcerated. Many of Alpha Project's clients struggle with substance abuse disorders, mental illnesses, physical disabilities and other special needs. Not only does Alpha Project offer a variety of social service programs, but it also has close to 700 permanent supportive housing units for low-income individuals, families and seniors.

Located at the corner of Market and 14th Street in East Village, the Alpha Square complex will be six stories with a ground-level reception area. Aside from the lobby, the main floor will house on-site support services to address residents' needs, such as mental health counseling, addiction counseling, benefits enrollment instruction, financial support services and access to long-term treatment. Having direct access to these kinds of services will improve the health and well-being of Alpha Square residents resulting in them becoming self-sufficient.

Additionally, the ground level will include two retail spaces, a catering kitchen and a culinary job-training center. Under the advisement of Eddy Jabbour - whose niche expertise is running restaurants, delis, and coffee shops in large commercial properties and specializing in corporate catering - Alpha Square will have a catering and restaurant microenterprise program onsite. Residents will have the opportunity to gain employment in work-training programs that will provide them with the hands-on education and experience they need to gain long-term

employment elsewhere. Revenue generated from the retail stores and the catering program will be allocated to a micro-enterprise investment fund, sustaining the project in perpetuity. Alpha Square's programs are an innovative approach to addressing the issue of chronic homelessness and poverty in our city and will serve as a model project in downtown San Diego, to be replicated across the nation.

The plan for garnering the \$ 5.8 million requisite to fund this project is multi-faceted, focusing on a cross section of donors. Based on donor research, approximately 80% of the funds will come from 20% of the donors. We will develop a Major Gift Program early on in the campaign to focus on those who are already familiar with Alpha Project and its success, as well as a multi-year pledge program to encourage larger contributions over the course of 3 years. We are targeting a wide range of donors and investors in an effort to make this a financially viable campaign.

II. BACKGROUND

As of 7-22-15, we need to raise \$ 5.8m gross to meet our budget. The primary need is to have funds early to provide for the immediate implementation of onsite programs upon the beginning of occupancy at Alpha Square. This includes:

- A. Culinary and Job Training
 - a. Alpha Project's culinary job training program will provide on-the-job training and food handler certification for participants working in Alpha Project's licensed commercial kitchen. Alpha Project Catering offers full catering services for private and corporate events.
- B. On-Site Support Services
 - a. Alpha Square is unique in that the clients will have access to on-site support services to address needs such as mental health counseling, addiction counseling, enrolling in benefits, financial support and access to long-term treatment and other services. Having direct access to these kinds of services will allow our clients to maintain their housing and become self-sufficient.
 - b. This budget serves 201 residents at a cost of approximately \$5,700/resident each year.
- C. Family Reunification Program
 - a. Alpha Project's Family Reunification Program will provide reunification support through a process of professionally facilitated in-person sessions, with transportation and accommodation for clients and/or their family members. The program will offer long-term support, follow up services to ensure housing retention and relocation assistance for reunited families in their city of choice, as well as opening up doors for them to experience momentous lifetime events that they otherwise might not be a part of. These milestones include meeting their grandchildren for the first time, attending family weddings, funerals, and reunions, and establishing and maintaining a healthy relationship with estranged parents, children, grandchildren and others.

- b. During the first year of operating this program we anticipate serving 40% of our residents (81 individuals)
- D. Veterans Employment Program
 - a. The Veterans Employment Program will target recently returned homeless veterans with a variety of special needs, including chemical dependency, mental illness, unresolved trauma from combat, and the inability to reintegrate with mainstream civilian life. This program will provide services such as outreach to veterans living on the street, thorough assessments of their comprehensive needs, assignment to a devoted case manager and housing navigator, placement in permanent housing with supportive services, job preparation and supportive employment in Alpha Project's programs.
 - b. We are projecting during the first year of operating this program we will assess 50 Veterans; 40 will be placed into interim or permanent housing and 25 will gain employment through Alpha Project or partnering agencies
- E. Retail (Pizza Place & Hair Salon)
 - a. Micro-enterprise programs that will offer job training opportunities for our clients as well as operational revenue to re-invest into the building.

III. FUNDRAISING PROGRAMS

A. Previous Contributors

For the 2015-2016 campaign, a letter will be prepared to all previous donors on behalf of the Advisory Committee. Each direct mail piece is subject to the review of the Board and approval of staff and will be consistent with the Project's message and values. After the letter is sent, follow-up calls will be made to all previous contributors with a direct ask for funds or a follow-up meeting, depending on the level of the donor.

