



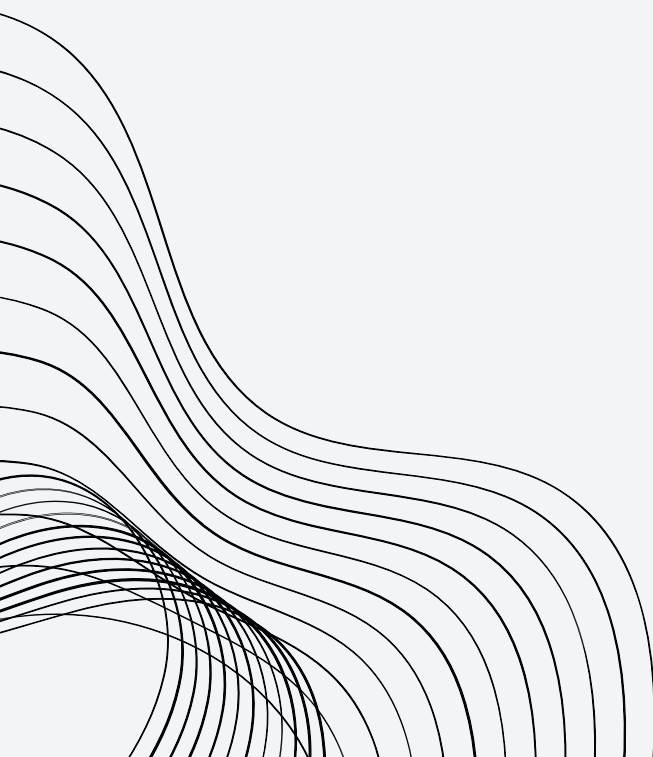
EMMA SHINA

CRISIS HOUSE

WWW.CRISHOUSE.ORG



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HOMELESSNESS ANALYSIS

Business Implications of Homelessness



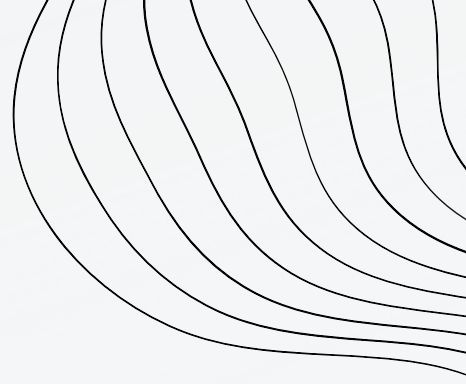
- **Economic Impact:** Reduced spending power, bus. revenue, & property value.
- **Increased Strain:** Public services (healthcare, shelters, tax funded resources), workforce availability, and community health while widening social and economic divides.

Stakeholders Involved



- **Customers:** Nonprofits (ex: Crisis House), service workers, law enforcement, developers/landlords, local businesses, elected officials, and community members.
 - **Revenue Stream:** Government entities, donors.
- **Consumers:** Homeless individuals, homeless threatened individuals, DV victims.

HOMELESSNESS ANALYSIS



Homelessness Marketplace



- **Services:** shelters, job training, mental health/addiction services, healthcare, financial assistance, subsidized housing, non-profits, government aid.
- **Gaps & Innovation Needs:** consumer coordinated care, affordable housing, long-term job support, systemic change & coordination, resource efficiency, stigma reduction, accessible mental health treatments, public health funding.

Causes of Problems/ Challenges



- **Economic Challenges:** Inequality, lack of affordable housing, cycles of poverty, insufficient funding for support systems.
- **Resource & Systemic Issues:** Inadequate resources, fragmented services, structural barriers in housing and employment, limited access to healthcare.
- **Social Barriers:** Stigmas, implicit biases, criminalization of homelessness.



MARKETING PROBLEM.

Mission



Homelessness is a marketing problem that requires **reshaping perceptions and generating value** for stakeholders. We act as **translators**, speaking different languages for each consumer segment and **bridging the gap** between services and the community, using **data-driven insights** to influence behaviors and **inspire actionable change**.

Marketing as a Social Issue: A powerful tool to drive awareness, shift societal perceptions, and inspire action. **By rebranding homelessness**, we can challenge biases, mobilize stakeholders, and build momentum for **tackling systemic challenges and creating sustainable change**.

Vision



CRISIS HOUSE AUDIT

Mission: Provides crisis support and transitional services for homelessness, domestic violence, and poverty affected individuals.

Key Programs: Includes the Journey Home Program (housing assistance), Domestic Violence Services (safety and independence), and Camp Hope (long-term recovery)

Reach & Impact: Located in Santee, CA, Crisis House partners with local organizations to address community needs with a focus on sustainable solutions.

Transparency & Community: Their annual report and social media highlight successes, community involvement, and advocacy opportunities



32%

of donors who give online report that social media is the channel that most inspires them to give.



Approximately **99%** of nonprofits use Facebook, **96%** Instagram, **88%** Twitter/X, **84%** LinkedIn, **77%** YouTube, **39%** TikTok, **32%** Threads, **6%** Snapchat, and **2%** Reddit.



53%

of nonprofits purchase **ad space on social media** platforms.

CRISIS HOUSE AUDIT

Opportunities for Improvement:

