

From: ksgzhope@yahoo.com,
To: sjohnclt@aol.com,
Subject: Fwd: Charlotte Area Fund -- Community Needs Assessment
Date: Fri, Jun 4, 2021 4:11 pm

Hello Steve

This is an announcement for Tuesday Morning Breakfast

Please see below

Karen Gipson

Begin forwarded message:

From: Helen Kimbrough <helen@nextstage-consulting.com>
Date: June 4, 2021 at 3:47:01 PM EDT
To: ksgzhope@yahoo.com
Subject: **Charlotte Area Fund -- Community Needs Assessment**

Karen,

Good afternoon! Thanks for your willingness to share the information below with Steve and the Tuesday Morning Forum. If you have any questions about this announcement, please let me know.

Have a great weekend!

Greetings! I hope all is well. I am writing to share that I am a consultant working with the **Charlotte Area Fund** on a strategic planning effort.

The Charlotte Area Fund is Mecklenburg County's **Community Action Agency** – an agency that receives state and federal funds to increase resources and opportunities, revitalize low-income communities, and empower families and individuals to become self-sufficient. I am reaching out to request your help on an important focus of the agency's work – a **Community Needs Assessment**. This assessment is a formal process to ensure the community's voice is well represented in the forming of a multi-year strategy for programming and services.

Can you help us to encourage people within your community to participate? We have created [a brief digital survey](#) that takes no more than 7 minutes to complete. We are seeking feedback to provide direction to the Charlotte Area Fund on the best way to allocate resources to meet the needs. **We are asking for your help** to promote this survey through e-mail marketing, social media and/or direct-access

to your program participants. To encourage participation, please note additional details below:

- All respondents who complete the survey will be eligible for free and discounted passes to cultural and entertainment experiences in the Queen City.
- The first 500 people who complete the survey will be eligible to receive a \$5 gift code to a much-loved Charlotte restaurant.
- There will also be a drawing for ten (10) grand prize winners who will be eligible to receive local experiences for a family of four (restaurants, sporting events, cultural events) of up to \$200 each.
- Organizations that demonstrate helping us recruit participants for this survey will be entered into a drawing for a \$250 cash contribution to their charitable cause of choice.

If you would prefer paper versions of the survey, please let us know and we will make sure to get those to you. Our goal is to complete this survey campaign by **June 30**. If you are willing to further your partnership with us and have interest in participating in a focus group or interview, please email me.

Thank you for your consideration and willingness to assist in this effort.

Sincerely,

Helen Hope Kimbrough

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Helen Hope Kimbrough, Consultant (she/her)

Next Stage | Strategy and Implementation for Social Good

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