

OKLAHOMA STATE UNIVERSITY

THE HONORS COLLEGE

DEPARTMENT OF MARKETING & INTERNATIONAL BUSINESS

COLLEGE STUDENTS' PERCEPTION OF HOMELESSNESS AND COMMUNITY SUPPORT
PROGRAMS

ALEXIS S BARRY

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ABSTRACT

Homelessness is a severe social issue that is facing the world today and impacts thousands of people daily. The public perception of homelessness is negative and there are a lot of misconceptions about people who are homeless. One of the popular misconceptions of homelessness is that it is because people are lazy or bad with money, but there is so much more than that.

This study and business plan focuses on identifying the college student's perception of people who are homeless, how they got there, resources available to help, and overall feelings about them. Then it goes into detail about the business plan for a potential nonprofit called, "Helping the Homeless". The business plan focuses on marketing strategy, financial projections, mission/vision statements, donor fundraising plans, and how they could make an impact. The exploratory data was collected by doing a literature search on homelessness and perception, a depth interview with a founder of a nonprofit organization called Neuro Assistance and conducting an exploratory survey online through Qualtrics.

INTRODUCTION

Homelessness has been traced all the way back to 1640, and people who were homeless were called “vagrants” and listed as outcasted individuals (n.a. 2). In the mid-eighteenth century, the homeless people were regarded as “sturdy beggars” and were found on every corner in the colonial town (n.a. 2). One of the main reason’s homelessness occurs is the insufficient needs that are not being met mentally or financially. “During the American Revolution, the homelessness increased like never before,” and many people were forced into homelessness (n.a. 3). By the start of the depression in 1857, “most of the growing cities were full of homeless people,” and there were no efforts to help from the government (n.a. 3). The lack of help from the government only got worse as time went on, and they received a lot of “criticism from many charity organizations but turned deaf ears on them” (n.a. 3). As the years went on, “civil war broke out and made the situation beyond human imagination” (n.a. 3). This caused a spike in homelessness and created a chaotic environment specifically for veterans who remained unemployed (n.a. 3).

Homelessness is a social issue that has a lot of public perceptions and biases towards it. Many nonprofit organizations help and stand up for social issues with preferences and strong opinions towards them. As part of my research, I examined a nonprofit called NeuroAssistance based out of the Fort Worth, TX area, whose focus is on helping people who have been involved in traumatic accidents and have no way of paying for the bills or equipment they must start using. Traumatic accidents affect people negatively because they are still in disbelief of their new circumstances and how they will forever change their lives. These traumatic experiences are parallel to homelessness because people who become homeless are often thrown into it and disbelieve that it has happened to them.

As part of my exploratory research, I focused on sending a questionnaire through Qualtrics to college students to identify their views on homelessness, why it occurs, if they think it is prevalent in society today, and other factors to gauge how important they believe it is. I chose to examine college students because they represent what the next generation of society will be like, so understanding their reasoning and opinions will help understand how homelessness will be seen in the future. Understanding how homelessness will be seen in the future is crucial in determining how strides will be taken to solve the issue.

I infer that the interactions and in-depth understanding college students have with homeless people will heavily influence their perspective and they will have a negative connotation at first and then realize how big of a problem it is in society today. My thesis begins with identifying my target population and chosen methods of research. I will then analyze past literature on homelessness and how it impacts a person's perspective. The methodology section will discuss participant information, research methods used, and sample characteristics. The results are arranged from the information found from participant's answers to the questionnaire.

METHOD

1. Literature Search

- a) The problem facing homelessness is that people are unaware of why it is happening and tend to just assume the people who are homeless are on drugs or are mentally handicapped. One of the main components of people who are homeless suffer from mental illness and that heavily impacts their situation. A literature search for this problem would be beneficial because it would be able to help identify and give more clarity on how mental illness directly impacts homelessness. When looking at homelessness, it is important to understand that “it is inevitable that those who are living on the streets or in housing shelters and are also additionally vulnerable due to their mental illness will become victims of violence, crimes, and severe physical diseases with increased likelihood of mortality” (Ventriglio 3). This journal article is relevant information to homelessness and nonprofits who are focused on homelessness because they focus on how mental illness can directly impact someone who is living on the streets, which heavily influences the type of care they need to get better. This is important when planning to start a nonprofit focused on homelessness because you need to identify the fundamentals of what caused homelessness and how it continues to impact those people who are homeless.
- b) When looking at homelessness it is important to understand that there are different connotations that people, specifically students ages 13-23 tend to have towards people who are homeless (Barnett 1). A questionnaire was completed by “a total of 459 fourth graders, high school students, and undergraduates” and the results were that participants expressed negative characteristics to the homeless in terms of “drug problems” and “laziness” (Barnett 1). This is important to understand because when

