



WE THE PEOPLE UNITED FOR CHANGE, INC.

A Non-Profit Organization

822 Guilford Avenue #1373

Baltimore, MD 21202

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I. EXECUTIVE SUMMARY

WE THE PEOPLE UNITED FOR CHANGE, INC. (referred to hereon in as the “Organization”), is registered as a Non-Profit Charitable Organization with the Maryland Secretary of State Charitable Division located on 16 Francis Street in Annapolis, Maryland 21401 and the Maryland Department of Assessments and Taxation located on 700 E. Pratt Street in Baltimore, Maryland 21202.

BUSINESS DESCRIPTION:

The Organization is a Non-Profit Corporation under Maryland state laws and is headed by Mustafa El Shabazz Bey.

MISSION STATEMENT:

Our mission is to revolutionize how we address homelessness in America by acquiring and rehabilitating vacant properties to design and develop tiny homes that provide safe and affordable permanent housing to all individuals experiencing homelessness. We are committed to fostering healthy communities, stabilizing the economy, and empowering people with the resources and support they need to rebuild their lives.

NEW SERVICE:

We aim to deliver sustainable tiny home developments and wraparound services designed to meet the unique needs of each individual experiencing chronic homelessness, so as to ensure a pathway to long-term stability and independence.

How We Will Provide This Service:

WE THE PEOPLE UNITED FOR CHANGE, INC. will lead every stage of this initiative — from planning and construction to resident support — ensuring that each person receives not just a home, but a foundation for a better life.

This will include:

1. **Site Development & Construction** – Partnering with local contractors, architects, and community stakeholders to design and build durable, eco-friendly tiny homes that maximize land use and community integration.

2. Wraparound Support Services and Ongoing Case Management–

Assign dedicated caseworkers to help residents navigate employment opportunities, job training programs, counseling services, and other community organizations, as well as provide access to healthcare by coordinating with healthcare providers, to address the holistic needs of residents.

3. Community Integration – Creating shared spaces such as gardens, community rooms, and skill-building areas to encourage social connections and mutual support among residents.

4. Sustainable Operations – Implementing renewable energy sources, water conservation systems, and low-maintenance designs to keep long-term operational costs manageable.

Through this model, **WE THE PEOPLE UNITED FOR CHANGE, INC.** will not only provide safe and dignified housing but will also deliver a comprehensive support system designed to address the root causes of chronic homelessness. Residents will have access to personalized case management, life skills training, employment readiness programs, and health and wellness resources. By fostering strong community connections, creating opportunities for self-sufficiency, and ensuring continuous access to wraparound services, we aim to empower individuals to break the cycle of homelessness and achieve sustainable, long-term independence.

II. BUSINESS SUMMARY

BUSINESS GOALS AND OBJECTIVES:

Short-Term Goals (First 12 Months)

1. **Secure Funding Commitments** – Obtain initial grants, donations, and sponsorships to launch the first tiny home development phase.
2. **Identify & Acquire Land** – Finalize the purchase or lease of suitable property for the tiny home village.
3. **Community & Stakeholder Engagement** – Host town hall meetings and partner with local organizations to build affordable housing and community support.
4. **Finalize Site Plans & Permits** – Complete architectural designs, zoning approvals, and construction permits.
5. **Build Initial Affordable Homes, Tiny Homes and Transitional Facilities** – Acquire land and develop affordable homes with a recreation center, a grocery store, a Transitional Facility, and construct a pilot group of 20–30 homes to begin housing residents quickly.
6. **Develop Wraparound Service Network** – Formalize partnerships with healthcare, job training, and mental health providers.
7. **Launch Resident Intake Program** – Establish eligibility criteria, application processes, and case management protocols.

8. **Hire & Train Staff** – Recruit project managers, caseworkers, and volunteers to support program operations.
9. **Establish Onsite Community Resources** – Set up communal gardens, meeting areas, and resource centers.
10. **Public Awareness Campaign** – Launch a media and outreach campaign to increase visibility and attract ongoing support.

Long-Term Goals

1. **Permanent Housing Stability** – Ensure that at least 90% of residents maintain stable housing for 5+ years after program completion.
2. **Economic Self-Sufficiency** – Support residents in achieving steady employment or sustainable income streams to fully cover their living expenses without assistance.
3. **Expansion of Tiny Home Villages** – Develop and operate multiple tiny home communities across Baltimore and surrounding regions, with the capacity to serve thousands annually.
4. **Integrated Community Support Network** – Build a strong, city-wide network of service providers, employers, educational institutions, and healthcare partners to maintain ongoing support for program graduates.
5. **Generational Impact** – Break the cycle of homelessness for families by ensuring children in the program have access to stable housing, quality education, and enrichment opportunities.
6. **Policy Influence & Advocacy** – Use data, research, and success stories from our model to influence housing policies and secure more

resources for sustainable housing solutions in Baltimore City and beyond.