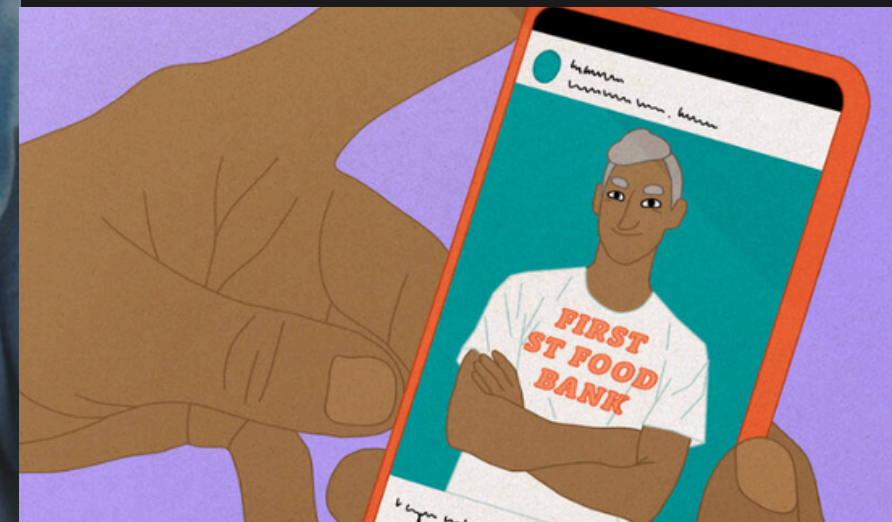
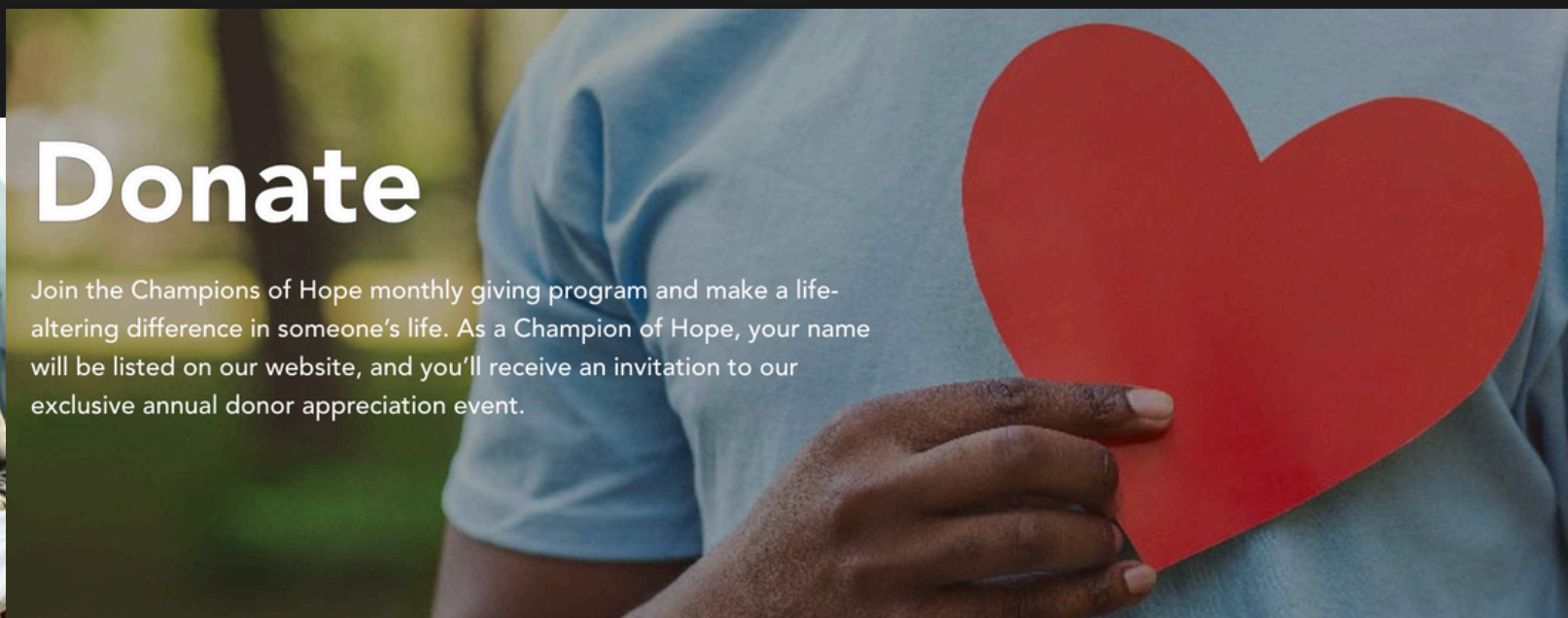
- a. Donation Inconsistencies: Streamline donation processes across platforms for better donor experience.
- b. Social Media: Highlight more stories of families helped, tax tips, cleaner streets, news reels, speaking events etc. to increase engagement and credibility.
- c. Impact Reporting: Provide clearer and more detailed data on program outcomes and families served.

**Tax Tips For
Charitable
Donations**



Donate

Join the Champions of Hope monthly giving program and make a life-altering difference in someone's life. As a Champion of Hope, your name will be listed on our website, and you'll receive an invitation to our exclusive annual donor appreciation event.



GOAL

Rethinking Marketing & Crisis House:
Shifting perceptions and rebranding homelessness in San Diego, enabling Crisis House to challenge negative stereotypes, optimize audience targeting, and implement more effective solutions—all while utilizing minimal resources.





✦ SURVEY DESIGN ✦

When designing a survey, consider the following key principles:

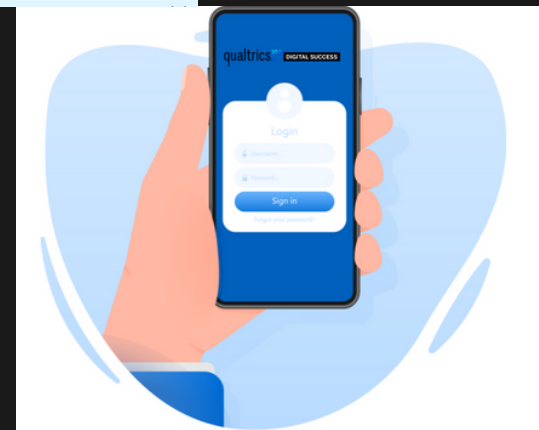
- **Design:** Will it provide variability in responses? How will my data look?
- **Question clarity:** Avoid assumptions, be specific, Avoid double-barreled.
- **Response scales:** Use odd-numbered scales (1–5 or 1–7), low to high.
- **Survey length:** Keep it between 10–12 questions, with demographic questions (income, etc.) at the end to avoid priming.
- **Data type:** Use interval data for personal and financial well-being questions, and avoid unbalanced or leading questions.
- **Language:** Keep questions succinct, grammatically correct, and forward.
- **Avoid:** Open-ended questions, too many likert scales, and references to Crisis House.

Measurement & Survey Design:

Capture actionable data and avoid biases by controlling question order, wording, and scales.

- **Crisis House Key Variables:**

- **IVs:** Demographics (gender, age, income, location), psychographics (political views, stage of life), past behaviors.
- **DVs:** Perceptions of homelessness, attitudes toward solutions, donation behaviors.



- **Considerations:** Avoid double-barreled questions and know when to prime, use closed-ended questions for efficient data, and open-ended for qualitative insights.



- **Measurement Focus:**

- Perceptions: Gauge attitudes toward homelessness causes and individuals.
- Behaviors: Measure donations, volunteerism, and participation.
- Attitudes Toward Solutions: Assess support for different approaches

CRISIS HOUSE GOALS



GOALS AND OBJECTIVES: CONSULTING

Shift Public Perceptions:

Measure, manage, and reshape public views on homelessness using tradeoffs, donation behavior, incentives, etc.

Generate Value for Stakeholders:

Highlight benefits like tax write-offs and cleaner streets to engage stakeholders.

Drive Awareness for Sustainable Solutions:

Effectively target audiences and raise awareness for long-term, impactful solutions.



CRISIS HOUSE DATA



DATA ANALYSIS STEPS

Overview:

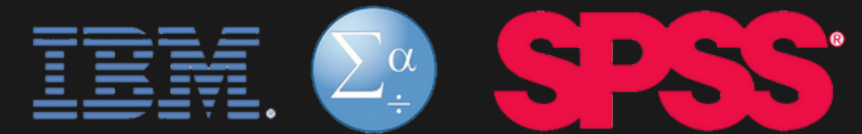
1. Properly code, name, and clean data.
2. Run **descriptives** to understand trends, through mean and variance
3. Identify **correlations** to explore relationships & combine related variables.
4. Run **T-tests** to compare means and assess whether to accept or reject the null hypothesis.
5. Perform **regression** to build a comprehensive model.



