



Family Promise

of Greater Rochester

A history of growth to meet the needs of the community we serve...

- **1988**

The National Interfaith Hospitality Network (NIHN) headquartered in NJ was founded to address the problems that families who are homeless face

- **2001**

Nancy Frank and Rod Frohman began the process of developing an IHN in Rochester.

- **2003**

NIHN changed their name to Family Promise to Reflect the broad range of programming the organization offered. “It is the promise we make to each of our families and the promise inherent in each of our families.”

- **2004**

The Rochester Area Interfaith Hospitality Network (RAIHN) started their first rotation.

History (con't)

- **2008**

Life Skills classes were developed to assist families with skills like finances, budgeting, and parenting skills. Now called Enrichment Classes, they focus on wellness programs, as well as budgeting.

- **2010**

RAIHN developed the Aftercare & Stabilization Program, offering case management for up to one year to families transitioning from shelter into permanent housing.

Prevention and Rehousing

- **2018**

RAIHN was awarded a “Homeless No More” challenge grant through a national partnership between Family Promise and HUMI (Help Us Move In) a Washington state based not- for-profit.

These prevention funds are used for rental assistance, rental arrears and move-in expenses for qualifying families.

Early in RAIHN's development, Family Promise asked affiliates to change their name to Family Promise. RAIHN Board members at that time felt they were still working to establish our shelter program in the Rochester community and the time wasn't right.

- **2019**

RAIHN was approached again by FP to think about a name change to better align with the national organization. The RAIHN Executive Committee spoke with other affiliates, asked for feedback from coordinators and the Fund Development and Marketing Committee. The RAIHN Board voted to move forward with a name change.

Request for Name Change

WHY NOW?

- RAIHN has grown from just a shelter program. Programming now includes **prevention, rehousing, and aftercare.**
- A name change will enable us to interpret our expanded program to our constituency and externally to our funders.
- In January of 2020, we started work on a new strategic plan. This process was halted due to COVID, but will begin again this month (next week). This plan will include a comprehensive review of the mission, vision, current programs, and the organization's strategies and action plan for expansion, future direction and overall intended impact on the community. The name change correlates with the strategic planning process, as both will reflect the shared vision/mission of our future.

WHY NOW?

- Family Promise National states that " homelessness is a justice issue. Institutional racism is inextricably intertwined with the crisis of family homelessness. We cannot solve homelessness without solving our issues with racism. "
- National Family Promise is exploring ways to make racial justice more visible in the work they do on a national level and they are asking each affiliate to do the same. Family Promise National has provided all affiliates with resources to begin the journey.
- RAIHN now has a Racial Equity & Advocacy Committee. We recently had a retreat for the Board, staff, and committee members titled "The Road to Racial Equity" on Saturday, January 23rd.

Symbolism/Meaning

1. Family Promise embodies two core concepts:
 - A. The promise we make to families;
 - B. The promise each family has, their potential.
2. By changing the name, we demonstrate that the organization is committed to helping low-income families who are homeless find sustainable independence.

Symbolism/Meaning (con't)

3. The star logo represents the 5 points of our program **shelter, prevention, stabilization, community and promise** and allows us to put multiple programs under one purpose driven name.

Family Promise's 5-Pointed Star



Symbolism/Meaning (con't)

4. The strength of Family Promise comes from its affiliates. Having a common name will also help us in our national advocacy. All the great work of local affiliates (200+ from around the country) funnels up to have a national impact. National Family Promise can influence policy and raise awareness that benefit the overall mission.
5. The acronym RAIHN has served us well over the past 16 years, but Rochester Area Interfaith Hospitality Network only describes our Shelter Program and does not capture the growth of our programs to include Aftercare & Stabilization and Prevention, Diversion, & Rehousing.

1. The name Family Promise indicates an expanded vision and goal.
2. Appeal to a wider array of funders, particularly corporations and secular foundations.
3. Connect with national partners (example - Bomba Socks, Avocado Mattress, Woodforest National Bank, & Sesame Street).
4. Re-assert the mission and expand awareness.

**Please note that affiliates are not supported financially by Family Promise National.*

Funding

Marketing

By changing the name we:

1. Associate with a national organization whose mission is clear.
2. Benefit from national recognition, attention and promotion.
3. Adopt a name that speaks to vision and growth.
4. Gain advantages in fundraising, public relations and partnership.

Marketing (con't)

5. Gain an opportunity to reframe our unique, cost effective, and extremely successful programs for the community.
6. Attract potential donors who are drawn to shorter, more memorable names.
7. Join the other Family Promise affiliates. In the Upstate region there is a Family Promise of Wayne County, Family Promise of Western NY and Family Promise of Ontario County. We will now join them as Family Promise of Greater Rochester.

Name Change Roll Out

- Calls to long time donors were made week of Nov 1st.
- Letter announcing name change mailed out to donors, funders, participating organizations week of Nov 9th.
- E-Newsletter sent to mailing list week of Nov 9th.
- Filed with New York State to legally change the name.
- Annual Appeal letter sent at end of November.
- Clergy Luncheon held on December 8th.
- February virtual "State of the Organization" open to all with opportunity for questions and comments.

Name Change Roll Out (con't)

- Event at Day Center to unveil new sign...Date to be determined