the students began the survey they were asked if they thought homelessness was a big issue and when they were asked the question again at the end of the survey, they had noticed the students rated it more of an issue at the end than the beginning (Barnett 1).

- c) When looking at what causes homelessness and how it happens, it is important to note that a lot of people who are homeless, tend to experience some sort of stigma from people, which makes them feel “shame” (Phillips 1). For this study, 115 individuals were participants and they found that “a majority of the participants viewed people who are homeless as lazy (29.56% of participants as definitely likely) and a majority viewed individuals as, “not working hard enough to earn income” (22.61% definitely likely)” (Phillips 1). This is important to realize because when people think of homelessness, they tend to categorize the people affected as lazy or not hardworking.
- d) When analyzing people who are homeless, it is important to focus on the way that people in the society view them and their perception of them. When most people think of people who are homeless, they wonder what caused them to get there and what they can do to help them out. When thinking if students/people want to help people who are homeless, it is important to understand that “students expressed that achieving social justice was an important societal goal” (Mobley 9). This is important because when looking at society’s perception of people who are homeless, it is good to understand that other people in society want to help and get them out of being homeless.

- e) When analyzing the behavior of people who are homeless, it is important to note that mental illness can play a part as to why they are on the streets. It is also important to understand their views on the services provided to them and how it is helping them. A “qualitative in-depth survey of 10 homeless people” indicates their views on the services they receive and if they are effective or not (Bhui 1). It is important to understand that people who are homeless are critical of the healthcare system’s desire to actually help them and give them the resources they need to get out of their current situation. It is useful to see the people who are homeless’ point of view because they are being directly impacted by the programs designed for them, so seeing if they are satisfied or not will help indicate if the programs for people who are homeless need to change.
- f) When looking at how people who are homeless obtain donations, it is important to understand what makes people uncomfortable and not uncomfortable. This study focused on how the usage of signs either made people feel comfortable or uncomfortable based on if they were humorous or not or if they had a sign or not (Boster 1). The results that were found emphasized that, “positive perceptions of them led to more comfort, which led to more donations” and “these findings suggest that signs make potential donors feel uncomfortable, potentially resulting in diminished donations” (Boster 1). These are important to understand because when people who are homeless are trying to get donations, they have to have the people around them feel comfortable enough to donate to them. Looking at these results it is important to note that when people who are homeless do not have signs, they are more likely to get a donation, than if they have a sign asking for money.

- g) When looking at homelessness it is important to understand that mental illness and substance abuse can play a big role in how people end up homeless. This study focused on how people who are homeless with mental illness ended up in homelessness (Piat 1). The results from the “consumer narrative interviews (n=219)” showed that “individual factors, such as substance abuse, relationship conflicts, and mental health issues significantly contributed to homelessness” (Piat 1). This is important to understand because when looking at homelessness you need to understand what factors can cause people to end up homeless.
- h) To understand homelessness, it is important to look at it from the understanding of people who are homeless and their point of view. This study explored the perceptions of parents who were homeless and if that impacted the “development and academic achievement for their children” (Morris 1). The study interviewed 34 homeless families from diverse backgrounds and multiple factors were found, “including unstable relationships, abuse and violence, abdication of parental responsibility, poor parenting models and resilient children” (Morris 1). These factors are important to understand because they showcase how people who are homeless are living and what factors can impact their children and their development.
- i) From a societal perspective, it is important to understand the seriousness of homelessness and the role it plays in society. This study used qualitative research and interviews from “34 homeless volunteer participants with 87 children” (Morris 1). The purpose of this study was to focus on patterns and descriptors, which were described under “four themes: external locus of control, deterrents to health, economic barriers, and lack of support” (Morris 1). These findings are important

because they “indicate that there is an urgent need for preventative approaches to alleviate homelessness and its attendant health problems” (Morris 1). The recommendations to identify homelessness early and prevent it from continuing to happen are to have “school nurses, health educators, and coordinators promote realistic strategies, programs, and policies in the delivery of services to homeless families” (Morris 2).