SPSS & Data Cleaning:

- **Data Cleaning:** Recode variables for accuracy and consistency.
 - **Descriptive Stats:** Summarize data (e.g., average donation amount, perceptions of homelessness) using mean and variance to identify trends.
 - **Mean & Variance:** Mean highlights trends, while variance shows differences between consumer segments.
- 

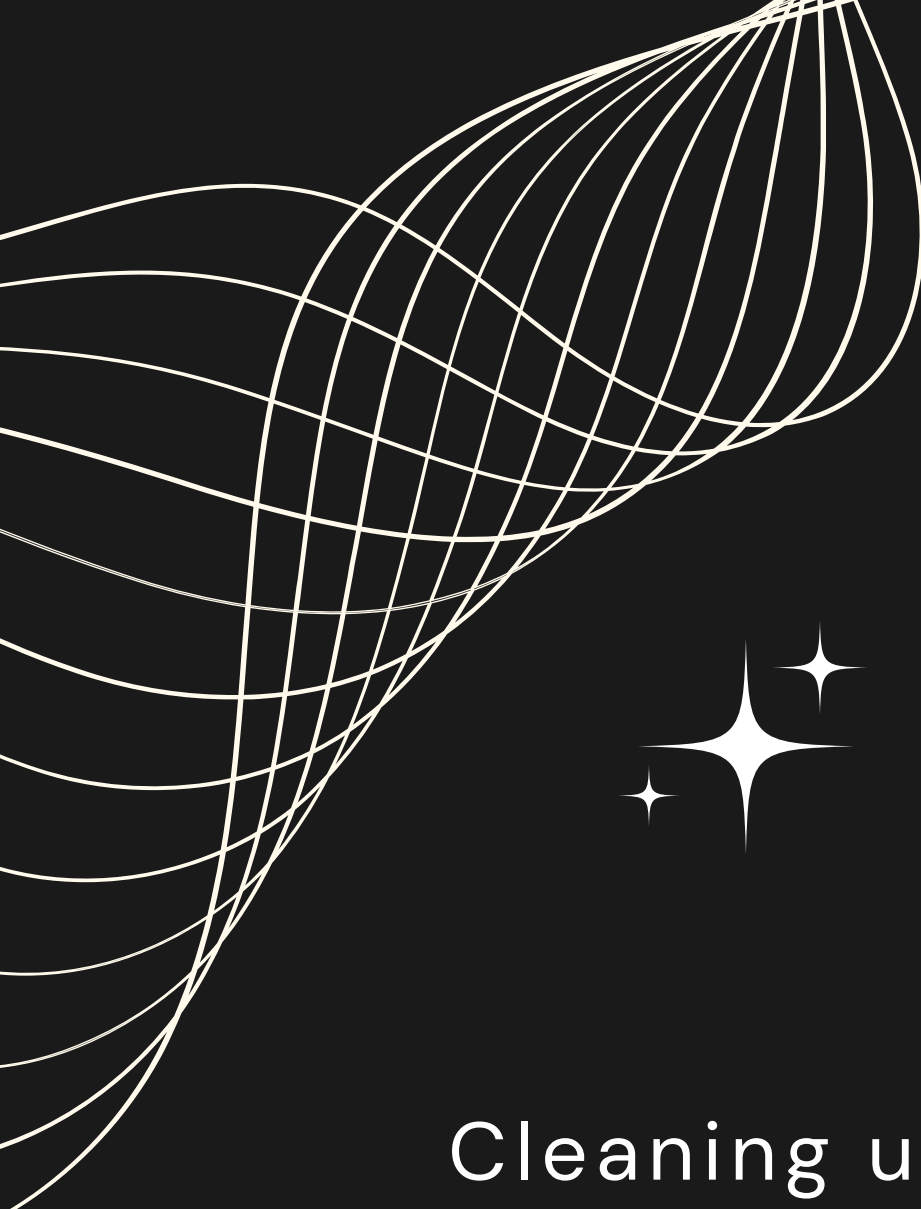
SPSS & Data Cleaning cont:



- **Correlation:** Identifies relationships between variables (e.g., income, political views) and donation behavior, enabling targeted strategies and data clean-up.
- **T-Tests:** Determines whether to accept or reject the hypothesis or null hypothesis.
 - One-Sample T-Test: Compares sample means to a benchmark.
 - Independent T-Test: Compares means between two groups
- **Regression:** Estimates relationships between outcomes, quantifying the impact of multiple independent variables (e.g., income, political views) on dependent variables (e.g., donation behavior), guiding strategy.

The background is a solid dark navy blue. In the top-left and bottom-left corners, there are intricate white line art designs consisting of multiple overlapping, curved lines that create a sense of depth and movement, resembling stylized waves or a wireframe sphere. Similar, though less dense, white line art is present in the top-right and bottom-right corners.

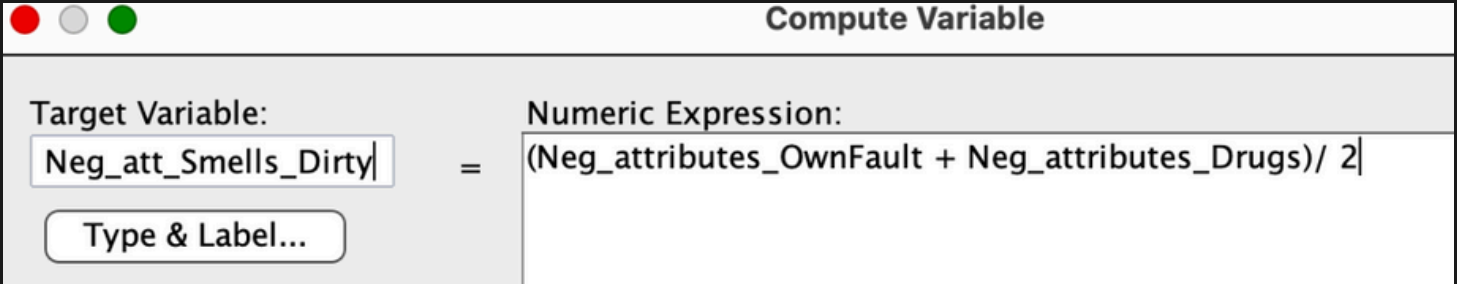
DATA ANALYSIS STEPS: ✦ BROKEN DOWN ✦



✦ DATA CLEANING ✦

Cleaning up the data to ensure accuracy and consistency:

1. Renaming variables and ensuring proper scales
 2. Changing missing values (.) to 0 to prevent skewed results.
 3. Creating dummy variables/ recoding variables where necessary, such as converting gender into a binary variable.
- 



Target Variable: Neg_att_Smells_Dirty = Numeric Expression: (Neg_attributes_OwnFault + Neg_attributes_Drugs)/ 2

