



S H U M A N
HEARTHOUSE

Case Statement

Communities across the country last conducted point-in-time homeless counts in January 2019. The Monterey County homeless census was conducted on January 31. It identified 2,422 homeless individuals in Monterey County. Only 592 of these individuals were sheltered. There were 848 women and 156 families with 596 members. More than half the families were unsheltered on the day of the count.

These censuses are generally considered an undercount of homelessness due to the methodology used. In addition, a growth in homelessness has been observed during the COVID-19 pandemic.

“Homeless women and families are particularly vulnerable to exploitation and violence.”
~ Thomas Muir, LCSW, Community Outreach Program, Montage Health

On January 19, 2021, Community Human Services opened Casa de Noche Buena in Seaside – the Monterey Peninsula’s first homeless shelter for single women and families with children. The shelter provides safe, warm lodgings, meals, and a host of supportive services provided by case managers on site, including housing navigation, assistance with employment and education, enrollment in mainstream benefits programs, linkages to health, mental health and substance abuse services and recreational activities.

In the first 4 hours that we began accepting applications we received calls from 21 families and 31 single women – more than triple what we could serve under COVID protocols. There are currently 229 people on the waiting list. Since opening our doors, we have served 41 guests. Twenty-seven have exited the shelter – 70% to permanent or transitional housing. Our service model works!

Community Human Services will duplicate this success with a second shelter for women and families in Monterey – Shuman HeartHouse. The Shuman Family of Carmel has generously donated \$3.1M to purchase a building at 600 E. Franklin Street for this purpose and will also cover architect and engineering fees. The building is ideal; it is zoned for a shelter, requires no use permit, has ample water credits, is within walking distance to many amenities, and is near bus lines. It was recently renovated and is in beautiful condition, but needs additional modifications such as bathrooms, a commercial kitchen, a laundry room and sleeping quarters to function as a shelter.

The Shuman’s have made a remarkable lead gift. It is now vital that we raise an additional \$3.23M for building renovations, one-time startup costs (furnishings and equipment), and first year operating expenses. Donors will receive recognition, have opportunities for naming rights and be entitled to tax benefits as allowed by the IRS. Please consider a generous donation to help to make this dream a reality.



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Women and families are experiencing homelessness in our community at historic levels, and COVID-19 is only exacerbating the problem. That is why we are working to make Shuman HeartHouse happen as quickly as possible.

We have the building, the zoning and the water. We have over 50 years of experience managing social services programs, a reputation for providing quality services, and a track record of delivering positive outcomes.

You can keep the momentum going by making an impactful donation. Join Community Human Services in making Shuman HeartHouse for women and families a reality in early 2023.

Community Human Services is a nonprofit agency dedicated to providing high quality mental health, substance abuse and homeless services to help Monterey County residents reach their full potential since 1969. For more information about Community Human Services, visit our website at www.chservices.org or contact:

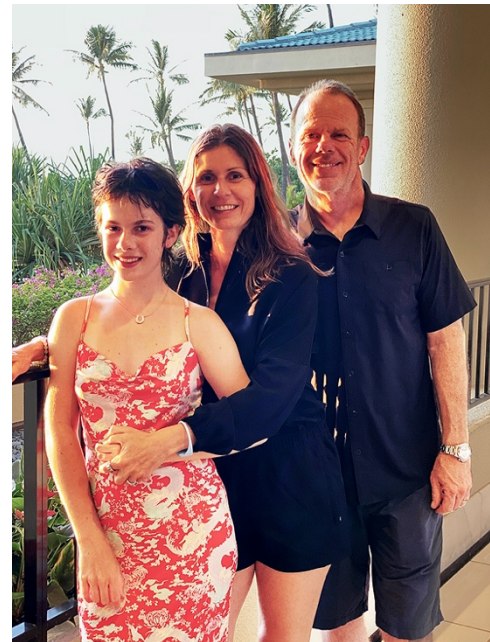
- Robin McCrae, Chief Executive Officer, rmccrae@chservices.org, (831) 595-3715

The Donor's Story

Food and shelter are basic needs for all people. For decades, our family has focused on investing in community through food and shelter, whether it be through business endeavors or nonprofit impact. As a developer by career, I have an understanding and appreciation for the impact housing has on entire communities. My wife Adriana has a diverse background and passion for sustainable foods, food supply chains, and the impact food choices have on the health of individuals, communities and the environment. Together, we have committed part of our life work to giving back to the communities in which we live and work. Our family foundation has always supported the environment, homelessness and at-risk families and children. Giving back to the community is important to us, and it sets an example for our daughter. She has always been involved in some way, whether through conversations or hands-on work.

