



Driving Collective Impact

# Gwinnett County Citizen Budget Review Committee Briefing

August 31, 2021

**Vision:**  
All residents of Gwinnett have the  
opportunity to thrive.

**Mission:**  
Drive positive community impact.



# 3-Goal Strategic Plan

**Goal 1: Lead Systems Change.** Prioritize and focus on efforts that drive impact on critical and complex issues that result in systemic change, moving the needle on key community indicators.

**Goal 2: Align Organization for Impact.** Develop appropriate structure and business model to support the organization's mission and work.

**Goal 3: Sustainability and Funding.** Secure funding to support planning and convening, and the structure to support systems change and strategic impact in Gwinnett County.



**Gwinnett Helpline Program:** An information and referral service that matches community resources to the needs of Gwinnett residents.



Total Emergency Financial Assistance - Utility Assistance, Rent Assistance, Temporary Financial Aid, Emergency Shelter, Housing, Food, Medical Expense Assistance, Material Resources, & Transportation.

Total - Other - Consumer Services, Community Services I&R, Counseling/Mental Health, Income Security/Employment, Law Enforcement, Legal Services, Individual Family Life, Education, & Environmental Quality



**FY22 Decision Package Request \$40,000:** Invest in a feasibility study to determine the viability of transitioning the helpline call center to an automated, self -service model.

### **Feasibility Study to Explore:**

- Solution to improve customer service and enhance the caller experience
- Capability for digital scorecards, data analytics, and reporting
- Barriers and/or requirements to transition the existing SQL cloud -based database to a searchable database
- Value of the helpline database as a component of a future coordinated services delivery solution
- Additional items as identified





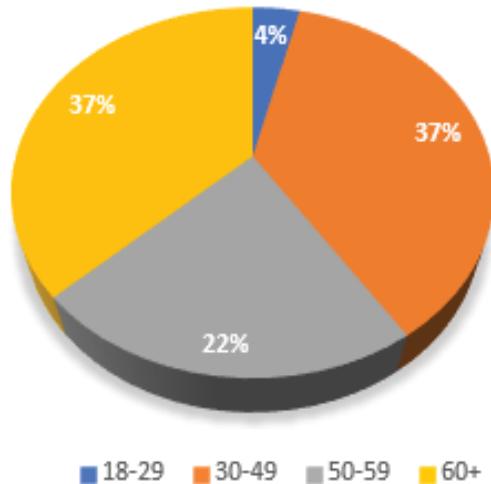
**Program Objective:** To meet the needs of veterans and their families by providing information, referrals, and resources in a welcoming environment that honors their service and sacrifice to our country.

- Gwinnett Coalition program since 2014
- Envisioned as a “one-stop-shop” for veteran services
- Facility/space provided in-kind by Gwinnett County Government
- Key partner organizations include Disabled American Veterans, HOPE Atlanta, Georgia DOL, View Point Health, professionals offering services (counseling, legal, etc.), and other agencies
- 5.7% / 39,000 Gwinnett County residents with a veteran status
- 19-page business plan submitted to Gwinnett County BOC on May 18, 2021; identified limitations of funding, staff and service delivery.

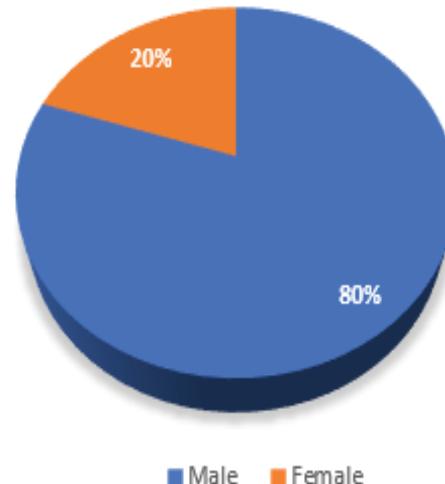


# Community Impact

2018 Age Groups of Veterans Served

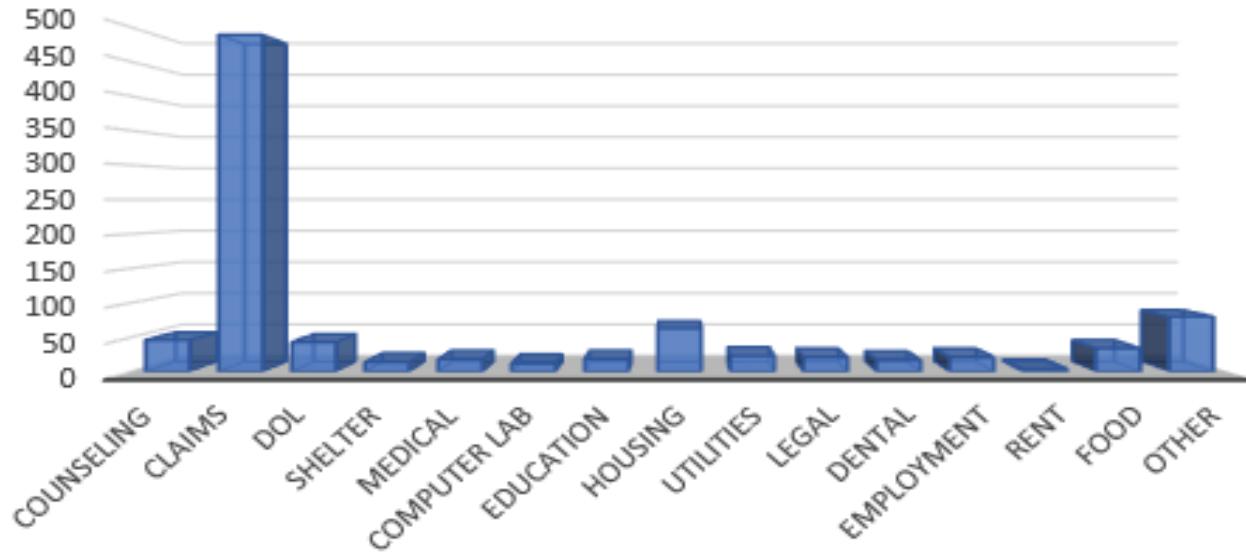


2018 Gender of Veterans Served



# Community Impact

## 2018 Service and Assistance Provided





# Business Plan

- Comprehensive 19 -page report requested by Commissioner Watkins and submitted to the Board of Commissioners on 05.18.21
- Broad service needs assessment
- Financial needs assessment
- Current and anticipated revenues and expenditures
- SWOT analysis
- Marketing and communications strategy
- Benchmarking of similar veterans' centers across the US

**Key Recommendation:** Adopt a phased approach in supporting the GVRC's transition and launch as a sustainable and independent entity.





**FY22 Decision Package Request \$217,990:**  
Invest in staff and operational infrastructure  
to more effectively serve Gwinnett County  
veterans and their families.

## Program Goals

- Create a strategic plan that includes fundraising, staffing, and programmatic goals
- Build out administrative processes and procedures, IT infrastructure, financial administration, and resource development to support the GVRC's evolution
- Implement formal MOUs with GVRC partners
- Secure funding for full -time staff and operational costs
- Launch the GVRC as an independent 501c3



# Total Budget

2021 Budget	\$235,088
Changes to Base	-
2022 Base	\$235,088
Decision Packages	\$257,990
Total 2022 Budget	\$493,078





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