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Housing Coalition Headlines

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Management Musings

By Christopher Brown, Executive Director

Happy November, CHC friends!! 'Tis the season for warm greetings as the holidays approach. I'm looking forward to all the gatherings of family, friends, good cheer, and cozy fires to warm everyone's bones. I have much to be thankful for this time of year, and having a warm place to call home is one of them. Not all of us in Madison County can rely on that.

I'm also thankful for the droves of CHC supporters and volunteers who see the need for the work CHC does to make our neighbors' homes safe places to find comfort, and who give tirelessly in the spirit of service. What an inspiring CHC family I am lucky to be a part of!! And thanks to the community I live in, I have healthy options for food, exercise (like biking to work!), and friends & neighbors willing to help out in a pinch. Living in Madison County is truly a blessing!!

It's been a great month in the world of grants with two community-centric foundations recognizing the importance of CHC's community building focus; look to Chris Watson's piece for more on these and other CHC funders who efforts are held with veneration, as well as appreciation.

What are dear readers thankful for? And what is everyone doing on Wednesday, November 16, from 11:00am-1:30pm? CHC will be participating in the French Broad Community Energy Forum, hosted by Appalachian Voices. Come on out!! We'll be discussing energy

828-649-1200

EmailCHC@
chcmadisoncountync.orgWeb Pagewww.chcmadisoncountync.
orgFind us on [Facebook](#)! Search "CHC Madison" then go to our page and "like" us.Who We AreCHC is a 501(c)(3) independent, non-profit organization, governed by a volunteer board. CHC's mission is to promote and facilitate healthy, safe, and [affordable housing](#) in Madison County, NC.

efficiency and lowering folks' energy bills, which is hugely important this time of year. Managing drastic temperatures can be costly AND next to impossible for some folks if their homes are deteriorating. Join us at the Madison County Extension Office, 258 Carolina Lane in Marshall. Cheers y'all, and hope to see you there!

Splinters from the Board

By Mike Bradley

Follow the Money

Currently the Community Housing Coalition of Madison County is focused on fundraising. This occurs because of growth and because the recurring funding cycle of supporting institutions creates periodic gaps in the CHC annual budget. We must be able to fill the gaps in order to maintain services.

It happens that the Madison County Arts Council also depends on recurring money for operation and is gearing up for a funding campaign to support the purchase and renovation of facilities. Capital projects require a relatively short-term flood of money rather than the steady year-to-year brook of commitment needed to support operations, so the nature of seeking funds is different. Even so, many of the core principles are similar. Looking at some lessons learned by MCAC may help us to think broadly of how those lessons inform our efforts.

The following are points taken from their recent studies: Most entities find that it is necessary to hire a part-time or temporary consultant to concentrate solely on funding. Operational staff has no time for this extra duty and likely does not have the training to organize major fundraising tasks.

Professional fundraisers seem to agree (with some minor variation) on the following hierarchy of methods from most effective to least effective:

- Personal visit
- Telephone followed by letter or email or text
- Phonathon
- Personal letter
- Mailing to current supporters
- Special events (often thought to be more effective at friend raising rather than fund raising)
- Door to door cold calls
- Mass mailing
- Mass advertising by print, TV or other media

Many organizations, including CHC, use a list of planned gift donors to good effect. This is often maximized by giving a name to the group (CHC Housing Angels or some such). A yearly reception like our recent one helps reinforce planned gifting. A small token given to these supporters, perhaps a discrete window decal for the car or a T-shirt, creates a sense of belonging and puts the CHC logo into public traffic along with an informed and committed planned giver who can speak about CHC.

Donors might be recruited to help set and reach annual goals for new planned donors. They are also a valuable cadre of potential board members. Some organizations have an Associate Angel designation for those who intend to give later, which gets an upfront commitment with time to adapt the gift to the individual's economic situation. Many people do not wish to serve on an organization's board but might volunteer a day or more for a phonathon or other effort. Here again, the "Angels" are valuable. Some studies show that such associates are more effective communicators than staff or board members who are "owned" by the organization.

Finally, professional fundraisers speak of a "ladder" of funders:

- 1 The first rung on the ladder is local support, a measure of per capita giving tempered by local economic circumstance
- 2 Good local support leads to trust . . . and funding, from local and

regional funding groups both public and private.

3 Local philanthropic individuals pay attention to and come to trust local granting agencies, often basing giving decisions on the actions of those groups.

4 Steps 2 and 3 can repeat regionally, statewide and nationally. The organization builds trust in its performance at each step on the ladder.

This is just a short overview of methods used by successful nonprofit organizations to maximize funding. The success of fundraising is ultimately a measure of the effectiveness, commitment, stature and public visibility of the organization. I believe that CHC will continue to exhibit those qualities.

Volunteer Corner

By Annie Jaradat, Volunteer Coordinator



Fall is upon us, and what beautiful scenery we are blessed to have and enjoy in our beautiful mountains of Madison County. It is hard to fathom that amongst such beauty there is such a great need from our neighbors who are seeking help with things that most of us take for

granted each day: like a safe, warm, and dry place to live. It is unimaginable that we have neighbors who do not even have access to water in their homes. I had the privilege of meeting such a neighbor that CHC was able to help through both our "Neighbors Helping Neighbors" and summer volunteer program. I was so humbled to see the resilience and perseverance that this neighbor possessed. This neighbor worked right alongside of us with an injured arm and even showed some of us how to lay and install laminate flooring.