Shortly after our family of three moved to the Monterey Peninsula, I saw the need for a homeless shelter. I have always wanted to open a shelter for women and families experiencing homelessness. In 2013, while trying to locate a local shelter to support, I came to find out that there weren't any shelters for women or families in Monterey. My passion and commitment grew stronger as I searched for shelters. I came across the nonprofit organization Gathering for Women which provides food and many services for women, although no housing.

While Gathering for Women demonstrated strength in providing day center services, the most difficult thing for me was to see the women leave after they had received all these great services and support. At the end of the day, they had to go find a place to sleep outside or in their car. This continued to affect me to my core.



Through our work with Gathering for Women, we learned about Casa De Noche Buena, a shelter being built in Seaside to serve women and families. Casa De Nocha Buena was established through a partnership between Community Human Services (CHS) and Gathering for Women with CHS taking the lead. I joined the committee and helped with the development and construction process for this first shelter for women and families on the Monterey Peninsula. This opportunity was impactful



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and enlightening. It was joyous, yet it didn't satisfy my bigger vision of having a shelter in Monterey. A new spark was ignited after Casa De Nocha Buena was launched.

It has always been my vision to have a shelter in Monterey where there is so much need but so many constraints due to lack of water and lack of appropriate buildings and building sites. For years, I have tried to find a building in Monterey. I have looked endlessly. In 2020, I finally came across property on Franklin Street that was perfect for what I had envisioned! I knew it was my job to make this happen. Because of my family's prior experience with and commitment to Casa De Noche Buena, I knew Community Human Services would be the perfect partner to make my vision a reality.

Community Human Services is the perfect fit for managing this new Monterey shelter. I know CHS has the experience and the know-how to help make this happen. Their proven track record of managing finances and successfully operating various types of shelters and residential treatment facilities is evident to me. They are the right choice for my investment.

Gratefully, Community Human Services responded willingly to my request for a meeting to partner in my vision. After a few meetings we were able to figure out a plan to make my dream of a shelter for women and families in Monterey a reality. Community Human Services agreed to accept my donation to purchase the building and provide some additional start up monies to get the project going. It was one of the happiest days of my life! And now the fun begins, getting the shelter built and operable as soon as possible.

The launch of the capital campaign will be the catalyst for the community to become part of this project. Our community will play a vital role in the lives of each person that is touched and served by this shelter through Community Human Services. I am eager, and I hope others will be inspired to join in this effort. The quicker construction begins, the sooner women and families will be off the streets and safely housed.

It's going to be an incredible journey and a huge asset to our community. Together, as a community, we can make it happen.

A handwritten signature in black ink, appearing to be "MS", written in a cursive style.

Mark Shuman

Building Description

Shuman HeartHouse will be located at 600 E. Franklin Street in Monterey. It is situated one block from the beach between the Monterey Sports Center and Lake El Estero.

The historic property was built in 1930 as the Union Ice Factory and is currently home to the Arthur Murray Dance Studio. The property consists of two buildings totaling 6,340 square feet on two large lots totaling 23,589 square feet and is fully gated. A recent major renovation left the building in excellent condition.

The larger main building will be used for the shelter. The smaller building will provide three offices and a restroom for shelter staff and staff from other agencies serving homeless women and families, such as public health nurses, benefits eligibility workers, social workers, and school district liaisons.

Shuman HeartHouse will provide up to 35 shelter beds for women and families with children, depending on the size of the families. There will be 16 bedrooms for women (private carrels with 6' walls) and 4 large family bedrooms.

Other facility features will include a commercial kitchen, multi-purpose dining/classroom, computer/playroom, staff office, lobby with front desk and monitoring station, laundry room, women's bathroom, family bathroom, patio area, and two additional half-bathrooms.

Two of the most difficult project development challenges on the have already been achieved:

- ✓ Water Credits: The property has sufficient water credits for the proposed use plus additional credits for future development on the site.
- ✓ Zoning Approval: The property is located in the "Emergency Shelter Overlay Zone" approved by the City of Monterey and, therefore, does not require a conditional use permit.

The projected cost of capital improvements is \$5,574,405. Construction is slated for 2022 with the shelter opening in early 2023.