- j) This study focuses on looking to see if men who have been incarcerated are more likely to end up homeless (Gowan 1). “Among the homeless men in the study, crimes of desperation, aggressive policing of status offense, and the close proximity of many ex-cons created a strong likelihood of incarceration and reincarceration” (Gowan 1). This is important to understand because it focuses on the impact that being incarcerated has on people and their likelihood to end up homeless because of it. Going along with the importance of if incarcerated men will end up homeless, it is also beneficial to note that, “time inside consistently eroded employability, family ties, and other defences against homelessness; several of the men had become homeless for the first time directly following release from a carceral establishment” (Gowan 1). This is important to understand because it shows that men who have been incarcerated are more likely to end up homeless, then those who have not spent time incarcerated.

2. Neuro Assistance Depth Interview with Cindi Cooperman

The goal of this interview was to gain insight on the steps taken to start a nonprofit, how it operates daily, and what it takes to be operate successfully.

a) Depth interviews are a great way to test the idea of what people think on a certain topic and get valuable insight. This way of research was beneficial for my thesis because I am writing a business plan on how to start a nonprofit to better serve people who are homeless. Cindi Cooperman started her own nonprofit to help people who had suffered traumatic accidents several years ago, so this way of research got direct answers from someone in the industry I want to go into and provided a lot of clarity. The way I conducted this section was by interviewing Cindi Cooperman by asking her a series of questions to understand how her nonprofit started, why she started it, what legal steps she took to pursue it, what obstacles she had to overcome along the way, and overall, how she started and has continued to run a very successful nonprofit that impacts a lot of people in a positive way.

(1) The findings and insight from the depth interview were beneficial because she focused a lot on how people typically do not start nonprofits or other businesses because they think they are going to suddenly stop becoming so busy, so naturally it gets pushed off and off for years. Before she started Neuro Assistance she was working at an airline the entirety of her professional career. The leap of faith to venture out into the nonprofit realm occurred later in her life and has been something she is passionate about ever since its inception in 2008. How Cindi Cooperman managed to start a nonprofit was based on determination, mentorship by an experienced coach, having a wide network of people in her life to support her, and perseverance to overcome any obstacles she encountered. She was working full time while starting the nonprofit and she did all the paperwork herself. The drive and work ethic are crucial when thinking of starting a nonprofit

because of the initiative and determination you must have to make the nonprofit successful and get properly funded. The specific steps that she took to start the Nonprofit were to research the industry to see if there are other Nonprofit's like it in the area and if there were none/not a lot of competition, then she moved onto the legal side and started working on her business plan. She did all the paperwork herself for grants, the bylaws, the business plan, and fundraising strategy, so she suggested that I should contact a lawyer for help in writing these because of how complex and time consuming it was. She then started to focus on the donor side and how she would get donations/grants to fund the Nonprofit, so she established a plan on how she was going to write grants and get donations. The next thing she did after the grants/donors were done, she filed with the Government and started to partner with the hospitals to start getting in touch with potential clients. Overall, Cindi Cooperman provided a unique insight on the steps she took to start Neuro Assistance and is a very reputable person in the nonprofit sector to learn from.

