

IMPACT REPORT 2016

Rake Up Boise™
is a program
brought to you by
NeighborWorks Boise

www.RakeUpBoise.org

NeighborWorks℠



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A LETTER FROM OUR CEO

NeighborWorks Boise is proud to have the largest volunteer event in Idaho! We are extremely grateful for the thousands of volunteers that come out each year to give a helping hand to our elderly and disabled neighbors. This year was no exception with nearly 6,000 participants, who were able to rake a record number of yards this year , a record -822!

We had a beautiful day to rake this year, and our community really came together to make this event possible. A huge thank you to the volunteers, donors and sponsors that made Rake Up Boise™ a success!

We also want to thank those that participated in our first Kickoff Event for Rake Up Boise™, which was a fun morning to kickstart our 30th Anniversary! We hope to make this a tradition from now on, to celebrate the great efforts and accomplishments of our volunteers and to thank our sponsors.

Rake Up Boise™ is just one of twelve community programs offered by NeighborWorks Boise. Our vision is to help every Treasure Valley area family gain healthy homeownership. We offer a full continuum of services leading to this goal, including:

- affordable rental units and supportive resident services
- homebuyer education
- financial fitness coaching and pre-purchase counseling
- home mortgage lending
- foreclosure prevention counseling
- acquisition-rehabilitation (remodeling foreclosed and abandoned homes)
- homebuilding of affordable 'urban cottages' developed in 'pocket neighborhoods'; and of course our other long-standing event,
- Paint The Town™.

Each of these efforts leads to a safe, happy, and healthy home that families can afford long-term. We believe home is where stability and success starts.

We invite you to learn more about our organization, and help spread the word about NeighborWorks Boise, the nonprofit behind Rake Up Boise™. Learn more at www.nwboise.org or by calling us at 343-4065.

I sincerely thank you for your participation in Rake Up Boise™ 2016. We look forward to seeing you again next year, if not before!



Bud Compher
Chief Executive Officer

THE RECIPIENTS

Fall is a beautiful time of year in the City of Trees. The multi-colored leaves above our heads are a sight to behold. During late fall, the city of trees turns into the city of leaves and these leaves pose a problem for many senior and disabled residents who are unable to rake and bag them. All candidates who apply before the application deadline and that meet the qualifications are accepted into the program.

RAKE UP BOISE™ RECIPIENTS MUST:

- Be at least 65 years old and/or disabled
- Have a Boise or Garden City address
- Reside at the stated residence at the time of the event

"This service helps me stay in my home and have a choice when it's most important."

~ Mary Anna S.



Total Recipients.....822
Overall Average Age.....76
Oldest Recipient.....103
Youngest Recipient.....24
Total Disabled Recipients.....290
First Time Recipients.....197

9.6
average rating of experience on 1-10 scale

14
zip codes

822
houses

OUR VOLUNTEERS

TO PARTICIPATE, RAKE UP BOISE™ TEAMS MUST:

- Apply by the application deadline. (Late applicants go to a waiting list)
- Have a group of at least 6 volunteers (all ages welcome)
- Supply their own rakes and tools for the event
- Commit to completing their given raking assignment

Many thanks to the thousands of volunteers from around the valley who are ready and willing to help rake and winterize the homes of their senior and disabled neighbors. Each recipient is matched with a team of volunteers, who contacts them and coordinates a time to complete the raking. Volunteers provide their own rakes and tools to use for the event, but leaf bags are provided by Rake Up Boise™. All bags of leaves are recycled and used by the City of Boise for compost and mulch.

"This opportunity provided a great way for us to bond with our neighbors and show our kids how to give back in a fun way."

~Moreton & Company

THE STATS

VOLUNTEER TEAMS COME FROM A VARIETY OF SOURCES THROUGHOUT THE TREASURE VALLEY

LOCAL BUSINESS	70
FAMILY / INDIVIDUAL	14
EDUCATION	67
FAITH-BASED	37
GOVERNMENT	12
NON-PROFIT	43
NATIONAL / REGIONAL BUSINESS	25
VOLUNTEER ORGANIZATIONS	25
OTHER	25

Yards Raked	822
Number of Teams	323
Number of Volunteers	6,911
Volunteer Hours	20,733
Leaf Bags Filled	18,138

9.7
average rating of experience on 1-10 scale

OUR SUPPORTERS

Rake Up Boise™ would not be possible without generous donors and sponsors.

