A Safe Shoulder To Lean On

E.L.Y. AGENCY
E.L.Y Agency
Our Team

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PREVIEW

• Research
• Campaign Plan
• Recommendations
Challenges

Location
Sector
Funding Cuts
Awareness
KPI's

- Digital Marketing Performance Tracking
- Social Media Growth
## Budget

### High Cost Scenario:

<table>
<thead>
<tr>
<th>Items</th>
<th>Unit costs</th>
<th>Units</th>
<th>Total item cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transportation round way</td>
<td>4.5</td>
<td>100</td>
<td>450</td>
</tr>
<tr>
<td>Gardening Gloves</td>
<td>3.98</td>
<td>50</td>
<td>-</td>
</tr>
<tr>
<td>Marketing Interns</td>
<td>-</td>
<td>3</td>
<td>-</td>
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<tr>
<td>Large Stickers 6&quot;<em>4.75&quot;(15cm</em>12cm)</td>
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<td>150</td>
<td>82.68</td>
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<td></td>
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### Medium Cost Scenario:

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<tbody>
<tr>
<td>Transportation 50%</td>
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<td>225</td>
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<tr>
<td>Transportation return 50%</td>
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<td>50</td>
<td>112.5</td>
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<td>100</td>
<td>-</td>
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<tr>
<td>Marketing Interns</td>
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<td>-</td>
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<tr>
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### Low Cost Scenario:

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<th>Items</th>
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<tbody>
<tr>
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<td>100</td>
<td>225</td>
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<tr>
<td>Transportation return 33%</td>
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<td>33</td>
<td>74.25</td>
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<tr>
<td>Gardening Gloves</td>
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<td>Marketing Interns</td>
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<tr>
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<td><strong>Total Campaign cost estimate</strong></td>
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<td><strong>$359.58</strong></td>
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CONSUMER INSIGHTS

1

Generation X is the forgotten generation
GET TO KNOW GEN X: THE SMALL BUT MIGHTY GENERATION

As the third largest generation in the U.S. (next to Millennials and Boomers), Gen X is often referred to as America’s neglected “middle child.” But the truth is, smart marketers are building a relationship with this consumer base and reaping loyal and highly influential customers in return. Let’s take a look.

GEN X IS...

35 to 55 years old
60 million strong
25% of all adults

THEY’RE HEAVY INFLUENCERS...

47% have a parent 65+
and are either raising a young child or financially supporting a grown child (18+)

15% are providing financial support
to both an aging parent and a child

...AND BIG SPENDERS.
More spending power than any other generation
29% of estimated net worth dollars
and 31% of total income dollars

SOON TO REPLACE BABY BOOMERS
AS A CASH COW FOR MARKETERS
CONSUMER INSIGHTS

2

Generation X is responsible, realistic and technologically savvy
KEY FINDINGS

- Responsability
- Job Stability
- Authenticity
- Consumes Online Content
Generation X’s major concerns and values are centered around health, future and finances.
OVERVIEW

- 20% Health Wake-Up
- 57% Health Conscious
Target Audience

Generation X
ANGELA

Accounting Manager
BBA
Age: 41
Salary: $93,000
Commuter
Married
Medium Firm
POSITIONING STATEMENT

For socially responsible professionals who want to learn more about giving back and getting involved in their local communities, A Safe Haven’s holistic approach to homelessness is a metrics-backed solution to break the cycle of homelessness and chronic addiction. Unlike other homeless shelters and government agencies that tend to be single-minded and short-term in their goals, A Safe Haven’s solution starts with long-term self-sustainability and dignity in mind.
CENTRAL COMMUNICATIONS PLATFORM

A Safe Shoulder To Lean On

Strategic
Ownable
Emotive
STRATEGIES & TACTICS

Public Relations
- Publicity Stunt
- Press Release
- Features on Podcasts

Leverage Social Media
- Platform Specific Content
Publicity Stunt
A Safe Shoulder To Lean On
A Safe Haven Foundation is there for those in crisis

CHICAGO Thursday August 11, 2016 — A Safe Haven Foundation, whose services take a holistic diagnostic approach to homelessness and chronic illness, took their message to the streets today as A Safe Haven’s community—current clients, graduates of their programs, employees and volunteers silently lined busy streets and bridges in the Loop during today’s lunch hour, with green and white signs pinned to their shirts calling Chicagoans to awareness and reflection:
‘I’m your neighbor’
‘I was your co-worker’
‘I fought for this country’
‘My son deserves a future, too’
‘No one wants to live on the streets’
‘The Recession isn’t over for me’
‘A Safe Haven helps those in crisis’

Every single sign was stamped with A Safe Haven’s message: ‘#ASafeShoulderToLeanOn

ASafeHaven.org’

“At A Safe Haven, we know there is an obvious stigma surrounding homelessness, so we took this opportunity to put the conversation out in the open. Our residents, graduates, employees and volunteers were energized to play a pivotal part in spreading the word” said Neil Vasquez Rowland, co-founder of A Safe Haven. “We want people to reflect on the issue of homelessness and realize that it does not have to be this way, and A Safe Haven is a proven solution.”

