

# Strategy Analysis

Implementing Rapid Re-housing to Address  
Homelessness



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# Organization Background

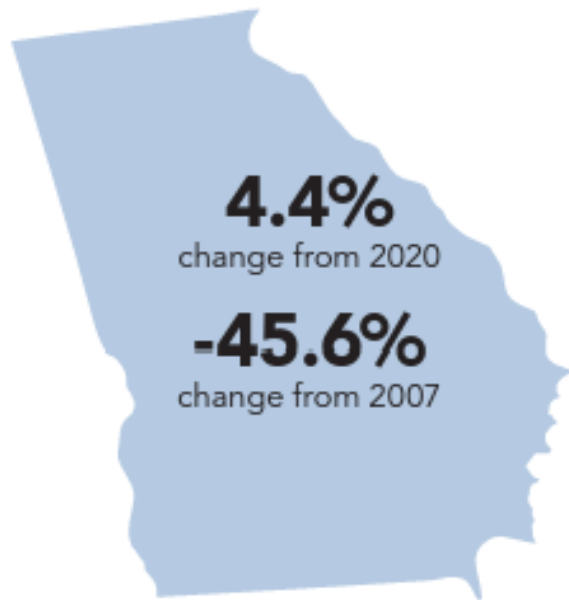


## Melanated Pearl, LLC

- ✓ **Nonprofit organization serving Clayton County, Georgia**
- ✓ **Dedicated to empowering and uplifting women of color**
- ✓ **Provided critical support to homeless women and families in the area for the past five years**
- ✓ **Offers services and programs to address the immediate needs of people experiencing homelessness and housing instability**

# Public Problem

## GEORGIA



Total Homeless, 2022  
**10,689**

### Estimates of Homelessness

**7,905** individuals

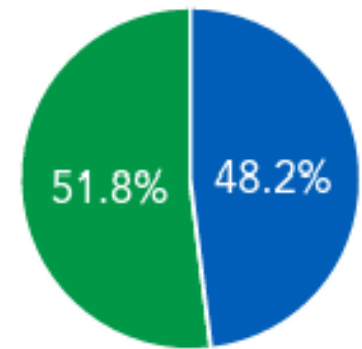
**2,784** people in families with children

**479** unaccompanied homeless youth

**664** veterans

**1,354** chronically homeless individuals

**9.9** in every **10,000** people were experiencing homelessness



■ Sheltered (5,154)  
■ Unsheltered (5,535)



# Organizational Challenge

The Melanated Pearl's current practice of addressing homelessness in Clayton County through **disjointed programs** and services is **insufficient** and **poorly coordinated**.

Portfolio of Programs:



EMERGENCY RENTAL ASSISTANCE



TRANSITIONAL HOUSING &  
EVICTION PREVENTION



HEALTH, WELLNESS, & SELF-  
CARE



JOB TRAINING & FINANCIAL  
LITERACY WORKSHOPS



COMMUNITY ADVOCACY &  
SUPPORT



# Strategic Solution

## RAPID RE-HOUSING

Rapid re-housing (RRH) quickly ends people's homelessness by helping them find and move into a home in their community. Once back in housing, people are in a better position to address other challenges that may have led to their homelessness – such as finding a new job or attending to health issues.



Source: National Alliance to End Homelessness

Melanated Pearl can better serve the homeless population in Clayton County by **consolidating existing initiatives and restructuring services** to implement a **Rapid Re-Housing strategy**.



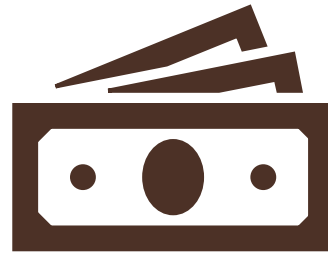


# Strategic Solution: Analysis



Longer-term  
solution

- ✓ **more likely** to be stably housed after one year
- ✓ **targeted** wrap-around services for self-sufficiency



More  
cost-effective

Average rapid-rehousing cost per stay is **lower** than costs for transitional housing and emergency shelter.



Better  
outcomes

- ✓ homeless for **less** time
- ✓ **improved** health and well-being



# S.W.O.T Analysis

## STRENGTHS

- Well connected within the Clayton County community
- Strong social media presence
- Large volunteer base
- Dedicated committees for all key initiatives
- Organization-owned transportation/vehicle
- Ability to secure federal and state support through grants
- Backbone support for the Oystershell Community Collective Initiative
- Successful implementation of multiple initiatives to support homeless individuals and families: Access to Water, Transitional Housing & Eviction Prevention, Emergency Rental Assistance, Mobile Wrap-around Services, Homeless Hygiene Kits

## OPPORTUNITIES

- No NGOs within the service areas offering similar services to the community
- Availability of grants from philanthropic foundations in the state
- Availability of federal and state funds
- Partnering with Continuum of Care (CoCs) in neighboring counties
- Leveraging resources from the National Alliance to End Homelessness and The Georgia Rapid Re-Housing Learning Collaborative

## WEAKNESSES

- Inability to track donors
- Lack of collaboration with the business community
- Involved in too many initiatives
- Lack of expertise in writing professional proposals for fundraising
- Limited experience as a Continuum of Care provider
- Financial instability

## THREATS

- Inability to stay connected with highly mobile, target populations
- Limited pool of full-time employee candidates with experience delivering services for homeless populations
- No Continuum of Care collaborative in Clayton County
- Housing market - low vacancy rates and increasing cost of rent



# Recommendations

To capitalize on **strengths** and **opportunities**:

- 1** Expand existing network to include partnerships with businesses and property managers.
- 2** Use existing national and state resources to develop program policies, guidelines, and eligibility criteria.

To address **weaknesses** and **threats**:

- 3** Streamline and align projects to focus on providing rapid re-housing services.
- 4** Champion a coordinated community effort.
- 5** Develop a case management plan.