3. Exploratory Research Study

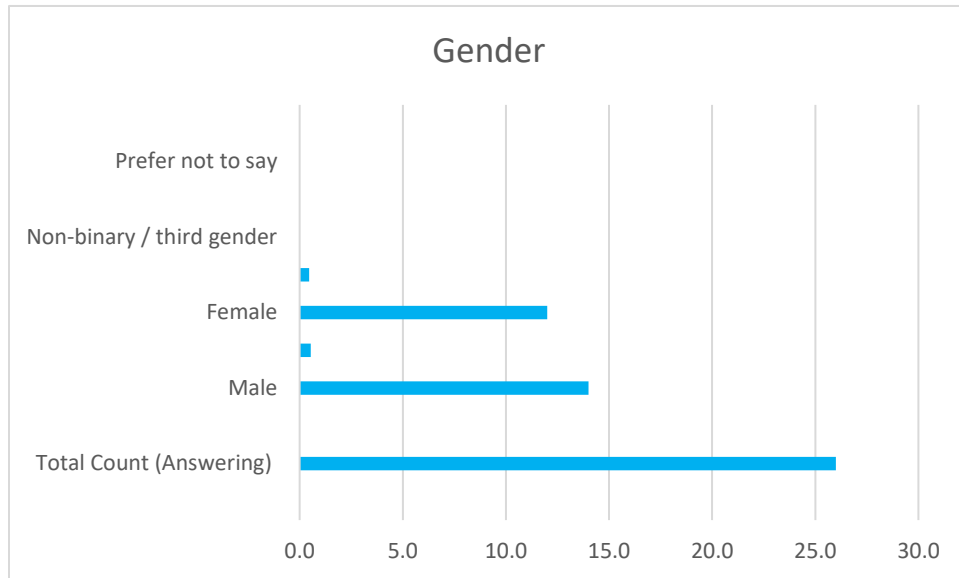
An email survey was sent out and distributed to a convenience sample of current students at OSU who were ages 18-23. The findings from the survey were that there were 27 usable surveys over a week period and the response rate was 36% (27/81). The response rate measures how many people took the survey divided by the sample number of who it was sent to. I sent the survey out to a designated list of students, so overall around 81 students should have been contacted to participate in the survey.

Data from the survey provided a lot of clarity on student's perceptions of homelessness and how it has impacted how they view people who are homeless. A concern was that students would not think homelessness is a serious of enough issue, but only 7% of the respondents thought it was only slightly important, whereas 44.4% thought it was extremely important. 81.5% of respondents think that homelessness has gotten worse over the years and only 11.1% think it has stayed the same.

RESULTS

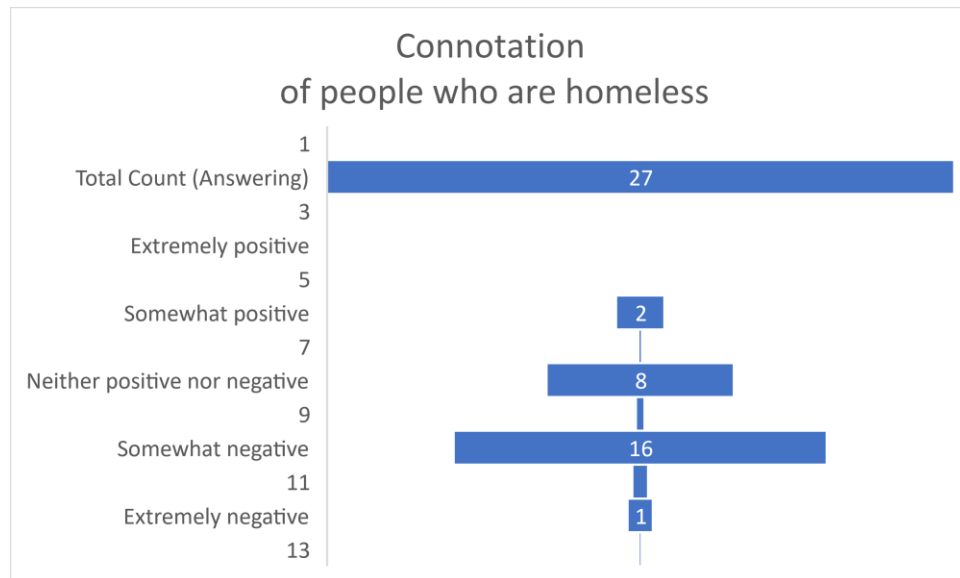
Analysis

- a. From the survey, the average demographic numbers can be described as:
53.8% male (14) and 46.2% female (12).



- b. From the survey, I measured to see if there was any correlation between if the respondent's gender influenced their understanding/opinion of how important of an issue, they thought homelessness was. The results were that 50% of women thought homelessness was an important issue, whereas only 35.7% of men thought it was. The standard deviation was 1.1 for male and 0.9 for female.
- c. From the survey, I also measured to see if people tend to associate people who are homeless with a positive or negative connotation. The results were that 59.3% of the respondents (16) thought the connotation was "somewhat

negative” and 29.6% of the respondent’s (8) thought it was “neither positive nor negative”.



