

# **MANA HOUSE**

# **Leaderforce Presentation**

July 29<sup>th</sup> 2011

# SWOT ANALYSIS

- Compelling story
- Emotional Investment;  
Residents, Veterans, VA, Governor, AZLF
- Already receiving Grants, donations
- Lodestar provides many services
- YWCA Great Facility
- New Kitchen
- Dental Program NOAH
- ASU Upward Bound Computing there

**STRENGTHS**

- Many Services Already Provided
- 25 “Graduates” Already
- MSA/MANA has community Visibility
- Business Plan
- Not Dependent on Government Funding
- One Paid Employee

**STRENGTHS CONT.**

- One Paid Employee
- Start Up
- Limited Structure Internally
- Operational Procedures Not Documented
- Resource List Not Documented
- Lack Of Business Processes
- Purchase of Building Depends on Lodestar vs 501c-3
- **INSUFFICIENT CAPACITY FOR GROWING POPULATION**

# WEAKNESSES

- Purchase of Building
- Social Enterprise Development
- Major League Sports Food Service (Longshot)
- NECHV Collaboration Can Be Start
- Board Of Directors for Policy and Fundraising
- Meeting with Boston
- Light Rail Tax Credit Housing
- VA Support for Purchase or Construction

**OPPORTUNITY**

- Competition For Funding
- Not Getting 501c-3
- Loss of YWCA (longshot)
- Uncontrolled Growth
- Lack of Structure
- Lack of Common Vision with All Vested Parties

# THREATS

- NEW ENGLAND CENTER FOR HOMELESS VETERANS VISIT
- THRIVENT DONATIONS SYSTEM
- 7 POTENTIAL SITES IDENTIFIED FOR HOUSING WITH FED TAX CREDITS AND NOT FOR PROFITS.
- PRO BONO GRANT WRITER
- CONTACTS w GOMEDIA AND CHANNEL 12

**ACCOMPLISHMENTS TO DATE**

- OVERVIEW OF THEIR MAIN THRUST
- “YOU HAVE COME A LONG WAY IN A SHORT TIME BUT IT HAS TAKEN US OVER 20 YEARS”

**NEW ENGLAND CENTER FOR  
HOMELESS VETERANS**

- BRING ALL STAKE HOLDERS TOGETHER FOR COMMON VISION AND DIRECTION
- HELP DEVELOP FUNDRAISING CAMPAIGN
- SETUP AN COMMUNITY BOARD FOR POLICY AND FUNDRAISING WITH MANA
- SUSTAINABILITY
- MEDIA RELATIONS AND ENGAGEMENT
- MEETING TODAY AFTER LEADERFORCE TO FINALIZE GOALS AND OUTCOMES

**POTENTIAL GOALS AND  
PROJECTED OUTCOMES**