

HomeBase Cincinnati Sponsorship Package 2024



Together We Build



HOME BASE

Empowering Communities: Invitation from the Executive Director

Impact through HomeBase Cincinnati's Neighborhood Initiatives I would personally like to invite you to join us on a transformative journey as a pivotal force in community development, fostering vibrant, healthy neighborhoods. Through strategic investments, collaborative partnerships, and impactful initiatives, HomeBase has been instrumental in driving positive change across the city.

Our Journey: With roots dating back to the founding of the first Cincinnati community development corporation in 1968, HomeBase has evolved into a catalyst for neighborhood revitalization. Our journey has been marked by a relentless pursuit of empowering communities through strategic planning, capacity building, and resident engagement.

A Paradigm Shift: In 2023, a transformation in Cincinnati's community development landscape began when HomeBase welcomed a team of dedicated, passionate individuals. In just four months, we spearheaded project management and consultant services for 18 neighborhood-based volunteer organizations, setting the stage for unprecedented community engagement and neighborhood planning.

Our progress is evident by the fact that the City of Cincinnati is looking to HomeBase to empower neighborhood CDCs & CBOs by managing SIX of their funding programs, **just the past year pushing over \$5 Million into Cincinnati neighborhood revitalization.** Most notably the recent addition of the City's \$1 Million "Quick Strike Acquisition and Project Support" approved by City Council, and an upcoming \$900,000 annual revolving fund that will impact every Cincinnati neighborhood.



Community Impact - Sedamsville Case Study: An embodiment of our commitment, Sedamsville, considered a neglected and traumatized neighborhood, HomeBase's efforts kindled the beginnings of community action, igniting conversations that's led to resident engagement and an on-going reimagining of the neighborhood's future. Beyond scooping ice cream, this event laid the foundation for community-led change, neighborhood activities, and the beginning of redevelopment efforts of the Klosterman Properties.

Programs that Drive Change: Fundraising need of \$500,000 HomeBase's internal programs stand as pillars of support for our communities. Our CDC Infrastructure Support, Training Reimbursement, Down Payment Assistance Program, and Neighborhood Growth Fund are critical avenues through which we empower CDCs and facilitate substantial, lasting change.

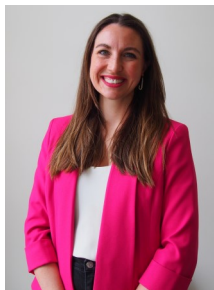
Partnership Opportunities: Your partnership is pivotal in propelling our mission forward. Your investment directly fuels critical programs and services, nurturing vibrant, sustainable communities across Cincinnati. Join us in creating a Greater Cincinnati that stands as a testament to community empowerment and sustainable development.

By partnering with HomeBase Cincinnati, you become an integral part of a transformative journey—a journey that celebrates the uniqueness of each community, empowers their residents, and shapes a brighter, more inclusive future for all. Join us as we drive meaningful change, one neighborhood at a time.

In Community,

Rosa Christophel

Executive Director



H O M E B A S E

Community Development Starts Here

Who We Are

HomeBase is recognized and entrusted as the region's go-to resource for strategic placemaking.

Our Mission

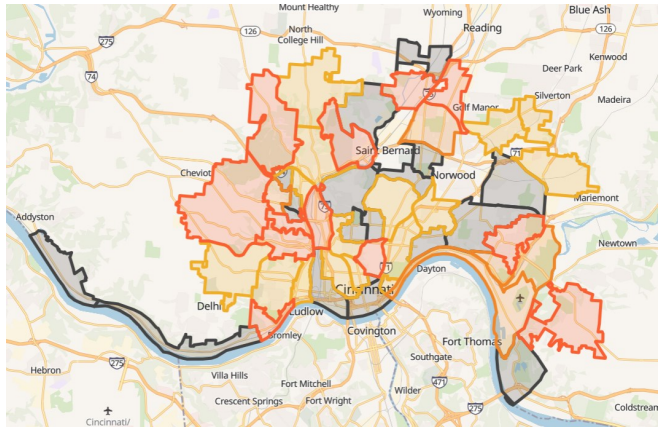
We Strengthen organizations that enhance neighborhoods through community building, housing, and economic development.