B. Major Donor Program and 3-Year Pledge Program

The bulk of funding will come from this portion of the plan. Major donors will be mailed information about the program and will be contacted within a couple of days to meet with the organization President, Finance Director and any Board member that may have a relationship with the donor. Each major donor will have the opportunity for naming rights of specific rooms and building facilities, such as the Dining Hall and Courtyard. All contributions will be acknowledged in the central portion on the ground floor in the "Donor Hall." Naming contributions also will be acknowledged in the area associated with the donation. Contributors will be invited to attend a reception to celebrate the grand opening of the building, at which time they will have the opportunity to tour the grounds. The cultivation of these donors may take an extended period of time due to the size of the gifts being requested. An opportunity to commit to a multi-year pledge could increase the overall donation as it gives the donor the opportunity to spread his or her contribution over the course of 3 years instead of having to pay one full amount up front.

C. Small Donor Program

This portion of the program will be developed through an aggressive mail and email campaign. Various donation levels will be offered to encourage the financial support of all members of San Diego's community.

D. Public Funding

If an opportunity for public funding is discovered, the Finance Director will notify Alpha Project staff to determine the best way to proceed.

E. Grants

If an opportunity for grants is discovered, the Finance Director will notify Alpha Project staff to determine the best way to proceed.

IV. SPONSORSHIP LEVELS*

Legacy: \$1,000,000 *1 Available*

Humanitarian: \$750,000 *1 Available*

Champion: \$500,000 *1 Available*

Game-Changer: \$250,000 *1 Available*

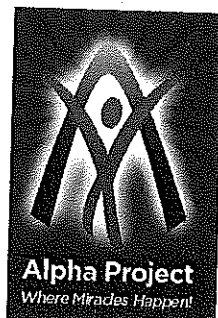
Believer: \$100,000 *1 Available*

Luminary: \$75,000 *1 Available*

Advocate: \$25,000 *8 Available*

Guardian: \$10,000 *199 Available*

Sponsorships may be made over the course of 2-3 years instead of one lump payment

