

NEIGHBORHOOD ALLIES

NEIGHBORHOOD ALLIES HELPS ORGANIZATIONS DEVELOP & MANAGE EFFECTIVE COMMUNICATIONS STRATEGIES

BY COMMUNICATING AND CELEBRATING COMMUNITY PROGRESS AND SUCCESS

1. Create the tools to support and generate new and diversified funding sources

LANGUAGE AND CONTENT | WEBSITE DEVELOPMENT | SOCIAL MEDIA | COLLATERAL MATERIALS

2. Document progress and tell the success stories of your organization

NEWS ARTICLES | ENEWSLETTERS AND EBLASTS | SOCIAL MEDIA CAMPAIGNS | MEDIA/PRESS EVENTS

3. Develop a system to track and measure the impact of communications strategies and tactics

GOOGLE ANALYTICS | MAILCHIMP REPORTS | SOCIAL MEDIA INSIGHTS | CUSTOM REPORTS

MENU OF SERVICES

FOR NONPROFIT ORGANIZATIONS

CONTENT CREATION & WRITING:

- Packaged Articles & Blogs
- Newsletter and website content

COLLATERAL DEVELOPMENT:

- Brochures
- Flyers
- Reports
- Presentations/Powerpoints
- Miscellaneous templates

SOCIAL MEDIA:

- Creation of profiles/pages
- Outreach Strategies/Planning
- Establishing editorial calendars

ENEWSLETTERS/EBLASTS:

- Template creation
- Outreach Strategies/Planning

PHOTOGRAPHY & VIDEOGRAPHY:

- High quality photography
- Small-scale/social videography

WEBSITE:

- Design
- Planning
- Management

MONITORING AND REPORTING:

- Google Analytics
- Google My Business
- Social Media Insights
- Mailchimp Reports
- Custom Reports

WORKSHOPS & TRAINING:

- Half-day topical workshops
- One-on-one custom training

Contact talia@neighborhoodallies.org for more information

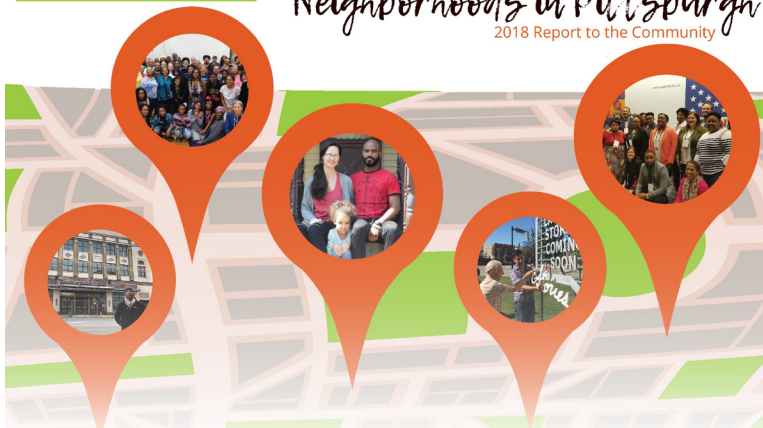
EXAMPLES OF OUR WORK

AND THE IMPACT OF EFFECTIVE COMMUNICATIONS COLLATERAL

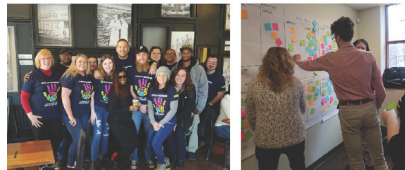
NEIGHBORHOOD ALLIES

A Journey to Building Healthy Neighborhoods in Pittsburgh

2018 Report to the Community



AN ENGAGING ANNUAL REPORT SERVES AS BOTH A GENERAL REPORT OUT TO PARTNERS/FUNDERS AS WELL AS A STORYTELLING TOOL THAT USES GRAPHICS, PHOTOS AND VIDEO TO ILLUSTRATE THE OVERALL IMPACT AND REACH OF YOUR ORGANIZATION



NEIGHBORHOOD ALLIES

Q1 2019

Report to Funders

CUSTOM REPORTS REACH AND COMMUNICATE SPECIFIC OUTCOMES, IMPACT AND INFORMATION DIRECTLY TO THE SOURCE, BUILDING AND MAINTAINING STRONG AND TRANSPARENT RELATIONSHIPS WITH PARTNERS



NEIGHBORHOOD ALLIES REAL ESTATE CO-POWERMENT SERIES

Creating a more equitable development ecosystem in Pittsburgh

THE REAL ESTATE CO-POWERMENT SERIES IS AN EDUCATION PLATFORM, CO-CREATED BY OMICELO CARES & NEIGHBORHOOD ALLIES, TO DEMYSTIFY THE REAL ESTATE DEVELOPMENT PROCESS. THROUGH CLASS INSTRUCTION, COACHING AND MENTORSHIP, OUR GOAL IS TO DEMONSTRATE HOW COMMUNITY MEMBERS, ORGANIZATIONS, AND SMALL BUSINESS OWNERS, PARTICULARLY THOSE REPRESENTING LMI COMMUNITIES, CAN PARTICIPATE AND BENEFIT FROM THEIR OWN NEIGHBORHOOD REVITALIZATION.