Our Vision

A Greater Cincinnati with thriving communities built upon strategic social and economic investment.

Area Served

City neighborhoods HomeBase provides funding, and a variety of skills and services to neighborhoods that are working to reimagine what is possible within their community.



#TogetherWeBuild

Our Expertise



Advocacy

Foundational and financial backing for local, regional and federal policy changes



Training

Proprietary and programmatic community learning initiatives & upskilling opportunities



Networking

Special events, luncheons, and platforms for connection, promotion and education



Operations

Back office strategic planning, accounting, IT, design, legal services and funding support

What are CDCs?

What is Community Development?

Community Development Corporations

Community development corporations (CDCs) are 501(c)(3) non-profit organizations that are created to support and revitalize communities, especially those that are impoverished or struggling.

Community Housing Development Organization (CHDO) A CHDO is a type of CDC that is a private nonprofit, community-based organization that has staff with the capacity to develop affordable housing for the community it serves.

CDCs often deal with the development of affordable housing. They can also be involved in a wide range of community services that meet local needs such as education, job training, healthcare, commercial development, and other social programs.

We also support other **Community Based Organizations (CBOs)** that are not formal CDCs.



Northside: On-going rehabilitation of 4024 Hamilton Ave. and future home of Findlay Market favorite: Dean's Mediterranean!

What is Community Development?

Per U.S. Department of Housing and Urban Development (HUD):

Community development activities build stronger and more resilient communities.

In order to be eligible for (HUD) funding, CDC activity must qualify as meeting one of the three national objectives of HUD's Community Development Block Grant (CDBG):

1. Benefiting low- and moderate-income persons,
2. Preventing or eliminating slums or blight, or
3. Meeting other community development needs having a particular urgency because existing conditions pose a serious and immediate threat to the health or welfare of the community and other financial resources are not available to meet such needs.

How We Help Communities Thrive: HomeBase Funding Programs



CDC Infrastructure Support (BackOffice Grants): Fundraising need \$100,000

Members agree to pay the full cost of the vendor and are reimbursed from HomeBase, up to a maximum amount of \$4,000.00 as the grant funds are available. CDC's must have a valid contract with HomeBase to be eligible for the grant money.



Training Reimbursement: Fundraising need \$100,000

We provide reimbursements for the costs of professional training for members' staff, whether conducting training internally or referring & reimbursing outside sources for learning. CDC staff members have gone through the ULI Real Program, NACEDA trainings, and more.



Down Payment Assistance Program: Fundraising need \$100,000

The HomeBase Down Payment Assistance Program (DAP), funded by Greater Cincinnati Foundation, was created to distribute approximately \$100,000 of down payment assistance funds in \$5,000 increments. It is designed to support the efforts of member CDCs to increase sales and support eligible families.



Neighborhood Growth Fund: Fundraising need \$200,000

The Neighborhood Growth Fund is a capacity-building tool for Cincinnati's emerging neighborhoods. This fund allows communities to comprehensively revitalize neighborhoods in these areas: Workforce Development, Neighborhood Business Development, Placemaking, Health, Economic Development, Education, Safety, Housing, & Civic Engagement.



Our Pass-through Funding Services from the City of Cincinnati

The **Neighborhood Business District Support Grant (NBDSG)** program was created in response to the COVID-19 pandemic to aid small businesses, enhance outdoor spaces or improve the built environment. (ARPA funds)

The **Community Development Block Grant (CDBG)** is a competitive funding source made available through the City of Cincinnati Department of Community and Economic Development to provide Community Development Corporations with operating support grants and project support. (HUD funds)



The **Voluntary Tax Incentive Contribution Agreement (VTICA)** program contributes 15% of the value of a development tax incentive back to affordable housing and neighborhood quality of life projects outside of downtown and Over-the-Rhine.