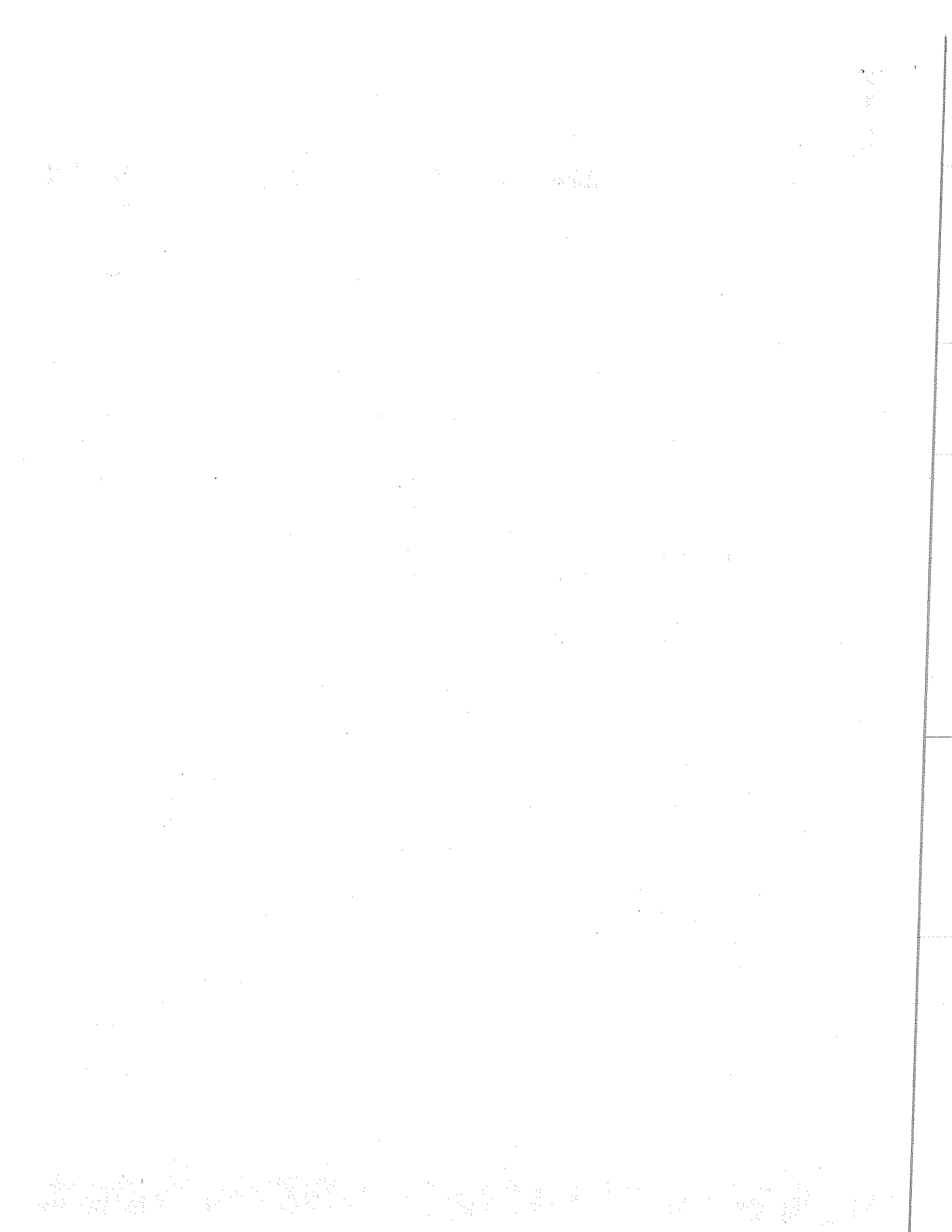


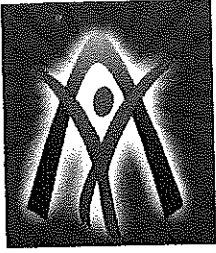


ALPHA SQUARE SUPPORT SERVICES

Alpha Square will include services offered directly by Alpha Project staff on-site and additional personnel from partner organizations. The total range of services to be offered by Alpha Project and its partners includes:

- **Case Management:** On-site case management will focus on housing retention, social skills, self-sufficiency and access to benefits and resources. Individual case management will include work with tenants to develop a personalized care plan, goal setting, benefits advocacy and more. Case management will also include group activities that develop community inclusion, reduce isolation, and increase life skills.
- **Mental Health Services:** Individual and group therapy will be provided on-site by a licensed clinician to develop residents' personal insight, manage psychiatric conditions, learn coping skills, improve interpersonal relationships and achieve personal goals. The therapist will work with clients on medication management issues and will coordinate with psychiatric services.
- **Primary Care Services:** Services will include preventative health care, health screening exams, chronic disease management, medication management, and referrals for diagnostic and specialty services. Family Health Centers' mobile medical unit will be available on-site and residents will be linked to free-standing clinics for ongoing care and with specialty care in the community.
- **Group Education:** Time-limited groups (once per month or a time-limited series) will be offered to provide instruction about specific health, education or life skills areas. Classes will be open to all residents but will specifically target the needs of special needs residents.
- **Legal Services:** Legal Aid will make its services available to all residents for a variety of legal problems, including consumer, family disputes, welfare and health benefits, immigration and poverty law issues and disputes, disability support and family benefits payments.
- **Computer Lab:** A 12-station computer lab will be available for all residents. Resume preparation, computer skills and other classes will be offered throughout the week.
- **Community Building:** Holidays and other special events will be marked by group meals, parties, and other celebrations intended to increase social cohesion in the building.
- **Nutrition Access:** Services staff will help all residents access resources to improve the nutritional quality and accessibility of regular meals. Staff will utilize the San Diego Food Bank, Feeding America and other local partners to procure supplies to distribute to residents and to use to prepare meals at the site. Residents will be involved in preparing food for community events and learning about healthy food choices and cooking methods.
- **Transportation Assistance:** Alpha Project's senior transportation service in San Diego will provide seniors and other special needs residents free door-to-door transportation for community-based services and other amenities. All seniors residing at Alpha Square will have access to this service and non-seniors will be provided with transportation assistance subject to availability.
- **Work Training Program:** Alpha Square will be equipped with a full service, commercial kitchen and dining facility where meals will be prepared. Involvement in outside catering will also be available through Alpha's microenterprise business. Residents will be selected to participate in a work experience program on-site through which they will gain experience in food preparation, acquire basic job skills related to the restaurant industry, and complete the program with a food handler's card and a reference from staff to assist in gaining employment.
- **Alpha Project Rapid Rehousing Resources:** Alpha Project has current contracts for rental assistance and security deposits to assist clients selected through the CAHP system.
- **Personal Records:** Tenants will be assisted in obtaining California ID cards and birth certificates.





ALPHA SQUARE SPONSORSHIP OPPORTUNITIES

Alpha Square creates a long-term community for San Diegans in need by providing life-changing services and programs and redefining the lives of Alpha Square residents by giving them purpose, dignity, pride, and ownership of their futures as they embark on new chapters in their lives.

This campaign will cover the cost of programs and services offered at Alpha Square. These programs include a microenterprise program, rehabilitation services, a family reunification program, veterans support services, and job training programs. Doors open for Alpha Square between October and November 2015. Our goal is to have full funding for these programs and services by December 2016.

For 28 years, Alpha Project has been dedicated to providing opportunities for disadvantaged individuals and families in the San Diego community, particularly the chronically homeless. Alpha Project's mission is to empower individuals, families and communities by providing work, recovery and support services to those people who are motivated to make positive changes in their lives.