Although the program is powered by volunteers, there are administration and supply costs that must be covered to keep the program running year after year.

Our 2016 sponsors stepped up in a big way and we are extremely grateful for their support, as are the recipients and volunteers!

THANK YOU 2016 SPONSORS

JPMorgan Chase & Co.
curbit
KTVB 7 Idaho's News Channel
94.9FM the River
Keep Good Going New York Life
Mountain America Credit Union
citi
Idaho Power An IDACORP Company
D. L. Evans Bank

Hawkins Companies
Idaho Central Credit Union
Intermountain Gas Co.
Northwest Bank

31

Years of Rake Up Boise™

- 17,622.....Projects
- 141,790.....Volunteers
- 406,394.....Bags

"Our team at Boise State had a great time and raked the yards of some wonderful community members that were excited to have us."

~ BSU Service Saturday Participants

FINANCIAL SUMMARY





Support and Revenue	
Support	
Individual Contributions	7,632
Sponsorships	17,300
Contributions (Grants)	14,250
In-Kind Contributions	14,594
Total Support and Revenue	53,776
Expenses	
Personnel	19,392
Contract Services	4,343
Training and Travel	532
Supplies	4,229
Marketing and Networking	2,670
Leaf Bags	8,811
In-Kind	14,594
Total Expenses	54,571
Excess <Deficit>	<795>



KICKOFF EVENT

THE RAKE UP BOISE™ KICKOFF EVENT WAS HELD AT JUMP IN DOWNTOWN BOISE SATURDAY NOVEMBER 5TH. VOLUNTEERS CAME TO PICK UP LEAF BAGS, VISIT SPONSOR BOOTHS AND PLAY GAMES!













MEDIA COVERAGE

RAKE UP BOISE™ GARNERS SOME GREAT EXPOSURE FROM OUR TREASURE VALLEY MEDIA.

HERE ARE A FEW EXAMPLES:

TV COMMERCIALS AND COVERAGE





RADIO COVERAGE.



NEWSPAPER STORIES





/rakeupboise

1,192 SOCIAL MEDIA FANS



SPONSORSHIP OPPORTUNITIES

AS A STAPLE EVENT IN OUR COMMUNITY, RAKE UP BOISE OFFERS UNIQUE AND VALUABLE WAYS FOR BUSINESSES TO PARTNER WITH US! NOT ONLY WILL YOU MAKE A DIFFERENCE FOR OUR NEIGHBORS IN NEED, BUT YOU WILL GAIN EXPOSURE AND NAME RECOGNITION AMONG THOUSANDS OF IDAHOANS.

FOR MORE INFORMATION, PLEASE CONTACT EMILY POHLMAN AT EPOHLMAN@NWBOISE.ORG OR 208.258.6229.

Rake Up Boise 2017 SPONSORSHIPS	*Presenting Platinum**	*Gold*	*Silver*	*Bronze*	*Supporter*	*Sponsor a Home*
Contribution	**$20,000**	**$10,000**	**$5,000**	**$2,500**	**$1,000**	**$500**
Exclusive category	x					
Event marketed as *Your Company* presents Rake Up Boise™	x					
Logo featured on Rake Up Boise™ leaf bags	x	X				
Speaking opportunity at Rake Up Boise™ Kickoff Event to approximately 1,000	x					
Subject of special press release about your partnership with Rake Up Boise™	x					
Recognition in all Rake Up Boise™ media promotions	featured	prominent				
Rake Day media coverage - TV, Radio, Newspaper	featured	prominent				
Vendor booth at Rake Up Boise™ Kickoff Event with nearly 1,000 volunteers and neighborhood attendees	premium	prominent	presence	presence		
Distribute exclusive deals, coupons or marketing materials to nearly 2,000 volunteers	x	x	x	x		
Right to use Rake Up Boise™ logo on business website/publications	x	x	x	x		
Marketing opportunity at Outreach Events	shared booth space	presence & prominent logo	logo	logo		
Acknowledgement in newspaper advertisements	primary logo	prominent logo	logo	name		
Logo/name on Rake Up Boise™ event banners & promotional materials	featured	prominent	logo	logo	name	
Logo/name on Rake Up Boise™ T-shirts	primary logo	prominent logo	logo	logo	name	
Logo/name on Rake Up Boise™ website with link to your website	primary logo	prominent logo	logo	logo	name	
Logo/names on Rake Up Boise™ Impact Report - distributed to NWBoise network	primary logo	prominent logo	logo	name	name	name
Recognition on social media with links to your website and social media pages	Every post related to Paint The Town™	At least 3 posts, plus special call out	At least 3 posts	2 posts	1 post	1 post
Recognition in NWBoise annual report	x	x	x	x	x	x
Preferred team registration for Rake Up Boise™ 2017	x	x	x	x	x	x
10 Rake Up Boise™ 2017 Tshirts provided	X	X	X	X	X	
Rake Up Boise™ Supporter window decal for your business	x	x	x	x	x	x