What an awesome group of people we had to come together during our "Neighbors Helping Neighbors" workday on Saturday, October 15. We had CHC employees, our CHC intern Drew, who is quite the handy man, along with several MHU

students and community members. David Cross and Colby Carson even put their plumbing skills to the test with Mr. George Austin. Many thanks to our board members Dagmar Haubold and Katherine Early who gave so generously of their time and hard work.



I would also like to give a shout out to Mr. Chris Watson who provided excellent leadership and technical support. We were able to come together and make a difference in the lives of one of our neighbors and her family. If you have some time and a willingness to help others, CHC needs you in order to keep making these differences in

the lives of our neighbors. We have one more remaining "NHN" Saturday workday remaining for 2016 on November 12. As you are making plans please remember that we have neighbors out there who are in need of our help. Contact Annie Jaradat at 828-649-1200 or volunteercoordinator@chcmadisoncountync.org.

Client & Grants Update

By Chris Watson, Client and Grants Coordinator

CHC received great news from one of our supporting foundations. The Fanny Landwirth Foundation awarded CHC a \$15,000 grant to support our organizational capacity. Fanny Landwirth Foundation focuses on smaller community non-profits and this is the second year the foundation has supported CHC. Their support is a clear reflection that our community building work is valued as a model.

We were awarded \$1960 from the Madison County Community Foundation to support our Neighbors Helping Neighbors program. Gerald Cody, Susan Rector, and Katie Crumpler visited CHC and presented a check. Gerald and Susan also shared some history of our office building, where one of their school teachers lived for many years. We are so thankful to have such good partners in the County supporting our mission.

Sad news came from another supporter, Bike and Build, who provides funding raised by young adult cyclists who ride across the country to raise funds for affordable housing. Bike and Build has had riders from Madison County and Glory Ridge who have raised funds directly for CHC. In addition, the organization has provided grant funds the past two years to support young adults involvement in CHC's affordable housing efforts. Sadly, two of their riders were hit by a distracted driver this summer, killing one and seriously injuring the other. Please keep this organization in your thoughts as they work to heal from this tragedy and find a way forward.

Lastly, CHC is partnering with Madison County to apply for \$100,000 in HOME funding this fall. HOME funds are a vital part of CHC's work and allow us to provide major housing rehabilitation to low-income homeowners. Last month CHC completed two HOME rural rehabilitation projects for elderly homeowners. HOME projects are typically too costly and require skills that are beyond most volunteer groups. We appreciate the opportunity to continue our partnership with Madison County to provide critical repairs to our neighbors, and are hopeful that our application will be successful.

November Eats & Drinks for Housings Sake



CHC's restaurant fundraising campaign is moving into Mars Hill this November, with The Original Papa Nick's Italian Restaurant partnering next with CHC. It's time to feed those classic Italian cuisine cravings!

EVERY SUNDAY in the month of November, Papa Nick's will donate 10% of the day's sales to CHC. They

are known for their hearty pizzas, calzones and pasta dishes, but did you know they also have delicious gluten-free pizza dough, vegan pizza, sub sandwiches and fresh salads?



Sundays can be quiet in Madison County, but why not try dining out for brunch or dinner at the end of your weekend? Papa Nick's is located at 2 South Main St. in downtown Mars Hill, and will be open Noon-8:00pm on Sundays. Head on over and support CHC's work while enjoying some delicious food and

good cheer!

Donation Box

CHC is proud to be a United Way



partner! As you make contributions to the United Way of Madison County, you can designate CHC as a recipient.

If you would like to make a donation to CHC directly, those donations are always welcome. You can mail a tax deductible gift to The Community Housing Coalition of Madison County, P.O. Box 1166, Marshall, NC 28753. Or visit our website at <http://www.chcmadisoncountync.org> to make a donation online.

Thank you!

Legs & Regs

Many communities are struggling to recover from the damage wrought by Hurricane Matthew. The NCHFA announced that over 40,000 families have registered for FEMA assistance and are in need of safe and affordable housing. The housing agencies appear to be working together to respond swiftly to the disaster.

On October 11, HUD Secretary Julián Castro announced that HUD will speed federal disaster assistance to the States of North Carolina, Florida, and Georgia, and will provide support to homeowners and low-income renters forced from their homes due to Hurricane Matthew. Foreclosure relief and repairing and replacing damaged housing are just a few programs designed to assist victims.

HUD is the same department that allows CHC to coordinate and facilitate large scale full home renovations through the HOME Investment Partnerships grant (aka HOME) here in Madison County.

Closing Thoughts

Need tips for sealing out the cold weather from your house?

*You can use pipe insulation to fill gaps beneath doors. Just open it up and wrap it around the bottom of the door to seal the bottom off from drafts.

*Treat your windows: try bubble wrap or plastic sheeting to cover them on the inside, stuff foam padding in any crevices, and use draft-sealing tape to block unwanted cold air from getting in.

*Leave your oven door open after cooking to let the heat dissipate throughout the house – but make sure it's turned off to avoid carbon monoxide poisoning!

*Set your ceiling fan to reverse so that it sucks cold air upwards and pushes warm air down where it's needed.

*Line the back of your fireplace with aluminum foil to help heat radiate outward instead of up through the chimney.

More tips to come, but these are just to get you started!!

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