Use of Inferential Statistics

From the exploratory research I conducted, most students did not have a positive view of people who are homeless, so we can hypothesize that because this research displays a negative interaction between college students and people who are homeless, then we can most college students feel this way.

Limitations

The limitations I encountered within my research was sample size and data bias, lack of time, access to certain data and the methodology in how it was conducted. The sample size was contained to OSU students, ranging ages from 18-23. This limited our reach to expand to other students or adults from other places that could have participated. With my sample size, I reached

around 30 people, but because some sections were left blank, there was a sample bias. My survey was only sent over a few days' time span, so because of this I had a time constraint. Had I not been limited to such a small section of time; I probably could have been able to reach more people and send the survey out multiple times.

Data collection was also a limitation because I only used a Qualtrics data form. If I had used multiple ways of researching, such as other forms, in-person interviews with students, then some results could have been different. Some of the respondents could have gotten confused from the online form, which could impact the data as well. Given all the potential data that is out there, there is no way I could have been able to access all the research. The specific method of research I chose to use, which was an online survey and depth interview, could have provided different results had I used a different methodology. The quality of data I got depended heavily on the method I chose to use and analyze in.

Business Plan for “Helping the Homeless”

NAME AND VALUES

The name of the Nonprofit is “Helping the Homeless”, and the values of the nonprofit will be focused on:

- Kindness
- Selflessness
- Equality
- Collaboration
- Compassion
- Respect
- Inclusiveness

OUR VISION

“Create a world where no person has to sleep on the streets.”

OUR MISSION

“To work towards making it to where no person must sleep on the streets, we will dedicate hours of research and labor to make the dream a reality because we believe that no human being should be without shelter, food, clothing, or a feeling of having a home to go to.

We want to ensure that the world dedicates time and efforts towards making homelessness a thing of the past and will do everything in our power to make this dream a reality”.

SERVICES RENDERED

Services offered:

- Shelters for people who are homeless
 - Day and night shelters
- Food kitchens for access to food day and night
- A physical building that houses all the facilities and is a “one stop shop” for all the people who are homeless
- Legal help to clear records
- Collaboration with clothing stores to be able to provide the people who are homeless with clothes, business clothes, and just good quality things to wear
- Psychiatrists to help with mental illness and provide the people with medication or counseling
- Help from professionals who specialize in job hunting and provide jobs for the people
- Collaborate with Habitat for Humanity to provide long term housing for the people

MARKETING PLAN

1. Current Business Situation

- a. The name of the Nonprofit is “Helping the Homeless”, and we are focused on helping people combat homelessness and find safety within our shelters and resources. We are currently located in Oklahoma City, OK, but are planning to expand and operate in any other states as well. We have 2 full time employees and are

planning on expanding to at least 5 full time employees within the next 5 years.

- b. Within the last year we have been able to successfully search for locations to be the day shelter- which will be a place where the people who are homeless can come to sleep, eat, find jobs, get clothing, and overall, just have a home.
- c. The major sources of influence will come from the board of directors, but we are also planning on applying for grants from public donors.

(ii) Market Goal

- 1. Our overall marketing goal is to collaborate with other homeless shelters and resources in Oklahoma, so we can work together to fight homelessness and provide positive resources to those impacted by it.
- 2. These are the specific market goals we have set for ourselves:
 - a. To help 25% of the homeless population within the first year
 - b. To reduce homelessness by 15% in the next 3-4 years
 - c. To generate solely off donations

4. 2021 SMART Fundraising Goals-Helping the Homeless

Strategy Focus: Growth through donor acquisition and retention						
#	Focus Areas	Obstacles	Targets			
Donor Acquisition						
1	Invest in Facebook/Instagram ads to engage audience	Budget and not a staff member skilled in this	Acquire 100 new donors in 2021 and increase social media reach			
2	Improve website and online donation experience	Expensive to pay for website management	Increase donor convenience on website			
Donor Engagement						
3	Launch donor thanks events	Limited time to dedicate to this	Raise > \$30,000 through events			
Donor Retention						
4	Produce a monthly newsletter for donors	Not seen as important by staff	Retain 50% of donors from 2020			
5	Distribute a quarterly survey for donors to take	Not prioritized/taken seriously by staff	Increase reach to 40% to gain valuable feedback			

