COVER PAGE

EXECUTIVE SUMMARY (1 person: Ben)

BACKGROUND (3 people: Ben, Soumyendu, Brody)

**Team notes{**

* Overview of HOTH as an organization
* Team and board makeup
* Services (patients vs family)
* Vision statement (another focus is mental health awareness)
* Client base (patients and family)
* History
* Current fundraising (Bingo, Trillium, real estate grant, self-sustainable housing)
* Financial status
* Last Endeavour engagement - limitations (system set-up and how to track clients)

**}**

**Cleaned up{**

BACKGROUND

Home on the Hill was founded in 2011, becoming a registered charity in 2012. Based in Richmond Hill, Ontario, it was established to fill a critical gap in the healthcare system to support adults with serious mental illness and their families. Specifically, they address housing for these individuals as well as skill building, and educational/emotional support for the individuals and caregivers alike. Home on the Hill is grounded in a vision of inclusive mental health care, seeing the value of an informed and family-centred support network.   
Services and Programming

Patient Services  
Family Services

Public Education

Supportive Housing

**}**

PROBLEM DEFINITION (2 people- Soumyendu, Christine)

* Key immediate gap is financial sustainability. One of the tools identified to approach this is via marketing
* Lack resources/skills/expertise to capture and communicate their value

PROJECT OBJECTIVES (2 people - Jimmy, Soumyendu)

* Provide recommendations for a sustainable cash flow
* Enhance client understanding of their current financial position
* increase engagement to translate this into a potential source of revenue
* position HOTH as a valuable investment for future funding opportunities

PROJECT APPROACH (3 people - Jimmy, Seemi, Brody)

* Financial analysis (what was effective in getting funding in the past)
* Understand what their value add is
* Analysis on the effectiveness of current marketing assets in communicating this value
* Identify potential stakeholders (potential sources of revenue/resources [in kind or financial]) and what they are looking for
* Recommendations

PROJECT DELIVERABLES (1 person - Jimmy, Seemi)

* High-level financial assessment
* Analysis of current marketing strategy (social media channels, target audiences, current messaging, what has been effective, partnerships)
* Plan for marketing (channels, value proposition, audiences); roadmap (metrics)

PROJECT SCOPE (2 people: Ben, Seemi)

In-scope:

* Evaluation of current marketing assets (website, brochure, social media)
* Financial analysis
* Marketing plan/proposal

Out-of-scope:

* Implementation: Creation of marketing content, revision/draft of existing materials
* Fundraising strategy: which donors/grants, fundraising campaign, how much $
* Technical support

PROJECT SCHEDULE (1 person)

* Activities needed to achieve the deliverables

COMMUNICATIONS PLAN (Seemi)

RESOURCE REQUIREMENTS (1 person) - complete pending client input

* CLIENT HUMAN RESOURCES AVAILABLE
* CLIENT DOCUMENT RESOURCES AVAILABLE AND EXPECTED
* CONSULTING HOURS AVAILABLE

TEAM STRUCTURE, ROLES, RESPONSIBILITIES (1 person) - complete

* RESPONSIBILITIES OF THE CONSULTING TEAM
* RESPONSIBILITIES OF ENGAGEMENT MANAGER
* RESPONSIBILITIES OF CONSULTANT
* RESPONSIBILITIES OF PROJECT ADVISOR

CLIENT AGREEMENT

CHANGE REQUEST PROCEDURE

SIGN OFF ON STATEMENT OF WORK

PROJECT CONTRIBUTORS

ABOUT ENDEAVOUR