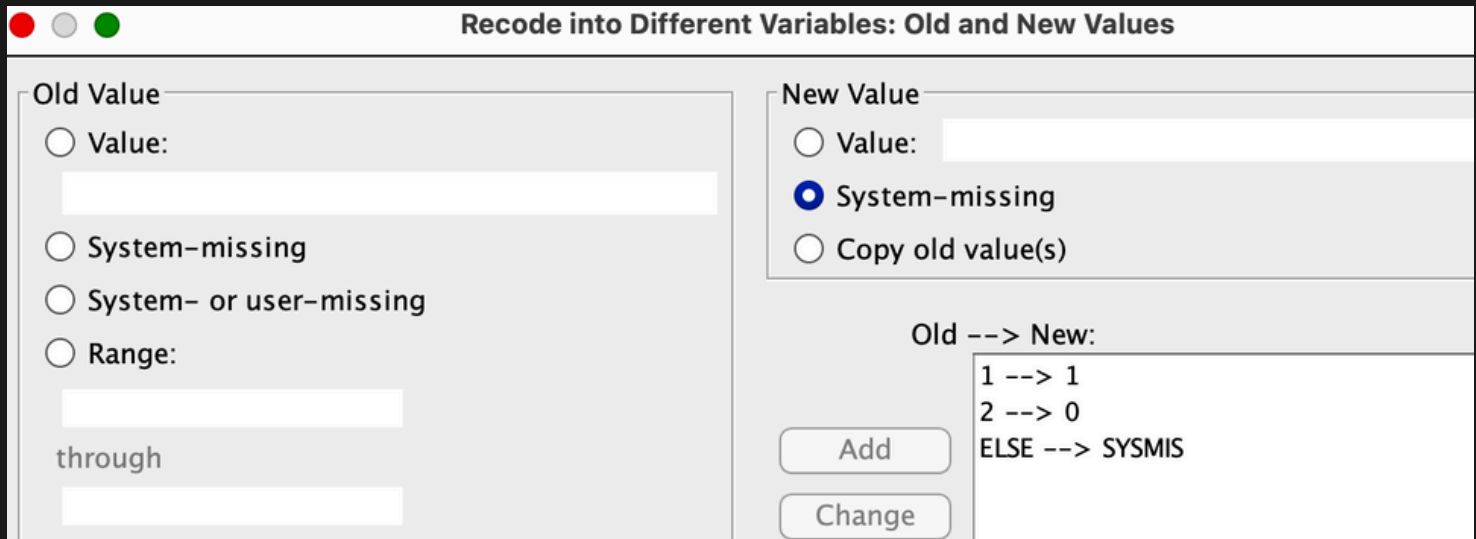
Type & Label...

Value	Label
1	Strongly disagree
2	Somewhat disagree
4	Somewhat agree
5	Strongly agree



Old Value: ☐ Value: ☒ System-missing

New Value: ☒ Value: 0 ☐ System-missing



Old Value: ☐ Value: ☐ System-missing ☐ System- or user-missing ☐ Range: through

New Value: ☐ Value: ☒ System-missing ☐ Copy old value(s)

Old --> New:

1	-->	1
2	-->	0
ELSE	-->	SYSMIS

Add Change

S

T

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P

S

Compute Variables:

we identify correlated data (**), combine variables using **Transform > Compute**, add correlated attributes, divide by the number of variables, and rename the target variable for clarity.

Recode Variables:

To avoid a neutral point for negative attributes, we recoded the scale to skip 3, selecting the original variable, and setting the new values (ex: 4 → 5, 3 → 4).

Recode Variables & Dummy Variables:

Transform > Recode into Different Variables, select the variable you want to change, and assign new values. For example, in this case, we recoded gender into a binary variable where 1 = male, 2 = female, and other values as system missing. Rename the new variable. Also example of changing “. to 0” to get accurate data.



DESCRIPTIVES

After cleaning the data, the first step is to run descriptive statistics to understand the dataset better.

To do this, I open the Crisis House Clean Final dataset, navigate to **Analyze > Descriptive Statistics > Descriptives**, move all variables from the left to the right panel, and click OK to generate descriptive statistics for the entire dataset.

CRISIS HOUSE DESCRIPTIVES

When looking at descriptives, we found many assumed stories to tell through mean and variance (other tests like regression prove and expand upon.)

Neg Att: packaging (dirty, avoid, smells) is main negative drawback– having the highest means, with 'own fault' having the lowest mean.

Causes: Homelessness is caused by a **lack of affordable housing and also lowers property value** were main perceived causes.

Tradeoffs: More willing to share **spaces & resources over raising taxes.**

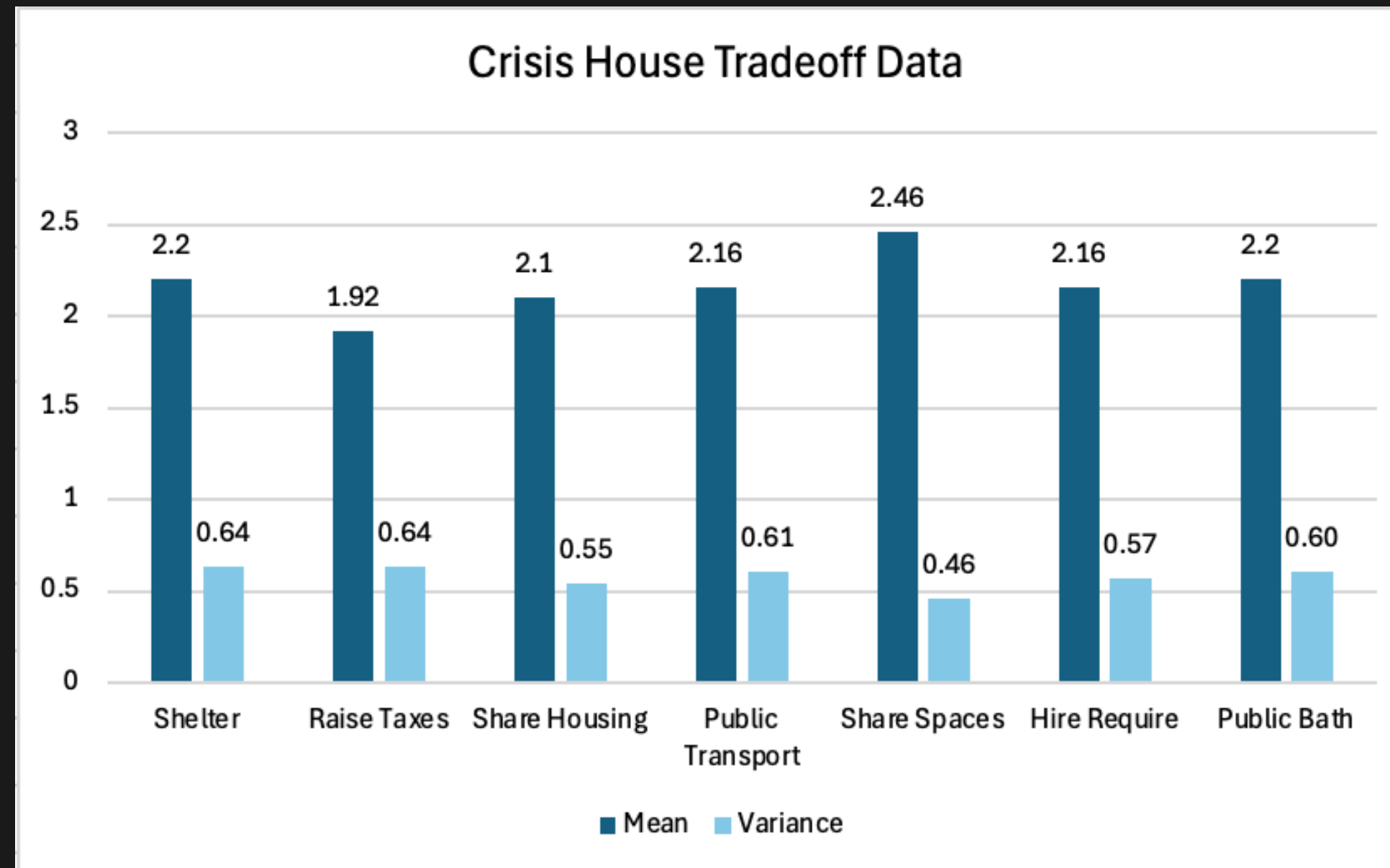
Support: Prefer **shelters over car parks/ tents**, so longer term solutions.