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Aerial Views of 600 E. Franklin Street, Monterey, CA



Architectural Renderings





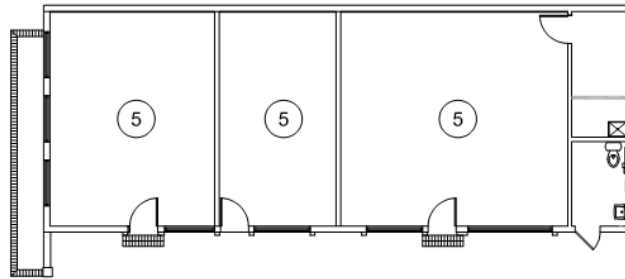


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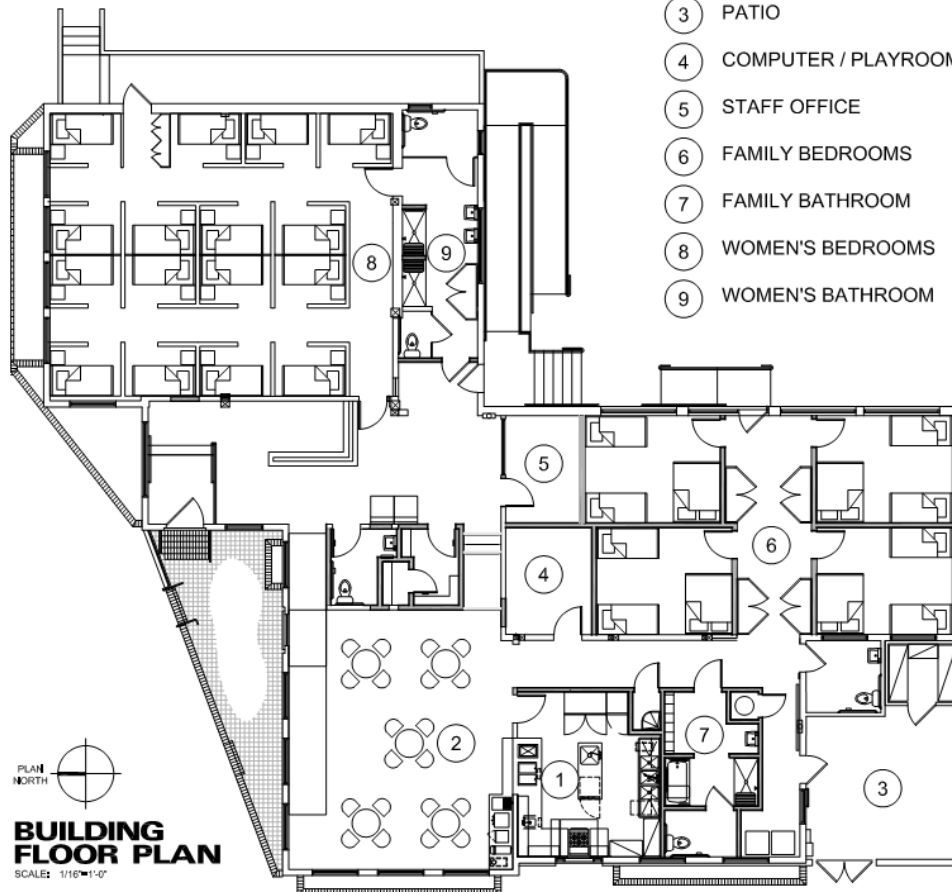
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Floorplan



ROOM KEY:

- ① KITCHEN
- ② DINING / CLASSROOM
- ③ PATIO
- ④ COMPUTER / PLAYROOM
- ⑤ STAFF OFFICE
- ⑥ FAMILY BEDROOMS
- ⑦ FAMILY BATHROOM
- ⑧ WOMEN'S BEDROOMS
- ⑨ WOMEN'S BATHROOM





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Capital Expense Budget

Item	Amount
Property Acquisition	\$3,000,000
Construction Base Total	2,129,910
Architect/Engineering Fees	100,000
Mechanical/Plumbing/Electrical Consultants	98,000
Permits/Inspections	92,000
Construction Contingency (5%)	106,495
Interior Furnishings	48,000
	\$5,574,405

Annual Operating Budget

Item	Amount
Salaries	\$308,733
Benefits	49,402
Professional Fees	32,955
Utilities	35,640
Maintenance/Repairs	45,337
Meals/Food	88,895
Other Operating	47,933
Admin Distribution	146,700
	\$755,595

Total Campaign Goal: \$6,330,000

Shuman Family Donation \$3.1M

Remaining Goal \$3.23M

Naming Opportunities

Supporters who donate \$10,000 or more will have an opportunity to name an area of the shelter or sponsor a service. This is an opportunity for an individual, family or business to show personal support, leave a lasting tribute, or honor a loved one with a plaque displayed in the chosen area.



