# **Home on the Hill: UVP Interview Guide**

## **Interview Overview**

**Purpose:** Uncover Home on the Hill's authentic unique value proposition through structured conversations with board members and staff

**Duration:** 45-60 minutes per interview

**Approach:** Three-phase funnel from broad emotional connection to specific UVP articulation. Each section has a single highlighted question which is the highest priority to ask.

## **Phase 1: Warm-Up & Personal Connection (10-15 minutes)**

*Goal: Create comfort, establish emotional baseline, understand personal investment*

### **Opening Questions**

1. **"Tell me your story with HOTH—how did you first get involved?"**
   * Listen for: Origin story, initial motivations, personal journey
   * Lesley: help with the artwork (clients have limited skills); depends on their illness; more ill some times than others which impacts their artwork e.g., teaching someone how to mix paints; let them work freely
   * Caregivers is a more advanced program and are given more advanced things to do; like the group for laughing and making jokes and talking loudly; very animated; way for them to get away from their reality
   * Lesley is a volunteer and runs two art programs
   * A client was super depressed and isolated without any connections to any friends, was living with parents and severely mentally ill brother. This affected Tom, who was introduced to other clients and involving him in the community through Muay Thai, going on walks. Got him back into life, more engaged. Couldn’t handle work at all; too anxious; in a dark place; now he’s working full-time; moved out of his parents house. Connected to his Jewish community.

music program very successful, great turnout; lots of instruments; great for people who aren’t as social; feel isolated; connect with others who have gone through similar experiences

every week is different people; varying levels of engagement due to different schedules

6 in caregivers; 6 in art program for clients as well

22 clients; 20 in person caregivers; 100 online through lecture series; lunch and dinners; afternoon programs (6-10 people)

for caregivers: don’t have to around people who are bragging about how their kids are doing

Maggie: founding board: unhappy with services in Richmond Hill; only craftsmen centre who weren’t interactive and didn’t develop friendships so started with education nights where we had speakers and family caregivers; grew from there; still focus on family caregivers; if family isn’t feeling strong and supported, they won’t feel supported; let’s support the caregiver and then if housing comes up, that was the last piece that came together. We are unique because we care and have lived experience.

1. **"What do you personally enjoy most about being part of HOTH?"**
   * Listen for: Energy, passion points, emotional language

### **Emotional Temperature Check**

* **"When you tell friends or family about HOTH, what do you find yourself saying?"**
  + Listen for: Natural language, enthusiasm, key talking points
* **What do you believe is HOTH’s unique contribution to the lives of individuals with schizophrenia and their families, especially in light of the recent challenges (loss of housing, funding shifts, leadership changes)?**
* **Julia:** here’s the caregiver and client support; our name is confusing because people think we are housing; we really understand mental illness bc we live with it; we know what works and what makes things worse; socialization and meaningful engagement; find what means something; talk to them as a person not an iillness; how to feel better and avoid things that will make them feel worse; gives us validity
* **Lesley:** letter from a mother;

## **Phase 2: Exploratory Experiences & Observations (20-25 minutes)**

*Goal: Dive deeper into specific experiences, outcomes, and differentiators*

### **Client & Community Impact**

1. **"Can you share a story about a time HOTH really made a difference for someone?"**
   * Follow-up: "What made that possible? What was unique about how HOTH handled it?"
   * Listen for: Specific outcomes, process details, emotional impact

\* craftsmen centre deals with drug addiction, homeless; opioid, serious drug addictions; drop-in centre

our people are still living with their families, not as much drug involvement; we care; we establish relationships; talk to them about what’s important; try to move them to the next step up; strong community connections with the people; give them variety; out and about in the community

Rob: family run vs professionally run; caregivers have lived experiences; more personal approach to helping people overcome challenges;

Recreation other places are drop-in and run by hospitals; rigid standardized programs whereas I tailor it specifically for each person; get to know our clients better because they are here for longer time vs outpatient programs at hospitals;

Group home guys are 5 years – have been here since 2018

Facing the problem that parents are getting older – don’t know what will happen when they pass away; most services only treat up to age 26 for psychosis; shortage of housing; this is why many are on the streets; don’t know what will happen to their children; clients would be a lot sicker if they didn’t come out to programs

other orgs also believe in medication

1. Can you share a specific example where Home on the Hill made a meaningful difference in a client’s or family's life — particularly in ways measurable through improved quality of life, housing stability, reduced hospital readmission, social integration, or family caregiver well-being — that you believe may not have occurred with other service providers?"
   * I think it overlaps a bit 4 and 6 but in general I am interested in trying to gauge the quantifiable impact.
2. **"If you had to describe HOTH’s greatest success story to a potential funder or partner, what would it be—and why does that story matter?”**
3. **“How have the needs of your clients (individuals with schizophrenia, caregivers) evolved over time, and how might HOTH’s programs need to evolve to stay relevant?”**

**\*** clients start to trust you; paranoia; have to trust you; its not that needs change, the trust in us changes

people with mental illness don’t want to associate with others with mental iillness; do 1:1

### **Competitive Differentiation**

1. **"In the York Region, there are other mental health organizations. What sets HOTH apart?"**
   * Follow-up: "What can HOTH do that others can't or don't?"
   * Listen for: Unique capabilities, approach differences, competitive advantages
2. **"If HOTH stopped their services tomorrow, what would be lost that couldn't be replaced?"**
   * Listen for: Irreplaceable elements, core essence, critical functions
3. **What do you think funders, partners, and the broader community misunderstand or overlook about HOTH’s role—and how could we clarify that message?**

### **Organizational Culture & Approach**

1. **"How does HOTH approach challenges differently than other organizations you've been part of?"**
   * Listen for: Methodology, philosophy, problem-solving style

## **Phase 3: Synthesis & UVP Framing (10-15 minutes)**

*Goal: Crystallize insights into concrete value proposition language*

### **Direct UVP Articulation**

1. **“If you were talking to a potential donor about why they should choose to fund HOTH, how would you explain HOTH’s unique strengths?”**
   * Listen for: Compelling case, unique benefits, impact statements

\* focus on clients and the caregivers

usually tell a success story in the grant; different for every person; tailored to the individual;

clients are both the caregivers and the individuals

misconceptions around the word client

don’t call them patients because that is derogatory

1. **"If you could only use one sentence to capture what makes HOTH special, what would it be?"**
   * Listen for: Essence distillation, core message, authentic language

### **Future Vision**

1. **"If HOTH could secure sustainable funding, what one or two programs or services would you prioritize as essential to HOTH’s mission—and why are those worth investing in?**

## **Closing & Reflection (5 minutes)**

1. **"Is there anything important about HOTH's value that we haven't touched on?"**
2. **"What questions should I be asking that I haven't asked?"**