(i) Market Analysis

1. Target market (customers)

- a. People who are struggling with homelessness and have no shelter or place to go home to
- b. People who have no source of income
- c. People who do not have access to food or water
- d. People who do not have access to legal help, psychiatry help, and other resources

(ii) SWOT Analysis

1. Strength

- a. Our strength as a foundation is based on the passion for wanting to help people who are homeless and knowing exactly how to do that. A lot of other nonprofits have opened up specific sectors to helping combat the problem (such as solely opening food pantries, clothing places, etc), but to be the most effective we are going to be a “one stop shop” where they will have access to all the things, they could need

2. Weakness

- a. Our weakness is our size and workforce. Right now I am the only employee, so I am doing all the marketing, accounting, managing, sales, and other various tasks, so I am not able to be as productive as I would hope

3. Opportunity

- a. Our opportunity is focused on collaborating with the other nonprofits in the Oklahoma area to see how we can complement each other and make a bigger impact in the community

4. Threat

- a. Our threat would be that there are already so many nonprofit's similar to this, so we will really need to focus on differentiating ourselves

5. Differentiation

- a) The differentiation between this Nonprofit and others would be that “Helping the Homeless” will be focused on having one location for all the needs that someone who is homeless could have. Nowadays, a lot of resources, such as Nonprofits that focus on clothing, food, legal help, and shelter are in different locations around a city, so it is not very easily accessible to people who are homeless to get there. This Nonprofit of “Helping the Homeless”, would focus on eliminating that hassle of having to go to multiple locations to get help and have it all in one place that is easily accessible to the people who are homeless.

FINANCIAL PROJECTION

Sales and Marketing Strategy:

The sources of income for the foundation are going to be focused on getting revenue from private donors, grants, and fundraising. We will also generate money in other ways, such as:

- Grants and gift matching
- Corporate giving and partnership development
- Mail campaigns
- Social media campaigns
- Donations
- Board member donations
- Fundraising events (such as a Phone-A-Thon)
- Sponsorship Deals
- Collaborations
- Government funding
- Phone calls

Fundraising Strategy Chart for Nonprofit Organization			
Activity or Funding Source	Amount it Should Raise	New or Unusual Expenses	Total Amount
Donations	\$1,590,000	\$0	\$1,590,000
Grants	\$50,000	\$30,000	\$20,000
Fundraising events	\$0	\$4,000	(\$4,000)
	\$0	\$50,000	(\$50,000)
Increased Facility Budget	\$0	\$100,000	(\$100,000)
		Grand Total:	\$1,456,000

DONOR PLAN

1. Build a team
 - a. Solicit major donors
 - b. Event committees
 - c. Corporate sponsorship solicitation
 - d. Social media campaigns
2. Fundraising Events
 - a. Smaller donors
 - i. Target them on social media to donate a few dollars through Instagram/Facebook stories to win a small prize/raffle and be featured on the social media page
 - b. Mid-level donors
 - i. Have a fundraising event that allows the donors to come to a silent auction/bingo/raffle, where they can be recognized for their donation and still try to win prizes
 - c. Major donors
 - i. Have a gold tournament/gala to allow the major donors to meet and network with each other and have a “recognition wall”, where the donors name and gift amount will be on display for all to see
3. Identify donor levels
 - a. New donors
 - i. Typically start with a small gift and then focus on building relationship and trust with them

- b. Loyal donors
 - i. Gained and developed trust in organization and continually give small amounts regularly over time
- c. Major donors
 - i. Gained and developed trust in organization and are fully committed to donating at a high level regularly

(ii) Fundraising Cycle for Potential Donors

1. Identify prospects
 - a. Access
 - i. There is an established connection with these potential donors
 - b. Belief
 - i. There is a similar interest/belief with these potential donors
 - c. Capacity
 - i. There is an opportunity for these potential donors to move up in the donation pyramid
 - d. Aspects to look for:
 - i. Referrals
 - ii. Longevity
 - iii. Cumulative Giving
 - iv. Engagement
2. Qualification