7. **Sustainable Funding Base** – Establish a diversified, reliable funding structure (grants, donations, corporate partnerships, and earned income) to ensure the program operates without interruption for decades to come.

III. SWOT ANALYSIS:

STRENGTHS:

1. **Community Impact:** Strong record of improving living conditions and boosting community morale.
2. **Dedicated Network:** A network of skilled volunteers, contractors, and donors committed to the cause.
3. **Grants and Funding:** Access to specialized funding sources and grants dedicated to housing and community development.

WEAKNESSES:

1. **Limited Financial Resources:** Reliance on fluctuating donations and grants, which may constrain project scope and frequency.
2. **High Operational Costs:** Costs associated with materials, labor, and logistics can be significant.

3. Administrative Challenges: Potential inefficiencies or gaps in administrative processes and project management.

4. Dependence on Volunteers: Inconsistent availability and reliability of volunteer labor.

OPPORTUNITIES:

1. Partnerships: Collaboration with local governments, real estate developers, or other non-profits to access additional resources and expertise.

2. Grants and New Funding Sources: Opportunities to apply for new grants or funding programs targeting housing and community development.

3. Community Engagement: Growing interest in community improvement projects and increased volunteerism.

4. Technology Utilization: Use of technology for project management, donor engagement, and community outreach.

THREATS:

1. Economic Fluctuations: Economic downturns could lead to reduced donations and funding.

2. Regulatory Changes: New regulations or zoning laws that could impact rehabilitation projects or increase compliance costs.

3. Market Competition: Competition from other organizations or developers involved in housing initiatives.

4. Project Delays: Potential delays due to supply chain issues, contractor availability, or unforeseen structural problems.

LEGAL ISSUES:

The Organization **AFFIRMS** that it has met all legal obligations and is in Good Standing to operate as a Non-Profit Organization.

III. MARKET SUMMARY

1. Storytelling-Centered Branding

- Share real stories of transformation (with permission) from residents or families helped by your program.
- Use before-and-after visuals of tiny home developments and newly renovated transitional facilities to show progress.
- Feature resident testimonials in short videos and social posts.
- Develop a clear tagline, e.g., “Building Homes, Building Futures.

2. Social Media Campaigns

- Create monthly themed content (e.g., “Transformation Tuesday” with progress photos, “Fact Friday” with homelessness statistics).
- Use Instagram, Facebook, LinkedIn, and TikTok to reach different audiences.
- Post behind-the-scenes videos of home construction, community events, and volunteer days.
- Encourage hashtag engagement like #PathToIndependence or #TinyHomesBigChange.

3. Community Engagement & Partnerships

- Host communities open houses at tiny home villages.
- Partner with local schools, universities, and trade programs for volunteer and internship opportunities.
- Collaborate with faith-based groups and neighborhood associations for events and donation drives.
- Offer corporate sponsorship packages with recognition opportunities.

4. Media & PR Outreach

- Issue press releases for major milestones (land acquisition, village openings, funding wins).
- Invite local news outlets to cover ribbon-cuttings, volunteer days, and resident success stories.
- Pitch human interest stories to TV and newspaper reporters.

5. Fundraising-Focused Marketing

- Launch crowdfunding campaigns on GoFundMe, Givebutler, or Classy for specific projects (e.g., building one home = \$X donation goal).
- Show donors exactly where their money goes (e.g., \$100 = plumbing for a home, \$500 = insulation).
- Send quarterly impact newsletters to donors, with updates and success metrics.

6. Educational Advocacy

- Host free housing policy webinars or public forums to position your organization as a leader in sustainable housing solutions.
- Publish impact reports with statistics and stories to share with funders, officials, and community members.

By implementing these strategies, our nonprofit can effectively raise awareness, attract support, and make a significant impact in housing rehabilitation.

PROMOTIONAL STRATEGY:

1. Launch Signature Annual Events

- “Build-a-Home Day” – Invite the public, media, and local officials to help with construction, painting, or landscaping for a new tiny home.
- “Taste for Change” Food Festival – Partner with local restaurants and chefs, with proceeds going to housing initiatives.
- “Night Without a Home” Sleep-Out – Fundraising challenge where participants spend a night outdoors to raise awareness and funds.

2. Leverage Strategic Partnerships

- Work with local businesses to offer “Round Up for Housing” donation options at checkout.
- Partner with gyms, coffee shops, or boutiques to host donation drives (e.g., hygiene kits, winter gear).
- Collaborate with corporate sponsors who can promote your cause to their employees and customers.