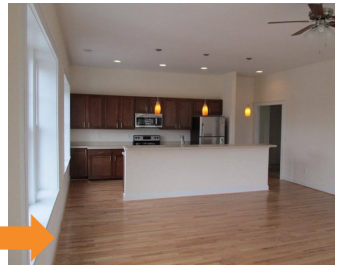
2022—2023: Service & Program Impact

Driving Measurable Results

Neighborhood Business District Support Grants (City of Cincinnati)

HomeBase disbursed over **\$2.5 Million in onetime NBDSDG funding** funds to **41 small business through 18 neighborhoods**, majority of which are in Roselawn, and **14 nonprofits** in the City of Cincinnati:

- 4 Minority Businesses supported
- 7 Women Businesses
- At least 20% of funding went to Tenant Improvement projects



Madisonville Historic Bank Building Rehab
1st floor restaurant, 2nd floor 2-2 bedroom Apts.

Operating Support Grant (City of Cincinnati)

HomeBase disbursed **\$593,479 in Operating Support Grants (OSG)** to **12 CDCs** that supplemented wages for total of ~110 staff persons. Awards ranged: \$15,000 to \$67,500

Operating Support Grant Total Project Leverage: \$35,775,153 Leverage Ratio 60.28

Private Project Dollars \$2,512,719

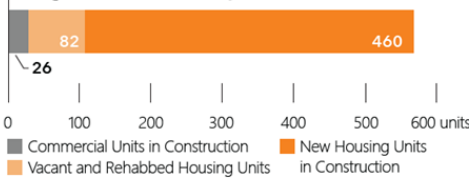
Public Project Dollars \$6,740,585

Tax Credits Allocated \$18,864,931

Operational Dollars \$7,656,917

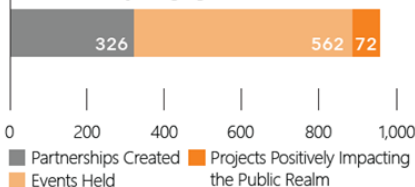
Operating Support Grant funds were leveraged in the following ways:

Neighborhood Development



Project and Housing Unit FY 2022-2023

Community Engagement



Community Events & Engagement FY 2022-2023

Community Development Block Grants (City of Cincinnati)

HomeBase disbursed **\$500,000 in CDBG project support to 12 CDCs**, which is currently wrapping up and will be reported on in early 2024.

HomeBase staff leveraged and project managed **\$400,000 in CDBG that has supported an additional 18 CDC's or CBOs in 15 different neighborhoods**.

Thanks to this funding, HomeBase's team was able to activate:



- Community engagement activation and projects in 2 neighborhoods
- Website and marketing support in 3 neighborhoods
- Housing & Market studies in 3 neighborhoods
- Community plan and alignment consultants, NBD planning, or other project support for 8 neighborhood organizations
- Pedestrian safety and urban design consultants in 2 neighborhoods

CDC Infrastructure Grants (HomeBase & PNC Foundation)

HomeBase disbursed just over **\$8,000 in CDC Infrastructure (back-office expenses) grants to 4 CDCs thanks to a grant from PNC Foundation**. These small grants cover legal, audit, and other operating expenses not covered elsewhere. However, the expressed need equaled to \$51,000 from just 7 CDCs.

(HomeBase and Greater Cincinnati Foundation)

In partnership with Greater Cincinnati Foundation, HomeBase disbursed **\$75,000 in Down Payment Assistance for 11 different affordable home purchases** via Camp Washington CURC, Working in Neighborhoods, and The Port's CARE Homes in 5 different neighborhoods, and counting, including:

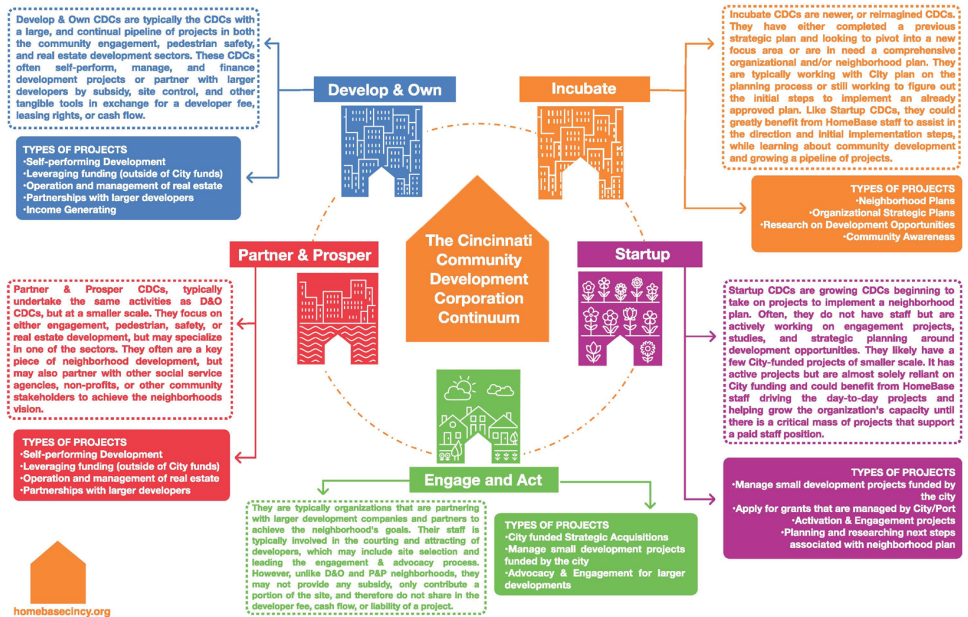
Working in Neighborhood's (WIN) 20th affordable, LEED certified, energy efficient home in College Hill!

- Camp Washington
- Lincoln Heights
- College Hill
- Madisonville
- Price Hill



Our Community Development Members and Cincinnati's CDC Ecosystem

HomeBase recognizes and supports the diversity of our City's neighborhoods and the community development ecosystem. No two neighborhoods, nor CDC's look exactly alike, but are oftentimes involved in similar activities across a spectrum of community development efforts and capacities.



Some community based organizations might be volunteers only and not involved in the real estate development aspects of their community yet, but are laying the foundation to do so by creating a comprehensive neighborhood plan. Other CDC's have been building on their community plan for decades- revisiting and tweaking the plan to match the flux and needs of its residents, with development based revenue streams and paid staff.

HomeBase supports the neighborhood based community development continuum however we are needed- whether a startup community based organization, or a formal CDC reflecting the definitions by HUD and the National Alliance of Community Economic Development Association (NACEDA).

3 East Community Development Corporation

Avondale Development Corporation

Camp Washington Urban Redevelopment Corporation

Clifton Heights Community Urban Redevelopment Corporation

College Hill Community Urban Redevelopment Corporation

Community Matters Cincinnati LLC

DeSales Community Urban Redevelopment Corporation

Kennedy Heights Development

Madisonville Community Urban Redevelopment Corporation

Mohawk Neighborhood CDC

Mt Adams Community Urban Revitalization Corporation

Mt Airy Community Urban Redevelopment Enterprise

Mt Auburn Community Development Corporation

Mt Lookout Community Development Corporation

Mt Washington Community Development Corporation

Northsiders Engaged in Sustainable Transformation (NEST)

OTR Community Housing

Price Hill Will

Seven Hills Neighborhood Houses

Walnut Hills Redevelopment Foundation

Westwood Community Urban Redevelopment Corporation

Westwood Works Inc.

Working in Neighborhoods (WIN)

Community Impact Case Study:

Reviving Sedamsville— Community Growth, Partnership and Celebration



Sedamsville is considered to be a blighted, “left behind” neighborhood in the City, and is also home to mainly low to moderate income folks with few resources. This summer, HomeBase connected with neighborhood leaders who are interested in improving the quality of life for their fellow residents.

The Sedamsville Civic Association (SCA) requested just \$200 from HomeBase to host an event to catalyze resident engagement with the association’s members, but more importantly to begin conversations reimagining the future of the neighborhood. HomeBase co-hosted an ice cream social in Bold Face Park, attracting residents to engage with the civic association and to physically interact with the park and the renovations occurring there.