OTHER WAYS TO GET INVOLVED

Volunteer

*Prep and paint homes for senior and disabled neighbors with Paint The Town™ (June 10)

*Rake Up Boise™ 2017 (November 11)

Visit us at nwboise.org/volunteer to see more opportunities!

Donate

* Buy A Bucket to support Paint The Town™ at paintthetownboise.org

*Buy A Bundle to support Rake Up Boise™ at rakeupboise.org

*Support NeighborWorks® Boise's efforts to provide affordable housing at www.nwboise.org/gift-the-gift-of-home

Share

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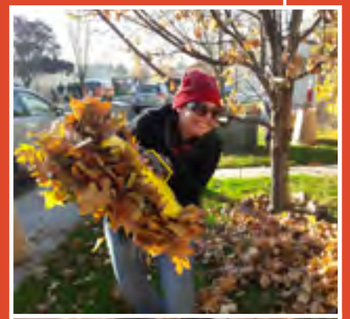
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*twitter.com/nwboise

*Instagram: NWBoise

Nominate

If you have a neighbor, family member or friend in need of services, please call us at 208-258-6222 or email info@nwboise.org.











"IT WAS A REAL LIFE SAVER FOR ME AT 95 YEARS OLD. IT SAVED ME RAKING HOURS. YOUR TEAM CAME AND COMPLETED THE JOB IN 45 MINUTES. FANTASTIC!"

~ Betty L.



"THEY CAME WITH BIG SMILES, LAUGHTER AND A GENTLE DEMEANOR AND DID MORE THAN I EXPECTED. THEY CLEANED MY RAIN GUTTERS ALL AROUND MY HOUSE WITH NO LADDER. THEY WERE ALL SO SUPER GRACIOUS AND I CANT GET THEM OFF MY MIND. THESE TWO FAMILIES WERE AWESOME. THANK YOU FOR THIS PROGRAM.."

~ Rosetta R.



"MY WIFE AND I ARE IN OUR LATE 70'S AND RAKING UP THE 25 BAGS OF LEAVES HAVE GOTTEN TO BE TOO MUCH FOR US. THIS WAS A REAL GODSEND." ~ Charles G.



"WHEN YOU GET OLDER YOU DON'T REALIZE HOW BIG A PROJECT LIKE RAKING A LAWN CAN BE. HOW GREAT TO HAVE ALL THOSE YOUNGER HANDS TO GIVE YOU A HAND. HEART FELT THANK YOU!"

~ June R.



NeighborWorks Boise is a local nonprofit that envisions safe, sustainable homes as the bedrock for a stronger Idaho. NWBoise commits to this vision with services that revitalize neighborhoods and stabilize families, including Rake Up Boise™, Paint The Town™, homeownership counseling and affordable housing.

Founded in 1982, NWBoise is a chartered member of NeighborWorks® America, a nationwide network of 240 trained and certified community development organizations at work in more than 4,000 communities across America.

At NWBoise, we believe that homes are the key to stabilizing and empowering families and communities. Until people can be safely and affordably placed in housing, other needs cannot be fully met, including employment, refugee acculturation, job training, food security, and family services.

NWBoise provides a continuum of services focused on the needs related to housing in order to create a community where all residents have a stable place to call home, without fear of losing it.

NWBOISE.ORG

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BOISE

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