3. Time-Limited Campaigns

- Use “matching gift challenges” where a major donor agrees to match all contributions for a set period.
- Run holiday campaigns (e.g., “Home for the Holidays”) with special donor perks such as nameplates on homes or trees.
- Create impact countdowns (“We’re 20 meals away from feeding everyone this week!”) to inspire quick action.

4. Incentive-Based Promotions

- Offer exclusive tours of tiny home villages for donors who contribute above a certain level.
- Give branded merchandise (T-shirts, tote bags, mugs) as donor thank-you gifts.
- Recognize supporters in your newsletter, website, or on a donor wall.

5. Social Media Challenges

- Launch viral challenges like “Build It Forward” where people share videos building something small (birdhouses, garden beds) and challenge friends to donate.
- Use short, emotionally compelling videos to make the case for giving or volunteering.

- Encourage user-generated content with impact hashtags (e.g., #ChangeStartsHere, #WeThePeopleHomes).

6. Media Push During Key Milestones

- Align promotions with ribbon-cuttings, major funding wins, or community partnerships.
- Invite TV, radio, and newspapers to cover volunteer days or resident move-ins.
- Publish human interest stories about residents transitioning into housing.

IV. FINANCIAL PLAN

1. Project Overview

- Project Name: **CHERRY HILL COMMUNITY DEVELOPMENT**

Proposed Project Budget

Cherry Hill Community Empowerment Project
Redevelopment of New Era Academy & Surrounding Land

1. Tiny Home Community Options

Option	Units	Unit Cost	Notes	Total
Option A – Mixed Tiny Homes (1–3 Bedroom, 350–500 sq ft)	25	\$75,000 avg	Includes utilities, foundation, site prep	\$1,875,000
Infrastructure (roads, utilities hookups, stormwater, landscaping)	-	-	Shared for all homes	\$400,000
Subtotal Option A				\$2,275,000

Option	Units	Unit Cost	Notes	Total
Option B – 2–3 Bedroom 2-Story Tiny Townhomes (600–800 sq ft)	25	\$130,000 avg	Multi-story, shared walls, larger footprint	\$3,250,000
Infrastructure (roads, utilities hookups, stormwater, landscaping)	-	-	Shared for all units	\$400,000
Subtotal Option B				\$3,650,000

2. Rehab of New Era Academy (Community Center + Shelter)

Item	Total
Structural & roof repairs	\$750,000
HVAC, plumbing, electrical upgrades Portable/AC units alternative: \$25,000	\$1,200,000
Interior buildout (shelter dorms, classrooms, multipurpose space, commercial kitchen)	\$1,500,000
ADA compliance & safety (sprinklers, ramps, elevators)	\$400,000
Subtotal	\$3,850,000

3. Community Garden & Urban Agriculture

Item	Total
Land prep & soil remediation	\$100,000
Raised beds, irrigation, fencing, storage shed	\$150,000
Greenhouse installation (optional)	\$200,000
Subtotal	\$450,000

4. Playground Repairs & Youth Recreation

Item	Total
Playground equipment repair/replacement	\$150,000
Basketball courts resurfacing + lighting	\$100,000
Outdoor seating, shade structures	\$50,000
Subtotal	\$300,000

5. Removal of Burned-Down Portables

Item	Total
Demolition & site clearing	\$100,000
Hazardous material abatement (asbestos/lead if needed)	\$50,000
Subtotal	\$150,000

6. Grocery Co-op (Elementary School Repurpose)

Item	Total
Building rehab (roof, plumbing, electrical)	\$750,000
Commercial refrigeration/freezers & fixtures	\$400,000
Point-of-sale, shelving, security	\$200,000
Working capital (initial inventory & staffing)	\$250,000
Subtotal	\$1,600,000

TOTAL PROJECT ESTIMATE – Comparison

Tiny Home Option	Total Tiny Homes + Infrastructure	Grand Total (All Other Costs Included)
Option A – Mixed 1–3 Bedroom Tiny Homes	\$2,275,000	\$10,025,000
Option B – 2–3 Bedroom 2-Story Townhomes	\$3,650,000	\$11,400,000

Other costs (school rehab, garden, playground, portables removal, grocery co-op) are consistent across options.

Potential Funding Sources

- **State Revitalization Programs:** Maryland DHCD – Project C.O.R.E., Community Legacy, Baltimore Regional Neighborhood Initiative
- **Federal HUD Grants:** Community Development Block Grant (CDBG), HOME funds
- **USDA Community Facilities Grants** (garden + co-op)
- **Philanthropic Partners:** Annie E. Casey Foundation, Abell Foundation, Open Society Institute Baltimore
- **New Markets Tax Credits (NMTC)** (grocery co-op + school rehab)
- **Private Partnerships & Community Fundraising**