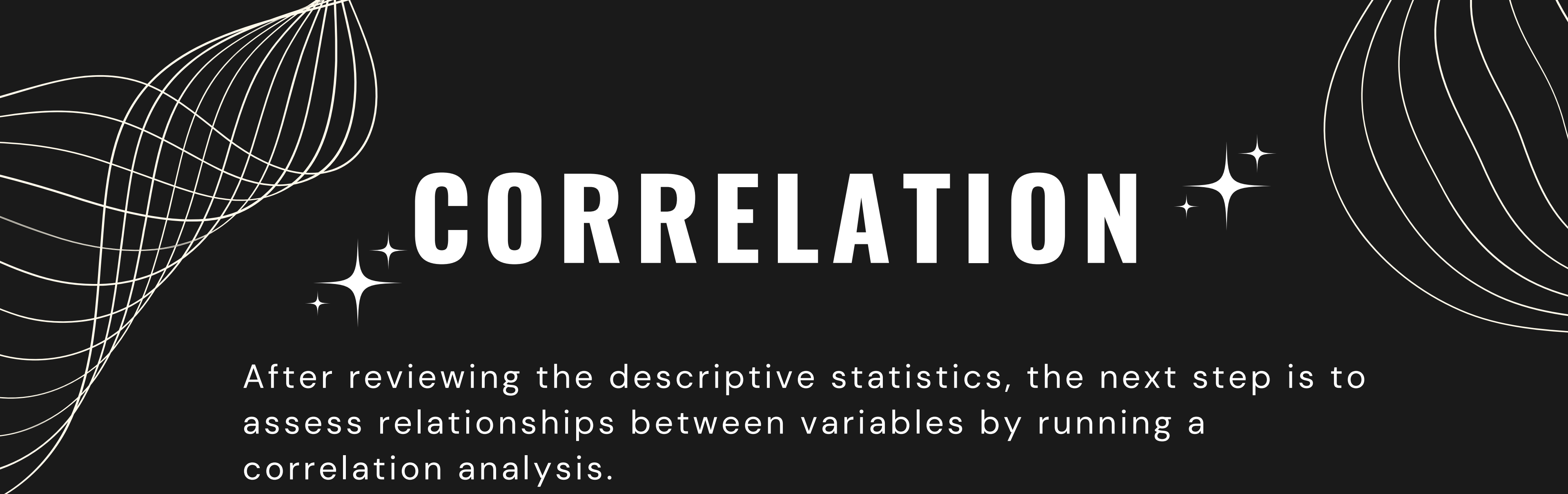
Donation behavior: "don't trust, no money, & scam" – main drawbacks.

We were also able to tell most of our sample falls under white, female, religious, republican, and/or employed in terms of demographics.

CRISIS HOUSE DESCRIPTIVES

I will focus on tradeoffs, as it provides relevant and interesting data, while also putting respondents in the mindset of one value against another. We can see that **sharing spaces had the highest mean and lowest variability, while raising taxes had the lowest mean and highest variability.**





CORRELATION ✨

After reviewing the descriptive statistics, the next step is to assess relationships between variables by running a correlation analysis.

To do this, I open the same dataset, navigate to **Analyze > Correlate > Bivariate**, select the variables of interest by moving them from the left to the right panel, make sure **Pearson, two-tailed, and show only lower triangle are selected**, and click OK to generate the correlation matrix.

CRISIS HOUSE COORELATION ✨

Correlations						
	Shelter	Raise Taxes	Share House	Public Transport	Share Spaces	Hire
Raise Taxes	.385**					
Share House	.337**	.337**				
Public Transport	.330**	.388**	.320**			
Share Spaces	.382**	.383**	.372**	.394**		
Hire	.338**	.310**	.375**	.340**	.310**	
Public Bath	.286**	.401**	.287**	.319**	.348**	.277**

Takeaways:

People prioritize **tangible solutions** like **shelters** and **public baths** **when tax contributions** are involved, while also valuing the efficient use of **existing infrastructure**, such as shared spaces and public transportation, to **address homelessness collaboratively**.

✦ TOP CORRELATIONS: ✦

Raise Taxes & Public Bath (.401): Support for tax increases aligns with funding public restrooms and showers, prioritizing hygiene solutions.

Public Transport & Share Spaces (.394): Free public transport for the homeless aligns with using shared spaces.

Raise Taxes & Shelter (.385): Willingness to raise taxes is closely linked to supporting homeless shelters.

Share Spaces & Shelter (.382): Support for shared spaces is strongly tied to building shelters– community–driven solutions.



T-TESTS ✨

Next, I run T-Tests to determine whether to accept or reject the hypothesis or null hypothesis.

A **One-Sample T-Test** is used to compare sample means to a benchmark (e.g., comparing average donation behavior to a predefined value). An **Independent T-Test** compares the means between two groups (e.g., comparing donation behavior between males and females) to assess if there are significant differences.