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Legacy: \$1,000,000 1 Available

*Naming rights of the **Alpha Square Complex**; prominent name recognition in the donor hall; logo on website; logo on all press releases and media advisories relating to the Alpha Complex; honor of cutting the ribbon at the ribbon cutting ceremony; premium table at donor appreciation dinner*

Humanitarian: \$750,000 1 Available

*Naming rights of the **Professional Kitchen, Catering Kitchen & Culinary Job Training Center**; prominent name recognition in the donor hall; logo on website; logo on all press releases and media advisories relating to the Alpha Complex; guest of honor at the ribbon cutting ceremony; premium table at donor appreciation dinner*

Champion: \$500,000 1 Available

*Naming rights of the **Rooftop Deck & Client Recreation Facility**; name recognition in the donor hall; logo on website; logo on all press releases and media advisories relating to the Alpha Complex; guest of honor at the ribbon cutting ceremony; premium table at donor appreciation dinner*

Game-Changer: \$250,000 1 Available

*Naming rights of the **Family Reunification Lounge**; name recognition in the donor hall; logo on website; logo on all press releases and media advisories relating to the Alpha Complex; guest of honor at the ribbon cutting ceremony; table at donor appreciation dinner*

Believer: \$100,000 1 Available

*Naming rights of the **Community Courtyard**; name recognition in the donor hall; logo on website; name included in all press releases and media advisories relating to the Alpha Complex; guest of honor at the ribbon cutting ceremony; table at donor appreciation dinner*

*Naming rights of the **Community Dining Hall**; name recognition in the donor hall; logo on website; name included in all press releases and media advisories relating to the Alpha Complex; guest of honor at the ribbon cutting ceremony; table at donor appreciation dinner*

FULLFILLED BY Tom & Cookie Sudberry

Luminary: \$75,000 1 Available

*Naming rights of the **Computer/Employment Training Lab**; name recognition in the donor hall; logo on website; name included in all press releases and media advisories relating to the Alpha Complex; guest of honor at the ribbon cutting ceremony; table at donor appreciation dinner*

*Naming rights of the **Community Room**; name recognition in the donor hall; logo on website; name included in all press releases and media advisories relating to the Alpha Complex; guest of honor at the ribbon cutting ceremony; table at donor appreciation dinner*

FULLFILLED BY BIA Cares

Advocate: \$25,000 - 8 Available

*Naming rights of the **Client Service Centers**; name recognition in the donor hall; name listed on website; guest of honor at the ribbon cutting ceremony; table at donor appreciation dinner*

Guardian: \$10,000 - 199 Available

*Naming rights of the **Resident Studios**; name recognition in the donor hall; name listed on website; guest of honor at the ribbon cutting ceremony; 4 tickets to donor appreciation dinner*

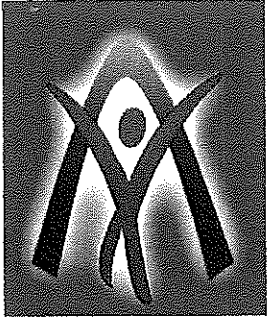
1 FULLFILLED BY CAVIGNAC & ASSOCIATES

1 FULLFILLED BY WELLS FARGO

*Sponsorships may be made over the course of 2-3 years instead of one lump payment

Additional supporters of Alpha Square include HomeAid San Diego & Lennar Charitable Housing Foundation who contributed \$30,000 to this capital campaign.





Alpha Square

Capital Campaign Donation Form

Donor Information

Full Name: _____

Daytime Phone: _____

Email Address: _____

Acknowledgement

Please use these names in all acknowledgements: _____

I/we wish to have our gift remain anonymous.

Gift Information

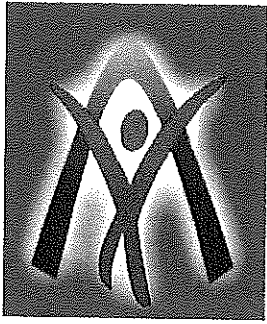
This is a one time donation of \$_____.

I/we pledge to contribute \$_____ over the course
of _____ years.

Signature: _____

Checks may be mailed to: 427 C St. #220 San Diego, CA 92101

Please see page 2 for credit card processing options.



Alpha Square

Capital Campaign Donation Form

Credit Card Authorization

Name on Card:	_____
Card Number:	_____
Exp. Date Security Code:	_____
Billing Address:	_____
Signature:	_____
Date:	_____

Checks may be mailed to: 427 C St. #220 San Diego, CA 92101

For more information please contact info@gs-consults.com or 619-701-6800

Alpha Project is a nonprofit 501(c)(3) human services organization that serves over 4,000 men, women, and children each day with affordable housing, residential substance abuse treatment and more. Tax ID: 33-0215585