HomeBase and the five civic association members worked together to staff and manage the event and engage with residents to discuss what they need from, and what changes they would like to see, in their community. Over three-hours, about 50 residents stopped by, meeting the SCA members, and learning how they can be involved with future community-based events.

Besides scooping free ice cream cones to the kiddos and adults of Sedamsville, this event was a major first step toward cultivating and achieving resident buy-in and engagement for future community-led change and improvement.



Additionally, open ended questions on post-card sized, anonymous, “listening cards” were given to residents to fill out. The questions included;
*What has been your experience as a Sedamsville resident?
What do you like/dislike the most about living here?
What changes do you think would improve the neighborhood? What can the SCA do to encourage your attendance at meetings and to improve communication?*



Giving residents a space to “reimagine” Sedamsville comes at a crucial moment in time for the community as Sedamsville has quite a bit of focus on it from the City of Cincinnati and Hamilton County. **In 2020, The Port of Cincinnati and the Land Bank acquired the “Klosterman Properties,” a set of 42 rental properties and a vacant church, that were under the control of a terrible slum lord for decades who was the source of heinous trauma to many women and people.**



HomeBase is providing the project management and funding for a housing / redevelopment study for these properties. Sedamsville’s neighborhood development plan is 20 years old, and new community strategic plans require, and need, considerable amount of community engagement and buy in to make progress happen.

These first steps toward major community change are beginning to snowball as the Civic Association has since hosted a community trunk or treat and has plans for a winter community engagement with local police and fire fighters.

Empowered, Sedamsville is making its collective voice known regarding the need for more frequent Metro services for residents to access fresh food up the hill in Price Hill, as well as other future thinking needs and wants to benefit the community.



HomeBase Today and the Future

HomeBase is on the precipice of expanding our impact even further and aims to be a nationally recognized model for community revitalization. In May 2023, after 40 plus years, a fundamental paradigm shift began in Cincinnati's community development ecosystem when the new HomeBase team of devoted, passionate, go-getters came on board.

In just 4 months, the team took on project managing and acquiring consultant services for 16 neighborhood-based volunteer organizations to begin development capacity building, activate community engagement, and begin strategic neighborhood planning. This is in addition to the 18 CDC organizations HomeBase has regularly supported in the past.



HomeBase staff and three UC DAAP Co-Ops

The City of Cincinnati is focused on HomeBase being the primary convener, advocate, growth accelerator, subject matter expert, capacity builder, and funder for our member CDCs across the City.

The less time CDCs spend worrying about fundraising and connecting the dots, the more time and funding they can give back to our communities. We are helping our CDCs be savvier and more efficient community developers. We collaborate with, and are a connector for, trusted and experienced community development organizations.

Our Current Community Development Partners

The City of Cincinnati	Legal Aid Society of Southwest Ohio
3CDC	LISC Cincinnati
Cincinnati Development Fund	Locey, Mitchel & Associates
Cincinnati USA Regional Chamber	Partners in Change
Community Neighborhood Business Districts United	PNC Foundation
Greater Cincinnati Foundation	Talbert House
HURC	Blume Community Partners
Invest in Neighborhoods	The Port of Greater Cincinnati Development Authority

OUR MISSION

We strengthen organizations that enhance neighborhoods through community building, housing, and economic development.

OUR VISION

A Greater Cincinnati with thriving communities built upon strategic social and economic investment.

STRATEGIC DIRECTION

By 2025, HomeBase will be more impactful, have increased capacity, and sustainable funding for operations. Our advocacy and partnership efforts with the City will secure increased funding for CDCs. Our members will feel supported and think of HomeBase as the first resource for community development expertise.



ADVOCATE

Advocate for members to receive funding and resources:

- Increase government funding available to CDCs
 - HOME, CDBG, Operational Support Grants, VTICA
- Grow sustainable funding to support:
 - Back Office
 - Neighborhood Growth Fund
 - Training / Reimbursement



IMPACT

- Increase the capacity of our member organizations so they can broaden their impact in their communities
- Communicate the stories, impact, and return on investment created by our members



GROW

- Scale the staff and Board of Directors of HomeBase to meet the needs of our members
- Strengthen and increase brand awareness and member services

HomeBase strategic plan set in 2021. We will finish this plan a year early by raising sustainable funding & increasing capacity this year.

