Jesse Tree Elevator Pitch

General outline:

- **Hook**
    - Have you ever heard of Jesse Tree?
    - What do you know about Jesse Tree already?
- **Jesse Tree Mission:** Jesse Tree leads the Treasure Valley (Ada and Canyon counties only) in preventing eviction and homelessness by supporting our neighbors at risk of housing loss, empowering them to stay in their homes.
    - Jesse Tree provides **financial assistance** coupled with **case management** to households at risk of eviction and homelessness who have received a 3-day notice or eviction court summons due to being unable to pay their rent.
        - Simplified: Jesse Tree keeps tenants in their homes when they can't pay their rent due to an unexpected emergency.
        - We pay what they owe and prevent them from becoming homeless.
- **Programs**
    - **Jesse Tree's Emergency Rental Assistance (ERA) Program** is the organization's main program. The ERA Program provides one-time financial assistance and individualized case management to families facing eviction due to temporary financial hardship.
        - Jesse Tree partners with tenants before and during eviction court, negotiates with landlords and attorneys, and pays outstanding rent, all while offering case management services to stabilize people in their housing.
        - For tenants with long-term health needs, the **Community Health Worker** provides extended stabilization and support, especially when navigating the medical system and applications for government support.
    - **Jesse Tree's Tenant Resource Center (TRC)** supports tenants with information about the Idaho eviction process, resource navigation, strategy discussion for avoiding an eviction, and fields waitlist applications for Jesse Tree's Emergency Rent Assistance programs.
- **Example story/personal experience**
- **How to get involved**
    - Donations
        - Monthly Giving program: The Neighborhood
        - **If at a Beneficiary event** (Tips for Charity, Powerful Pints, Kegs for Kause), encourage them to contribute to the tip or round-up

program and quickly explain how the funds go back to Jesse Tree's ERA program.
    - Tenant Resource Center or Event Volunteering
    - Increase Community Awareness about Jesse Tree

Data and Talking Points:

- **Ninety cents of every dollar spent at Jesse Tree goes back to direct services.**
- Jesse Tree provides tenants in our programs with services to ensure financial independence moving forward.
- Jesse Tree prevents eviction for over 1,000 families each year.
- **Jesse Tree doesn't just provide a check and send folks on their way.** We work to ensure tenants have the skills, financial understanding, and resource connections they need to be stable in the long term.
    - **In the last 5 years, 95% of tenants served through the ERA program remain stably, safely housed.**
- **Case management** includes landlord mediation, budgeting help, and housing stability planning, while financial assistance catches people up on the rent that they owe.
- Jesse Tree supports households with mediation and resources in **eviction court** to keep them from getting an eviction on their record.

Tips and tricks:

- Try to keep it personable and tailored to the person you're talking with!
    - For people who seem wealthier, focus on how ubiquitous eviction is, and how it can happen to *anyone*
        - "Over half of all Idahoans are living paycheck to paycheck and are just one unanticipated financial emergency away from eviction and homelessness. At Jesse Tree, 90% of the people we help have experienced a temporary financial setback, like a medical bill or job loss."
    - For business people or people with a no-nonsense attitude, focus on how Jesse Tree is a better return on investment than people losing their homes
        - "Jesse Tree can keep a family housed for $2,000. However, once a family loses their house, it can cost up to $18,000 to exit homelessness and move into new housing (security deposits, first and last months' rent, moving costs, etc.)."
- Make it personal *to you*
    - Why do you care about this work? How has it impacted you personally?