

**Lauren's Hope
Strategic Plan 2016 - 2021
Draft August 23, 2016**

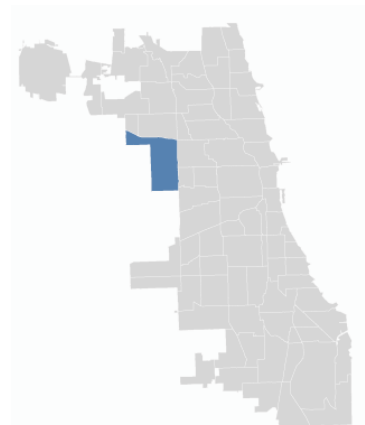
Our Vision – Grow Austin from within by listening and working with its residents through a long-term, multi-generational commitment.

Our Mission – To collaborate with individuals, families and organizations in order to increase and accelerate our collective positive impact on the Austin community.

Who We Serve – The Austin community and those organizations committed to its betterment.

While pockets of the Austin neighborhood are thriving, the statistics below present opportunities to partner with community members in an effort to continue this positive progress.

Austin Overview	
Population	98,514
Per-capita income	\$15,920
Households below poverty level	27.0%
Unemployed	21.0%
No high school diploma	25.0%



Our Goals: 2016 - 2021

1. Significantly increase the number of Austin children participating in the Horizons for Youth program.
2. Enhance the overall capability and sustainability of Horizons' partner schools in Austin.
3. Launch the first block of our "one block at a time" economic development approach.
4. Enable affordable home ownership with educational support to ensure long-term success.
5. Improve the day-to-day life of Austin residents by facilitating better access to healthcare and support programs.

Founding Principles:

1. Grow Austin from within by listening and working with its residents through a long-term, multi-generational commitment.
2. Education is critical for all ages.
3. Economic development one block at a time.
4. Create value through collaboration and partnerships with other organizations.

Background and Context

Unmet needs

A thriving neighborhood offers its residents security, opportunities and a sense of community. Many residents living in the Austin neighborhood live with the backdrop of

poverty and the resultant violence, and depleted resources. In spite of their circumstances, they have the same wants as residents of any community, a safe place to live and raise their families. They strive to give their children opportunities to lead healthy, productive lives. Positive outcomes are elusive however, when economic and educational opportunities fall short of needs.

Being Part of the Solution

Many of us cringe when we think of the challenges families face in Chicago's most dangerous neighborhoods. We struggle to find ways to help because the challenges are daunting, but there are ways. We can assist in increasing opportunities through education, economic development and community services.

Why Lauren's Hope was Created

Lauren's Hope was created to provide opportunities for collaborating with others by investing in sustainable growth in the Austin neighborhood of Chicago.

Lauren's Hope is named after Lauren Heath who recently lost her life after a courageous 18-month battle against brain cancer. In addition to battling cancer, Lauren bravely dealt with the loss of her young daughter, Paige, in 2000. She turned that tragedy into a reason for people to come together and help deserving inner-city children of Chicago.

By partnering with Horizons for Youth, Lauren helped raise millions of dollars and get thousands of people to make a difference for hundreds of families in Chicago.

During her last 18 months of life, as she lived with her diagnosis and treatments Lauren never complained, always had a smile on her face, and spent much of her time thinking of and helping others. She continued to find ways to make the lives of those around her better. Lauren expressed her desire for making a difference in Austin. She envisioned expanding the work with Horizons for Youth and garnering the support of her many friends. Cancer stopped Lauren from seeing her dream come to fruition. Her passion and vision however are unstoppable. Lauren's hope was to see that the families of Austin had access to the same opportunities and resources as her family and friends. The way she lived has inspired many of us to embrace her vision and make it a reality.

Strategy

Turning around a neighborhood must first start with people in the area wanting to stay and committing themselves to sustainable improvement. Austin has a rich history with thousands of residents who care. It also has some very talented and driven leaders trying to create a vision and marshal the resources needed to execute on sustainable change.

Neighborhoods cannot change and grow without support and resources. Lauren's Hope is committed to working with those residents, leaders and organizations by supporting them in three primary areas:

- 1 **Talent Development** – Horizons for Youth is partnering with Lauren's Hope to dramatically increase its capabilities in Austin. Horizons for Youth has a proven model to help deserving children gain the education and support needed to attend and succeed in college.
- 2 **Economic Development** – In order for people to have the opportunity to stay and work in Austin, we need to help facilitate economic investment and job creation.
- 3 **Community Development** – Reviving Austin requires a unified vision and coordinated effort that enables leaders and organizations to better collaborate. Our goal is to partner with stable, dedicated, community organizations and provide advocacy to ensure that Austin gets its fair share of available resources from governmental leaders and agencies.