✦ T-TESTS ✦

To conduct a t-Test in SPSS, I start by opening the dataset and navigate to **Analyze > Compare Means**. From here, the steps differ based on the type of t-Test:

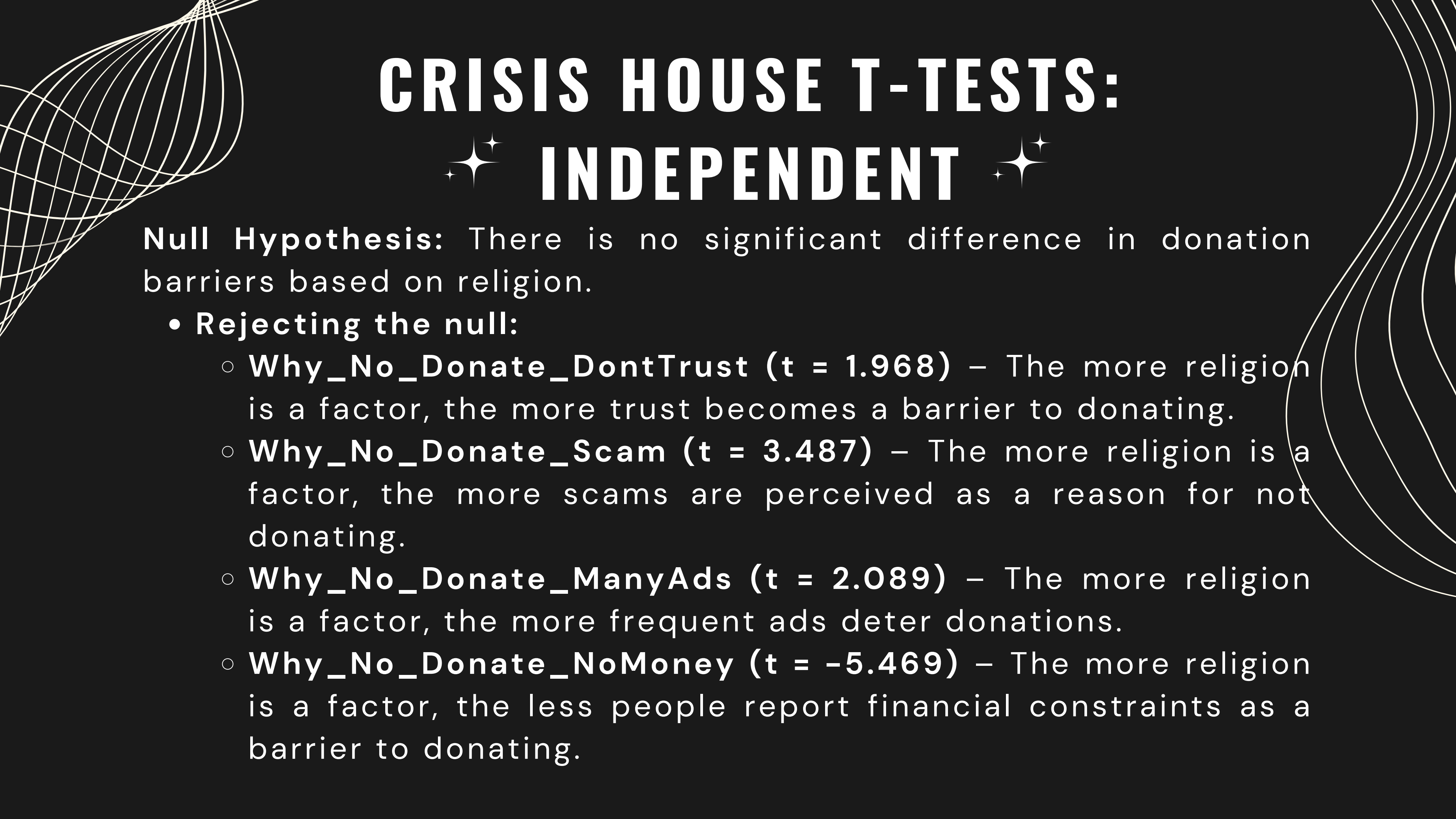
- **One-Sample t-Test:** I select One-Sample T Test, move the variable of interest to the **Test Variable(s) box**, enter the test value (benchmark, normally 2.5 in our case) in the Test Value field, and click OK. This compares the sample mean to a specified value.
 - **Independent Samples t-Test:** I select Independent-Samples T Test, move the test variable to the **Test Variable(s) box**, assign the grouping variable to the **Grouping Variable box**, **define the groups using their coded values (0,1)**, and click OK. This compares the means of two independent groups.
- 

CRISIS HOUSE T-TESTS:

✧ INDEPENDENT ✧

For my T-tests I chose to use donation drawbacks against the binary variable for religion.

Independent Samples Test	
T-test for Equality of Means, Religion as Binary Variable	
Variable	t
Why_No_Donate_Small	1.542
Why_No_Donate_DontTrust	1.968
Why_No_Donate_NoMoney	-5.469
Why_No_Donate_Inconvenient	-1.423
Why_No_Donate_Scam	3.487
Why_No_Donate_ManyAds	2.089
Why_No_Donate_Sad	1.084
Why_No_Donate_SelfCare	-1.341



CRISIS HOUSE T-TESTS:

✧ INDEPENDENT ✧

Null Hypothesis: There is no significant difference in donation barriers based on religion.

- **Rejecting the null:**

- **Why_No_Donate_DontTrust** ($t = 1.968$) – The more religion is a factor, the more trust becomes a barrier to donating.
- **Why_No_Donate_Scam** ($t = 3.487$) – The more religion is a factor, the more scams are perceived as a reason for not donating.
- **Why_No_Donate_ManyAds** ($t = 2.089$) – The more religion is a factor, the more frequent ads deter donations.
- **Why_No_Donate_NoMoney** ($t = -5.469$) – The more religion is a factor, the less people report financial constraints as a barrier to donating.

CRISIS HOUSE T-TESTS:

✧ ONE-SAMPLE ✧

I used values that were close to the benchmark 2.5 (midpoint) and was able to reject the null hypothesis for all but bad experience.

One-Sample Test	
Test Value = 2.5	
Values	t
Causes_BadExperience	1.512
Causes_ViolenceVictim	9.637
Support_Tent	5.365
Why_No_Donate_DontTrust	12.642
Why_No_Donate_SelfCare	6.232
Why_No_Donate_ManyAds	3.683
Neg_attributes_Unsafe	11.214
Neg_attributes_NoMotivation	-8.76



✧ T-TESTS: ONE-SAMPLE ✧

One-Sample Test (Test Value = 2.5)

- **Null Hypothesis:** The mean response does not significantly differ from 2.5 (the midpoint).

Key Findings: Factors such as violence victim causes, support for tent-based solutions, lack of trust, self-care priorities, ad saturation, unsafe conditions, and lack of motivation are key influences on support for homelessness initiatives. We were able to prove their significance, confirming that these factors meaningfully deviate from the neutral midpoint.

However, while the results confirm statistical significance, additional analysis is necessary to fully understand the strength and direction.



✦ ONE-SAMPLE BROKEN OUT ✦

Some Examples on Analyzing:

- Causes_ViolenceVictim (t = 9.637) – The more homelessness is linked to DV, the stronger this factor influences perceptions of homelessness causes.
- Why_No_Donate_DontTrust (t = 12.642) – The more lack of trust, the stronger it becomes a barrier to supporting homelessness initiatives.
- Neg_attributes_Unsafe (t = 11.214) – The more unsafe conditions are perceived, the more this deters involvement in homelessness efforts.