Since launching the Real Estate Co-Powerment Series with Omiceo Cares, Inc. in early 2017, we have graduated 52 students (four cohorts) from low-moderate income (LMI) neighborhoods on the cusp of significant change, including Neighborhood Allies' priority geographies as well as additional participants from other local neighborhoods. Our diverse roster of graduates range from community residents, CDC/CBO staff members, non-profit board members, and small business owners, and each have varying levels of exposure to the real estate discipline. We are intentional about equitably delivering this resource directly to the people and organizations who are leading and participating in development projects in Pittsburgh neighborhoods, particularly in low and moderate income communities.

Who the Co-Powerment Series is serving:



OUR NEXT COHORT LAUNCHES IN APRIL 2019! WE ARE EXPECTING 20 NEW AND DIVERSE PARTICIPANTS, FOCUSED IN LMI COMMUNITIES ACROSS PITTSBURGH INCLUDING HOMEWOOD, HILL DISTRICT, HILLTOP, LARIMER, WILKINSBURG AND MILLVALE!

As the program evolves and grows, so have our students. In the 1st cohort, 50% of participants were business owners or employed by community-based organizations. In the 2nd cohort, about 25% of participants were business owners while almost 60% were employed or formally affiliated with CBO's. The 3rd cohort represented almost 80% business owners and 40% were employed or formally affiliated with CBO's. And finally, in the 4th cohort, 93% of participants were representative of a CBO, with over 65% representing a CBO in the Homewood community.

Our graduates hold leadership roles, are staff members or are volunteers from numerous community serving organizations across the city including: Larimer Consensus Group, Belthoover Consensus Group, Lincoln-Lemington Revitalization Group, Hill CDC, Hill House Association, WAVE (Women Against Violence Enterprises), Lincoln-Lemington-Belmar Development Corporation, Center for Civic Arts, Perry Hilltop & Fineview Citizen's Council, Ujamaa Collective, Wilkinsburg CDC, Focus PGH, Urban Kind Institute, Riverside Center for Innovation, Bike PGH, New Sun Rising, Wilkinsburg Chamber of Commerce, Operation Better Block, Sankofa Village and Hazelwood Initiative among many others.

For more information, please visit: www.omiceolocares.org/programs

A CONCISE PROGRAM ONE-PAGER SERVES AS A WHAT?, WHERE?, WHO?, WHY? SUMMARY DOCUMENT THAT CAN BE USED AS VISUAL REPRESENTATION IN PROMOTIONS, REPORTS, WEBSITES/SOCIAL MEDIA AND FOR GENERAL OUTREACH

NEIGHBORHOOD ALLIES COMMUNITY CAPACITY BUILDING 2017/18 Impact Statement

Impact by the Numbers:



Since 2016, Neighborhood Allies has invested in multiple and concurrent community capacity building initiatives. This includes executing citizen participation under two Community Development Block Grant (CDBG) contracts and leveraging additional capacity to develop a shared real estate technical assistance program and a hyper-specific training for residents around real estate and development in communities. Our programs have been thoughtful, responsive, and strategic approaches that address current challenges within our communities. Throughout all our work, one role is omnipresent: we work to elevate the role community based organizations and residents play in the revitalization of their communities. To strengthen this effort, our capacity building work aligns with our Healthy Neighborhoods Framework and existing program offerings that are focused on supporting and developing four major areas: residents, organizations, networks, and resources.

Healthy Neighborhoods Framework:



Thank you to the City of Pittsburgh City Planning Department for your generous support of our capacity

IMPACT STATEMENTS TELL THE FULL STORY OF A PROGRAM OR INITIATIVE USING DATA & REAL-LIFE EXAMPLES TO CLEARLY ARTICULATE QUANTITATIVE AND QUALITATIVE IMPACT ON AN ANNUAL/BI-ANNUAL BASIS

EFFECTIVE INFOGRAPHICS HELP EXPLAIN AND SIMPLY COMPLEX PROGRAMS, PROCESSES & PARTNERSHIPS AND SUPPLEMENT VERBAL PRESENTATIONS