- a. Determine if the potential prospect might be willing and able to make a gift by conducting research on prospect and previous donations, they have made
- b. Cultivation
 - i. This is the period where visits to their home, office, and to the Nonprofit for a tour will be useful in identifying their passions and motivation for donating.
- c. Solicitation
 - i. This is the period where the ask is made, and it should be personalized to each potential donor
- d. Stewardship
 - i. This is the period where it is important to keep in contact and engagement with the donor to show them thanks and recognition for their gift

Fundraising Strategy Chart for Donors			
Gift Amount	# of Gifts	# of Prospects	Total
\$150,000	2	6	\$300,000
\$75,000	4	12	\$300,000
\$40,000	6	18	\$240,000
\$20,000	8	30	\$160,000
\$10,000	20	40	\$200,000
\$5,000	28	50	\$140,000

\$2,500	50	90	\$125,000
		Grand Total:	\$1,590,000

CONCLUSION

In conclusion, the topic of homelessness is one that needs to keep being mentioned. From the exploratory data and survey and literature search, it shows that most people have a negative connotation or feel uncomfortable when they see/interact with someone who is homeless. This stigma is something that will inhibit the growth of fixing this issue in the long term, so making sure the people are properly informed of what causes homelessness is crucial. A lot of people think that homelessness is only people who have a drug addiction or are bad at money, but these are not the only reasons as to why people struggle and end up homeless. People end up homeless because they are struggling with mental illness, they are a veteran who lost benefits, or they just cannot keep a job due to the Pandemic. Having an open mindset when working with people who are homeless is crucial to being able to be open and understanding to help them.

The business plan portion focuses on the Nonprofit I hope to one day open called “Helping the Homeless”. It focuses on making a place where there is a one stop shop where people who are homeless can go to get all the help they need. There will be help centered on housing, food, shelter, clothing, legal help, and other things that people who are homeless need but do not have access to. The business plan focuses on the mission statement, values, services offered, financial information, specific goals for fundraising, marketing strategy, and a donor fundraising plan. These sectors are important because they are focused on what will make the business successful and help more people. The values and mission statement are focused on helping people who are homeless and really getting to the root of the problem, not just aiding

surface level problems. The services offered focus on how to really help the people impacted and are focused on specific ways to help them. The financial information is focused on how the organization will get funding and operating, so it is focused on grants, donations, fundraising, and possibly funding from the government. The marketing strategy section covers the target market, what kind of impact we hope to make, and overall, just focus on how to target the people we hope to help. Lastly, the donor fundraising plan focuses on the levels of donors and specific gifts with number amounts to use when calculating donations.

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APPENDICES

- a. Interview questions for depth interview with Cindi Cooperman
- b. Data Collection Forms

b. Interview Questions for depth interview with Cindi Cooperman

1

Initial Interview with Ms. Cooperman

Interviewee: Ms. Cindi Cooperman

Position: Executive Director

Company: Neuro Assistance Foundation

Location: Dallas/Fort Worth Area

Industry: Nonprofit Organization

Company Information:

Website: <https://www.neuroassistance.org/>

OUR MISSION:

Neuro Assistance Foundation is dedicated to assisting spinal cord injured and disabled individuals in the Dallas/Fort Worth area to achieve self-sufficiency and mobility through assistive vehicles, equipment, technology and home modifications.

OUR VISION:

NAF will strive to ensure that every spinal cord injured or disabled person in our community has the equipment necessary to be mobile and independent.

Questions:

1. Tell me a little about yourself
 - a. Such as where you're from, how you met/know the wonderful Kim Booker, and your interests
2. What is your educational background?
3. What is your professional background before Neuro Assistance?
 - a. Have you worked for Nonprofit Organizations before?
 - b. Have you worked for For-Profit Organizations?
 - i. From your perspective, what are the differences between the two?
 1. Which do you prefer? And why?
4. How did you get into this role?
5. How did Neuro Assistance start?
 - a. How was it founded?
 - b. What was their mission for founding it?
 - c. How many employees does it have?
 - i. What is the corporate culture like?
 - d. What is the procedure they followed to start it?
 - e. What components does the business plan have?
6. Where does most of the funding come from?
 - a. What percentage of your budget comes from private donations, and what do private donations help you to do that your other sources of funding don't cover?
 - b. Fundraising methods?
7. Is research collected/data analytics measured?
 - a. If so, what specific research methods are used?
 - i. If so, is it giving you insight on how to improve?
 - b. What data have you gathered?
8. Give me your best example of the way you've seen your organization's work make a difference in people's lives?
9. What are areas of opportunity for your organization?
 - a. What could you do better?
 - b. Do you have a strategic plan?

i. What key things are you trying to accomplish in that plan?