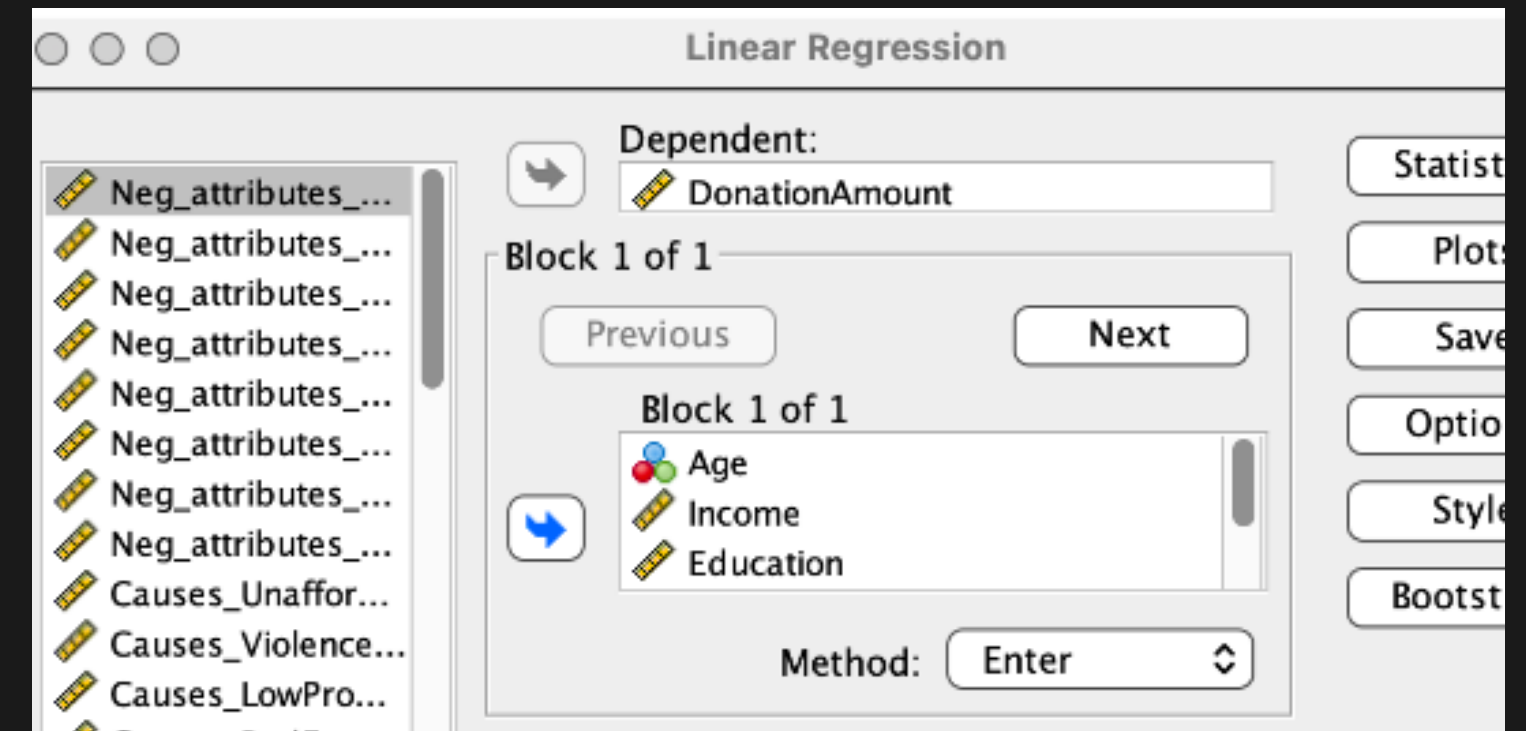
REGRESSION ✨

Regression analysis shows how independent variables (IVs) affect the dependent variable (DV). For Crisis House, this helps identify key factors influencing outcomes.

Steps:



1. Go to Analyze > Regression > Linear.
2. Select DV and IVs.
3. Interpret coefficients and significance.
4. Use results to identify significant factors for decision-making.



CRISIS HOUSE REGRESSION

After rejecting the null hypothesis for several of our variables using t-tests, I leveraged insights from donation behavior and demographic IV's to develop a regression model for further analysis.

Regression Analysis				
		Unstandardized Coefficients		Standardized Coefficients
Model	B	Std. Error	Beta	t
(Constant)	-113.793	20.81		-5.468
Age	1.015	0.289	0.168	3.516
Income	23.533	4.426	0.223	5.317
Education	13.06	4.104	0.139	3.182
Politics_Dem_Rep	7.667	3.304	0.094	2.321
Employment_HomeOwner	17.199	11.528	0.071	1.492
DV: Donation Amount				





✧ TAKEAWAYS ✧

- *Demographics like older individuals, higher-income individuals, Republicans, and more educated individuals are associated with higher charitable giving.*
 - ***Contrary: These same groups tend to have more negative perceptions of homelessness and are less willing to make trade-offs to address it.***
- 



TAKEAWAYS ✨

- This suggests that while these groups contribute more to charity overall, **their donations are not directed towards homelessness** due to their negative views on homelessness and aversion to personal costs.
 - **Insight:** The cause itself is the issue. To drive donations, we need to shift perceptions and highlight the importance of addressing homelessness to this demographic, and **generate value outside of the moral argument.**
- 

✦ KEY INSIGHTS ✦

Those with more resources tend to give less to homelessness causes, even though they have the most power to make a difference financially. Our data shows that their negative perceptions stem more from **external barriers** and they're more likely to support **public resource sharing over tax increases** and prefer shelters, but with concerns about location and property value. They don't want this to effect them, they just want it solved.

We've learned this through data analysis, regression models, and external sources, giving us a clear view of the real issue: perceptions, not reality.

As marketers, it's our job to segment and speak to these demographics in a way that aligns with their values—focusing on solutions like street cleanup, tax incentives, transparent use of funds, and discreet shelters. Shift the narrative to focus on economic and community benefits, to align with donors' values.



IMC STRATEGIES FOR CRISIS HOUSE

PR/ PARTNERSHIPS:

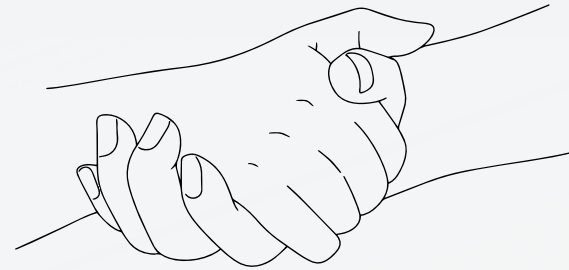
Use local media to highlight successful homelessness solutions, focusing on community benefits.

Partner with local businesses for sponsorships and Influencers for PR donation Reels and TikTok, highlight homelessness solutions and break negative perceptions.