In 2023, we established ourselves as THE community development support organization. **In 2024, we will continue to expand our reach to all Cincinnati neighborhoods** and implementing our shared vision for legitimate neighborhood reinvestment strategy to create 52 healthy, vibrant neighborhoods that attract and retain talent for our city, region, and economic growth.

Community development corporations are the vanguard of neighborhood renewal and place-making; no other organizations in our city operate and catalyze revitalization at the level that our CDCs do.

Price Hill Will, Walnut Hills RF, College Hill CURC, amongst others, are shining examples of what is possible with well-functioning, and most importantly, well-funded, CDCs. However, it took decades for these organizations to become the beacons of change they are today.

The most well-funded CDC in the City, 3CDC, is the ultimate example of what is possible in community revitalization when partners and funders come together. We need more partnerships and investors to revitalize all 52 neighborhoods in a shorter time span...



HomeBase has started, will you join us?

HomeBase Sponsorship Introduction

Partnering with HomeBase for Amplified Impact

HomeBase Community Development & Partner Events

Sponsors have a variety of opportunities to align with HomeBase's mission, to gain exposure, and to support the revitalization and empowerment of Cincinnati's neighborhoods. The sponsorship tiers outlined over the following pages offer various levels of engagement and recognition, from logo placement to speaking opportunities at HomeBase events. By sponsoring, partners contribute to sustainable community development, support innovative programs, and become an integral part of creating a Greater Cincinnati built on thriving communities.



Monthly Lunch & Learns Each month, HomeBase hosts two community development related experts to present and connect with our CDC members. The event generally draws 50 attendees per month. Past presenters have included financial institutions, urban design companies, developers, etc.

Quarterly Neighborhood Spotlight & walking tour Each quarter, a neighborhood hosts our CDC members at a local venue to visit and discuss recent projects in the neighborhood and share industry knowledge.

Joint holiday Party with LISC Cincinnati Over 100+ attendees each year from our CDC members to community development partners and institutions, to City professionals and politicians.

Dates: Generally, second week of December each year, 4-6pm

HomeBase Annual Awards Celebration

Our premier annual event to celebrate and recognize our CDC members' accomplishments and outstanding community development partners, funders, and collaborators! Over 200+ attendees each year, ten award categories inclusive of the community development ecosystem!

Dates: February 22nd, 2024, 4-6pm



Our Values



Dedication

Commitment to attain what is possible by acknowledging and amplifying neighborhood's unique vibrancy



Collaboration

Facilitation of information and resource sharing to enable community transformation



Action

Accountability for work which serves to ignite mobilization and compel implementation



Results

Responsibility for strengthening connections which produce optimal outcomes





Thank you for partnering with HomeBase Cincinnati. By supporting us, you have become the backbone of HomeBase Cincinnati's mission and vision. Your unwavering support will amplify community development, housing, and economic growth across Cincinnati. With your generosity, we will catalyze revitalization efforts in all 52 neighborhoods, empowering residents and fostering vibrant, thriving communities.

Thank you for your consideration of sponsoring HomeBase! Please email or call with the following information to a contact listed below:

Sponsor Information:

Organization Name: Contact Name:

Contact Email: Contact Phone:

Pledge Information:

The amount and level you would like to sponsor

HomeBase Sponsorship Level:

\$15,000 Transform

\$10,000 Fortifier

\$7,500 Convener

\$5,000 Advocate

A La Carte levels \$500 — \$4,500

\$500 \$750 \$1,000 \$1,500 \$2,000 \$2,500 \$3,500 \$4,000 \$4,500

For tailored accommodations please contact:

Maggie Jenkins, Programs & Grants Manager, 859-609-1930 (M)

Maggie.Jenkins@HomeBaseCincy.org,

or

Executive Director Rosa Christophel, 937-763-9123 (M)

Rosa.Christophel@HomeBaseCincy.org

Programmatic Sponsorship Opportunities:

A pledge in the following amounts would fund the following internal program for a calendar year, or one student to Co-Op at a CDC for one semester:

- ◆ **\$5,000** Monthly CDC Lunch and Learn Series- Lunch & Speaker Sponsor
- ◆ **\$2,500** Quarterly Neighborhood Spotlight & Walking Tour Sponsor
- ◆ **\$7,500** CDC/Co-Op Semester Partnership:
To ensure development related university students are exposed to and gain real community development and non-profit working experience. These experiences have proven to bring talented DAAP students into the community development ecosystem and invested in what's happening within Cincinnati neighborhoods.