Lauren's Hope is comprised of a governing board along with a task force for each of the three solution components; Talent Development, Economic Development and Community Development. A leader has been assigned for each task force and each leader is a member of the governing board to ensure coordination and collaboration across Lauren's Hope.

The governing board is made up of fifteen diverse members with representation both inside and outside of Austin. We realize fulfilling our vision will take years but we stand united in bringing the vision Lauren Heath articulated to reality.

Our Goals: 2016 – 2021

Goal 1: Significantly increase the number of Austin children participating in the Horizons for Youth program.

One of the primary reasons Lauren's Hope was launched was the strategic partnership with Horizons for Youth. Horizons has a remarkable track record helping children in challenging situations become college graduates with successful careers. In order to accomplish this goal we need to increase funding and volunteer support.

Strategies:

- a) Run highly-targeted fund raising programs for scholarships to support children living in Austin.
- b) Run programs and encourage networking to increase the number of active volunteers with Horizons.
- c) Raise awareness for individuals and organizations to donate or volunteer directly with Horizons to increase its program in Austin.

Goal 2: Enhance the overall capability and sustainability of Horizons' partner schools in Austin.

A critical component of Horizons' success is the effectiveness and viability of its partner schools. Its partner schools in the Austin area face significant challenges including funding, support programs, strategic planning and academic leadership. St. Catherine's St Lucy is a new Horizons partner school that services 180 Austin children. A top priority for Lauren's Hope is to help St. Catherine's St. Lucy survive and ultimately thrive. If we can support the current students of this school and ultimately increase the enrollment to 300 children, it would have a dramatic and very meaningful impact. Another new partner school, Catalyst Rock, is in the heart of Austin and presents tremendous opportunities to enrich the community.

Strategies:

- a) Launch a multi-year fund raising program specifically to increase enrollment with Horizons sponsored children at St. Catherine's.
- b) Collaborate with leadership at the partner schools to help ensure long-term effectiveness and viability.
- c) Raise awareness through events and communications of the needs and opportunities to help partner schools. Opportunities to help

include board participation, strategic planning, support programs, marketing and fund raising.

Goal 3: Launch the first block of our “one block at a time” economic development approach.

Austin won't return to its once thriving roots until economic development begins. Our plan is to initiate a “one-block-at-a-time” approach similar to what worked in Harlem. By helping to launch investment just east of Oak Park in the Austin community, we hope to build a bridge and chain reaction that continues to spread across Austin over time.

Strategies:

- a) Collaborate with real estate developers, retail stores, health organizations, restaurants and other prospective investors to launch one multi-use building as a start.
- b) Work with city officials, politicians, and non-profit organizations to help facilitate the investment opportunity.
- c) Facilitate entrepreneurial learning and support for Austin residents who want to establish business in Austin.

Goal 4: Enable affordable home ownership with educational support to ensure long-term success.

Many Austin families struggle with living conditions. They often lack access to capital, affordable homes, and the knowledge base to be successful home owners. In addition, their apartments tend to be poorly furnished with difficult sleeping conditions.

Strategies:

- a) Collaborate with Housing Horizons, a new venture started by one of the Horizons for Youth founders designed to help Horizons families become home owners.
- b) Help source funding for Housing Horizons that offers a small return on investment for investors who want to help Austin residents become home owners.
- c) Facilitate the offering of support programs to help new and prospective home owners understand how to maintain and protect their investments.

Goal 5: Improve the day-to-day life of Austin residents by facilitating better access to healthcare, healthy food and support programs.

Austin residents lack easy access to basic things many of us take for granted. Our goal is to try and improve access such that residents can lead happier and healthier lives.

- a) Collaborate with leading healthcare organizations to increase their physical presence and support programs in Austin.
- b) Provide support and coordination with healthy food providers that want to increase their service in Austin.
- c) Coordinate efforts to offer youth programs and adult education programs to enrich lives.

Governing Board Members:

Kent Barnett – Chair

ClientLoyalty

Audrey George

Horizons for Youth

Mike Doody

DCI-Artform

Tineshia Patterson
Housing Services Professional

Drina Johnson
Breakthrough Urban Ministries

Pat Doyle
Winston & Strawn

Jackie Moore
Phd Developmental Psychologist

Mark Fields
Wickr

John Harris
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Marcus Spearman
BMO Harris

Zach Barnett
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Dylan Barnett
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Michelle Boardman
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Brittany Young
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