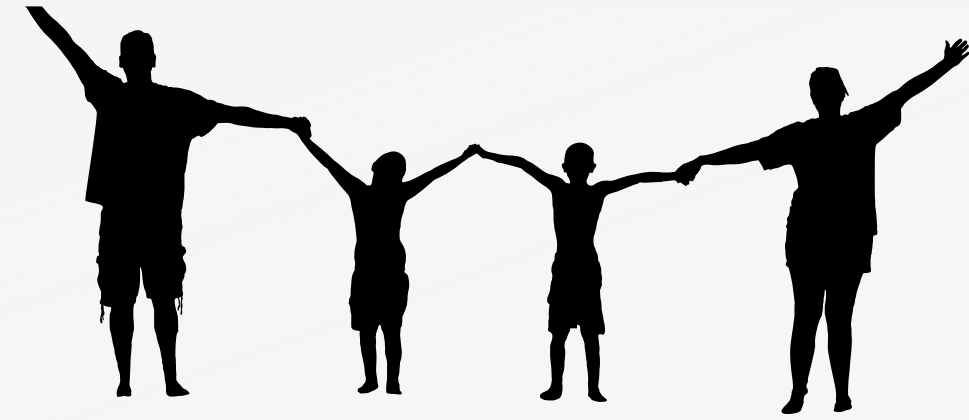
SOCIAL MEDIA MARKETING:

Earned, organic, or paid media showing donation impact, tax benefits, and community improvements. Share stories showing impact and improvements in neighborhoods, focusing on street cleanliness and public safety.



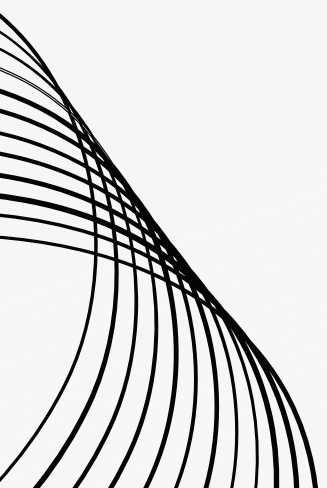
COMMUNITY ENGAGEMENT:

Host public forums or cleanups to involve locals in change and build goodwill. Collect donations through incentives. Even offer incentives for homeless to clean up (money, food, shelter, resources). Younger demographics for volunteer/ Internship opportunities.



EMAIL CAMPAIGNS:

Send targeted emails to encourage reoccurring donors. Show how donations improve the community, with tax tips, shoutouts, and funding transparency.



✦ CRISIS HOUSE CAMPAIGN STRATEGY ✦

Goal: Build awareness and drive donations for homelessness support using data-driven insights and value-oriented creative.

Audience:

- New Donors (Cold in Funnel): Target older, higher-income, Republican, and more educated individuals to drive first-time donations.
- Existing Donors: Convert one-time donors into recurring supporters through improved email campaigns, donation reminders, and subscription-based models.

Visuals: Use impactful creative & copy to showcase Crisis House's community impact

- Before-and-after transformations of neighborhoods
- Street cleanup initiatives
- Tax incentives and how donations are utilized
- Real-life stories of reallocated resources and success



PAID STRATEGIES

PAID PLATFORM TACTICS:



Google Ads Grant: \$10K monthly for homelessness-related keywords.

Meta (FB/IG): Use Meta ad credits for awareness and retargeting donation campaigns, and leverage Local Initiatives for free training to enhance digital marketing, fundraising, and community engagement.

Other Channels: Email, SMS, YouTube.

TARGET AUDIENCE:



Location: San Diego, CA.
Demographics: Adults 35+, segmented by interest, giving history, and political alignment. (Republican)

CAMPAIGN TIMING:



Seasonal:
Giving Tuesday,
Year-End Giving,
and Homelessness
Awareness Month.

Evergreen:
Ongoing donation
drives and
recurring donor
campaigns.

NEXT STEPS:



Launch media based on data-driven suggestions, track performance, and optimize content.

Creative: Use bold visuals, infographics, and consistent branding to drive donations and engagement.

THE REAL GOAL.

Safe, Happy, Helped.



The real goal of Crisis House is to support individuals experiencing homelessness by offering a safe space, resources, and a path to stability.



Smiling & Shining.



Helping people rebuild their lives with dignity, compassion, and lasting solutions.



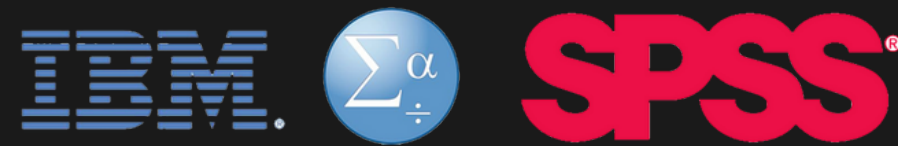
TAKEAWAYS & LIFE LESSONS FROM CLASS



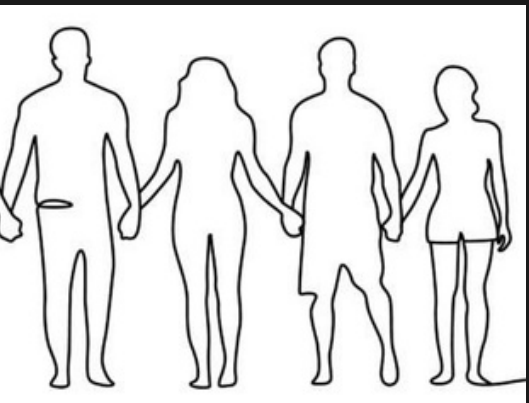
✦ TAKEAWAYS ✦



- **Thinking Outside the Box:** Explored innovative perspectives to anticipate market shifts, such as how the rise of non-alcoholic spirits impacts rideshare services and hangover supplement companies.

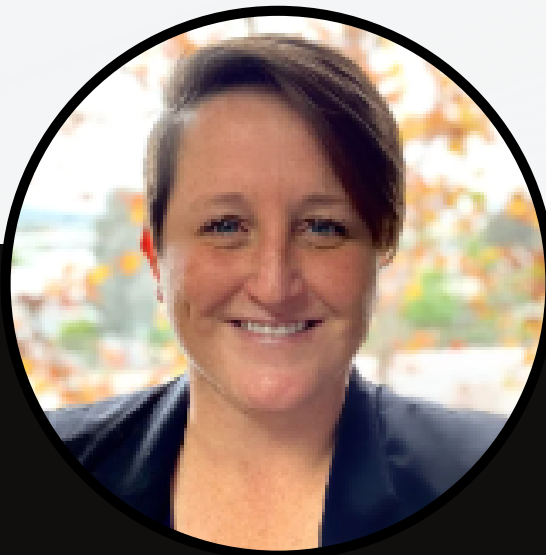


- **Data Analytics:** Developed skills in survey design and data collection, learning how to apply these tools to solve real-world marketing challenges using Qualtrics and SPSS.
- **Collaboration:** Gained insights into the power of teamwork, accountability, and collaboration in achieving impactful results in an environment built on respect, patience, passion, and professionalism, helping to build confidence and stand out in the job market.



✦ SPECIAL THANKS ✦

Together, we can create meaningful change by breaking down misconceptions, and working toward a brighter future—because giving only makes you *richer*.



Kelcie
Parra

For your grit, strength,
& leadership.



Nita
Umashankar

For your guidance,
support, & passion.



Crisis
House

For your hard work,
drive, & resources.

It has been a pleasure, thank you so much.