Since the 1990s, A Safe Haven has served more than 65,000 clients, providing a one-stop non-judgmental holistic solution to the issues of homelessness and chronic addiction as an illness. A Safe Haven also provides services daily to 400 residents and chronic clients including food, shelter, job training and a path to health, self-sufficiency and dignity. A Safe Haven’s nurturing big picture approach starts with the end in mind and has a life-changing impact as a positive disruption in the space of homeless services.

“We know that once people learn about A Safe Haven and its metrics-backed impact on not only homelessness but people’s lives and future, people will be compelled to live a life of impact themselves by spreading the word about A Safe Haven and giving of their own time, talent and treasure” said Vasquez Rowland. “Many cringe or speculate when they walk past a homeless person on the street and they don’t know what they can do to really make a difference. A Safe Haven empowers individuals to see homelessness from a different perspective and do something about it.”

About A Safe Haven
At A Safe Haven we help homeless people who are in sudden or chronic social and financial crisis, address the root causes of their problems and help them achieve sustainable self-sufficiency. For over 20 years A Safe Haven has provided individualized services. Our unique comprehensive and integrated model and specialized programs help thousands of people every year from the following populations in need: Military Veterans, Women with Children, Youth (18-24 year olds), Non-violent Criminal Justice impacted Populations and Single Adults.

If you or someone you know, falls into any one of these categories, or if you want to know how to make an impact, call us at 773-435-8300 or email us at info@ASafeHaven.org to learn more. A Safe Haven’s programs are funded by most government agencies to provide the services free of charge to the homeless, if you qualify. Individual and corporate donors also play a very large part in funding A Safe Haven’s services.

To learn more about A Safe Haven, visit safehaven.org, like us at facebook.com/ASafeHavenFoundation, or follow us on Twitter via @A_Safe_Haven
PODCAST

THE MINORITY TRAILBLAZERS PODCAST
HOSTED BY GREG E. HILL

FREAKONOMICS RADIO

绘画中的两个人物和麦克风。
Infographics

Linkedin
Twitter
Publicity Stunt
Incarceration  

Cost Per Capita ($30,000)
Homelessness

"Job hunting is difficult enough for everyone, let alone for those with a resume showing a long record of unemployment and incarceration. A Safe Haven helps graduates with appropriate job opportunities."

ASFH

Cost Per Capita ($10,000)
Job, house, life
A Safe Haven Supportive Cycle

Transitional Housing → Behavioral Healthcare/Treatment

Social Business Enterprise → Affordable & Senior Housing

Education: Life Skills → Healthcare

Employment → Industry Training

Hopeless Vicious Cycle

Incarceration → Release without a job → Re-Incarceration
A Safe Haven Foundation
Increasing Percentage of Dollar
Spent on Programs

2015 percentage of support dollars spent on programs

- Program Service Expenses 90%
- Management and General Expenses 10%

2014 percentage of support dollars spent on programs

- Program Service Expenses 87%
- Management and General Expenses 13%

2011 percentage of support dollars spent on programs

- Program Service Expenses 86%
- Management and General Expenses 14%

Demographics Served

2015
Demographics of Homeless Served at A Safe Haven

- Women 22%
- Men 34%
- Veterans 20%
- Children 16%
- Youth 8%

2015
Percentage of Chicago's Homeless Population

- Single Adults 46.3%
- Homeless Family 50%
- Unaccompanied Youth (AGE 14-17) 3.5%
TIMELINE

**Phase 1**  
**July**  
*Collect data & update social media*

**Phase 2**  
**Aug**  
*Post new content 2x per week & gather volunteers*

**Phase 3**  
**Sep 1st**  
*Compare data & order props for stunt*

**Phase 4**  
**Sep 22th**  
**Stunt**

**Phase 5**  
**Sep 24th - Dec**  
*Collect new data & increase posting to 4x per week*
RECOMMENDATIONS

- Marketing & Advertising Budget
- Paid Digital Advertising
- Upgrade A Safe Haven Cards
A Safe Shoulder To Lean On

Q&A

E.L.Y AGENCY