If you would like to **partner directly on any of our internal programming** (details of each listed on page 4), please reach out directly to

Rosa Christophel, Executive Director, at (937) 763 9123 (M) or
Rosa.Christophel@HomeBaseCincy.org

- ◆ CDC Infrastructure Support (BackOffice Grants): **Base need \$100,000**
- ◆ Training Reimbursement: **Base need \$100,000**
- ◆ Down Payment Assistance Program: **Base need \$100,000**
- ◆ Neighborhood Growth Fund: **Base need \$200,000**

Sponsorship Tiers

Transformative Donor \$15,000:

Elevate Your Impact: Your partnership with HomeBase Cincinnati ensures sustained, meaningful change in our communities. By bridging the gap between community aspirations and actionable plans, your donation propels our mission forward as the premier community development support organization. Your support connects community visionaries with the resources and strategic project management needed to enact real change. As a Transformative Donor, you'll take center stage as a Featured Speaker at our Annual Awards event. Your partnership will shine throughout our year-long events, and you'll have a platform to engage with our members directly at a Monthly and Quarterly event.

Fortifier Donor \$10,000:

Fortify Community Success: Your commitment to elevating the uniqueness of each Cincinnati neighborhood fuels our mission. Your donation at this level sustains a year's worth of vital training and education. By supporting HomeBase, you empower community developers with invaluable resources, enhancing the quality of neighborhood outcomes and fostering excellence in community development.

Convener Donor \$7,500:

Enable Community Dreams: Your commitment to help HomeBase bridge the gap between a community's goals and resources, activates neighborhood change. As a Convener Donor, you pave the way for community members to achieve their aspirations, fostering stability and growth within our neighborhoods. Your generosity empowers us to continue making a difference.

Advocate Donor \$5,000:

Champion Transformative Change: Your partnership with HomeBase demonstrates your commitment to advocacy, education, and impactful change. By supporting us at the Advocate level, you contribute to initiatives promoting affordable housing, advocating for financial reform, and empowering community transformation. Your contribution fuels our advocacy efforts, enabling us to provide essential support and resources for impactful change.

A La Carte Sponsorship \$500-\$4,500:

Illuminate Change: Sponsoring any of our year-long events or Annual Awards celebration highlights your belief in catalyzing & celebrating impactful change within our communities. Your contribution directly supports HomeBase's operational and program needs, fueling ongoing projects that positively impact Cincinnati neighborhoods.

Sponsorship Tiers and Coordinating Benefits for HomeBase Events

Sponsorship Opportunities	Transform \$15,000	Fortifier \$10,000	Convener \$7,500	Advocate \$5,000	A La Carte \$500-\$4,500
Admission for 2 Annual Awards Ceremony					
Admission for 4 more to the Annual Awards Ceremony					
Logo table placement at Annual Awards & Holiday Party, Event Webpage & Social					* See pledge form for a la carte
Logo recognition at all annual events & CDC events: Monthly Lunch and Learns and Quarterly Neighborhood Spotlight & Walking Tour					
Presenters/ MC for 3 awards each at Annual Awards Ceremony					
Logo placement on tables, company link out, on all HBC event invites and placement on event webpages					
Logo recognition & link out on website, QR code / logo on signage, invitation, newsletters, and social media					
Speaker at a Monthly Lunch and Learn, and invite to a Quarterly Neighborhood event, monthly verbal recognition					
Featured Speaker at Annual Awards Ceremony-15 minutes.					

H O M E B A S E

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