

# PLANNING STUDY RESULTS

JANUARY 2019



## MALTA HOUSE HOPE FOR LIFE

After a six-week review, our development firm, the Steier Group, shared the following observations and recommendations to the Malta House Board of Directors on Jan. 17.

### Overall Observations

- 75 percent of respondents are familiar with the need for a larger space/desire to serve more women
- 89 percent of respondents favor a capital campaign
- 79 percent of respondents will make a personal gift to a campaign
- On a 10-point scale, the desire to move to a larger, renovated location capable of serving more women and their children scored an 8.79, an extremely high rating

### Recommendations

- Based upon the positive results of the study, the Steier Group recommends that Malta House move forward with a three-year capital campaign.
- The initial work begins with a three-month preparation phase focused on accomplishing key tasks including:
  - Finalizing construction plans and cost
  - Identifying and recruiting a strong, diverse volunteer team to work on the capital campaign
  - Designing a comprehensive communication plan designed to educate supporters on the needs facing Malta House
  - Planning and hosting donor cultivation events to share Malta House's broad vision and the plan to expand its impact in the community.
- Work with the Steier Group to research and prioritize area and national foundations which may consider supporting Malta House's mission.

### Decision

Our board unanimously agreed with the suggestions and voted to proceed with the effort. You will hear much more about this important project in the coming weeks and months.

Thank you to those who participated in this critical study for Malta House. Your valuable feedback will help ensure the success of our upcoming campaign.

Gratefully,

Michael O'Rourke  
Founder  
Malta House, Inc.

Kim Petrone  
Board Chair  
Malta House, Inc.