Kitchen \$500,000

The kitchen will provide a clean and functional space for meal preparation and food service to ensure our guests receive nutritious meals every day.



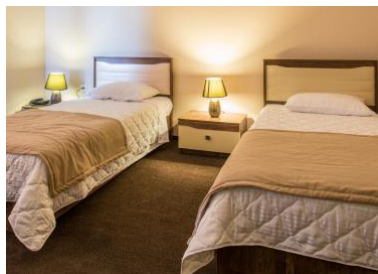
Dining/Classroom \$350,000

Our guests will enjoy meals in the dining room which will double as a classroom for life skills, personal finance, parenting and other classes.



Patio \$250,000

The patio will provide a sunny spot outdoors where guests can rest, relax, and dine *al fresco* – or just get some fresh air.



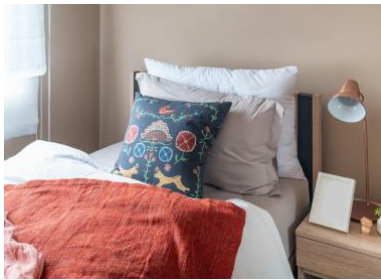
Family Bedrooms \$100,000 (4 Opportunities)

Family bedrooms will provide families and their children a safe place to sleep. Rooms can be equipped with toddler beds and cribs to accommodate young children.



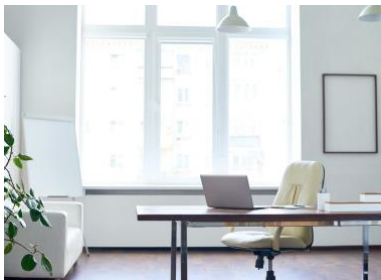
Computer/Playroom \$50,000

Adult guests will have access to computers, internet, and email to search for housing and apply for jobs, and younger guests will enjoy a play area filled with books, puzzles, and toys.



Women's Bedrooms \$10,000 (16 Opportunities)

Women will enjoy a warm bed and safe place to sleep within their own private carrel.



Staff Offices \$25,000 (4 Opportunities)

Private office space allows staff to provide counseling, case management, housing navigation, and a host of other supportive services to assist guests in achieving their goals.



Service Sponsorships \$10,000 (Unlimited Opportunities!)

Donors may support vital shelter services that contribute to the success of our guests. Choose from Case Management, Housing Navigation, Employment Assistance, Life Skills Education, Nutrition Services, and Recreation Services.

*Pictures shown are for illustration purpose only



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THANK YOU FOR YOUR INVESTMENT

Name(s): _____

Address: _____

City, State and Zip: _____

Preferred Telephone: _____ Circle: Home / Cell / Work

E-mail(s): _____

Please list me/us in donor acknowledgments as: _____

- Please check here if you wish your gift to remain anonymous.

Commitment:

I/we commit to making the following investment in Shuman HeartHouse (please specify amount):

- Capital Contribution \$ _____
- Sponsorship/Naming Opportunity
 - Kitchen \$500,000
 - Dining/Classroom \$350,000
 - Patio \$250,000
 - Family Bedrooms \$100,000 (4 Opportunities Available)
 - Computer/Playroom \$ 50,000
 - Women's Bedrooms \$ 10,000 (16 Opportunities Available)
 - Staff Offices \$ 25,000 (4 Opportunities Available)
 - Service Sponsorships \$ 10,000 (Unlimited Opportunities Available)

Total Commitment \$ _____

Payment Options:

- Enclosed is a check payable to Community Human Services
- Distribution will be made from a Donor Advised Fund or IRA account (specify month/year: _____)
- Transfer of stock/securities (instructions with CHS account details will follow)
- Please charge my: Visa / MasterCard / American Express

Cardholder Name _____

Card # _____ Exp. Date _____ CVV _____

Pledge Options:

- I/we will pay this gift in installments as follows (specify month/year/amounts):

Signature(s) _____ Date _____

Please return this form to: Community Human Services, P.O. Box 3076, Monterey, CA 93942 or call (831) 658-3811 for assistance.

HOUSING WOMEN & FAMILIES WITH HEART

Community Human Services is a 501(c)3 nonprofit agency. Tax ID: 94-6367167