10. Is there anything that you wish more people knew about your organization or the issues you are trying to solve?
11. How do you keep your supporters up to date about your work?
 - a. Newsletter, social media, email campaigns?
12. How do community members get involved as a Board Member?
13. What advice would you give someone who is wanting to start their own Nonprofit Organization?

b. Data Collection Forms

Qualtrics Survey Software <https://oa.statebusines.az1.qualtrics.com/Q/EditSection/Blocks/Attn/Ge...>

Default Question Block

Hello! My team is doing a market analysis questionnaire survey of **homelessness behavior**. Your feedback is very important to us. It takes less than **10 minutes**. Please fill it out truthfully. All data and results of this survey are for academic research only. We will keep your questionnaire information strictly confidential. Thank you for taking the time to cooperate and participate.

Describe what comes to mind when you think of people who are homeless?

Do you tend to associate people who are homeless with a positive or negative connotation?

- Extremely positive
- Somewhat positive
- Neither positive nor negative
- Somewhat negative
- Extremely negative

What makes you have that connotation towards them?

Do you think that homelessness is a result from personal (bad decisions, bad luck, etc) or societal factors (structure, lack of opportunities, etc)?

- Personal
- Societal
- Mixture of both

Have you ever had any contact with people who are homeless?

- Definitely yes
- Probably yes
- Might or might not
- Probably not
- Definitely not

If you have had contact, what was it like?

How do you feel when you are around people who are homeless?

- Extremely comfortable
- Somewhat comfortable
- Neither comfortable nor uncomfortable
- Somewhat uncomfortable
- Extremely uncomfortable

Have you ever known someone personally who was homeless?

- Definitely yes
- Probably yes
- Might or might not
- Probably not
- Definitely not

Have you or a family member ever been homeless?

- Definitely yes
- Probably yes
- Might or might not
- Probably not
- Definitely not

How important of an issue do you think homelessness is right now?

- Extremely important
- Very important
- Moderately important
- Slightly important
- Not at all important

Do you think homelessness should receive more or less attention right now?

- Defintely More
- Slightly More
- Neither too much nor too little
- Slightly less
- Far less

Do you think there are enough homeless shelters to accommodate all the people who are homeless?

- Definitely yes
- Probably yes
- Might or might not
- Probably not
- Definitely not

In recent years, has homelessness gotten worse, better, or stayed the same?

- Worse
- Better
- Stayed the same

Why do you believe it has gotten that way?

Block 1

With which gender do you most identify?

- Male
- Female
- Non-binary / third gender
- Prefer not to say

What is your marital status?

- Married
- Widowed
- Divorced
- Separated
- Never married

What is your age?

- Under 18
- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 - 74
- 75 - 84
- 85 or older

What is your ethnicity?

- White
- Black or African American
- American Indian or Alaska Native
- Asian
- Native Hawaiian or Pacific Islander
- Other

What is your level of education?

- Less than high school
- High school graduate
- Some college
- 2 year degree
- 4 year degree
- Professional degree
- Doctorate

What is your level of employment?

- Employed full time
- Employed part time
- Unemployed looking for work
- Unemployed not looking for work
- Retired
- Student
- Disabled

What is your yearly income?

- Less than \$10,000
- \$10,000 - \$19,999
- \$20,000 - \$29,999
- \$30,000 - \$39,999
- \$40,000 - \$49,999
- \$50,000 - \$59,999
- \$60,000 - \$69,999
- \$70,000 - \$79,999
- \$80,000 - \$89,999
- \$90,000 - \$99,999
- \$100,000 - \$149,999
- More than \$150,000

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