



**Frederick County  
Chamber of Commerce  
Leadership Program  
Leaders on Loan Application**

**for**

**Heartly House, Inc.**

# Mission Statement

Heartly House is a nonprofit agency, which assists survivors of domestic and/or sexual violence.

Heartly House is committed to achieving a society free of violence by providing the following services:

- ❖ A 24-hour crisis, information and referral hotline
- ❖ Crisis counseling, ongoing and group counseling, including an abuser intervention program
- ❖ Emergency and other forms of shelter, including transitional and long-term housing
- ❖ Legal assistance, legal advocacy and public policy reform
- ❖ Medical accompaniments for rape and/or sexual assault exams
- ❖ Community and professional education and victim outreach



## National Statistics:

- ❖ A woman is reported being beaten by an intimate partner every 12 seconds
- ❖ Every two minutes, somewhere in America, someone is sexually assaulted
- ❖ Only two-thirds of rapes are reported
- ❖ 1 million violent crimes are reported by intimates each year
- ❖ The majority of young men spending time in prison for murder are doing so for killing their mothers' abusers
- ❖ Children in this country are the inheritors of violence in that 65%, at some time in their lives, are affected by violence either directly or as witnesses
- ❖ 7 out of 10 people entering shelters are children
- ❖ More than half of all rape victims were under the age of 18 when the crime occurred
- ❖ 33% of rape victims consider suicide
- ❖ Victims of rape spend nearly \$61,000 in medical expenses



# Heartly House Project

The Leaders on Loan program can help Heartly House create a for-profit business venture by developing and conducting a detailed feasibility study to determine the economic viability of a high end women's re-sale clothing store in Frederick, Maryland, specializing in bridal attire, evening wear, and accessories. This project will affect Heartly House, its clients, and the community in the following ways:

- ❖ A for-profit business venture will provide a diversified revenue stream for Heartly House to keep the doors open in the current economic downturn
- ❖ In addition to supplying needed cash flow to a worthy organization, a for-profit business venture can impact the community and the individuals Heartly House serves by supplying quality products at a greatly reduced rate
- ❖ Another way clients will be served is by providing jobs and training for clients in business management, customer service, marketing, alterations, crafts and other areas as needed
- ❖ Heartly House will become a "social enterprise" for Frederick in that it helps women, who have been victims, regain a sense of empowerment, helping them provide for themselves and their families
- ❖ The business itself can be a valuable resource for tax donations for individuals, corporations and business owners
- ❖ A for-profit store front will increase Heartly House's visibility in the community and therefore serve as victim outreach/prevention

# Price Comparisons . . .



Resale \$275.00



Retail \$975.00



Resale \$600.00



Retail \$ 1,275.00

# Time Constraints

- ❖ Heartly House needs assistance in the areas of market analysis, legal issues, financial areas and with business research
- ❖ Each area can be even further divided into specialties that one or two individuals in the team can be assigned to, such as identifying startup costs and on-going operational costs, staffing/training requirements, tax laws and their effect on a non-profit, business location, competition and other areas

# The Challenge

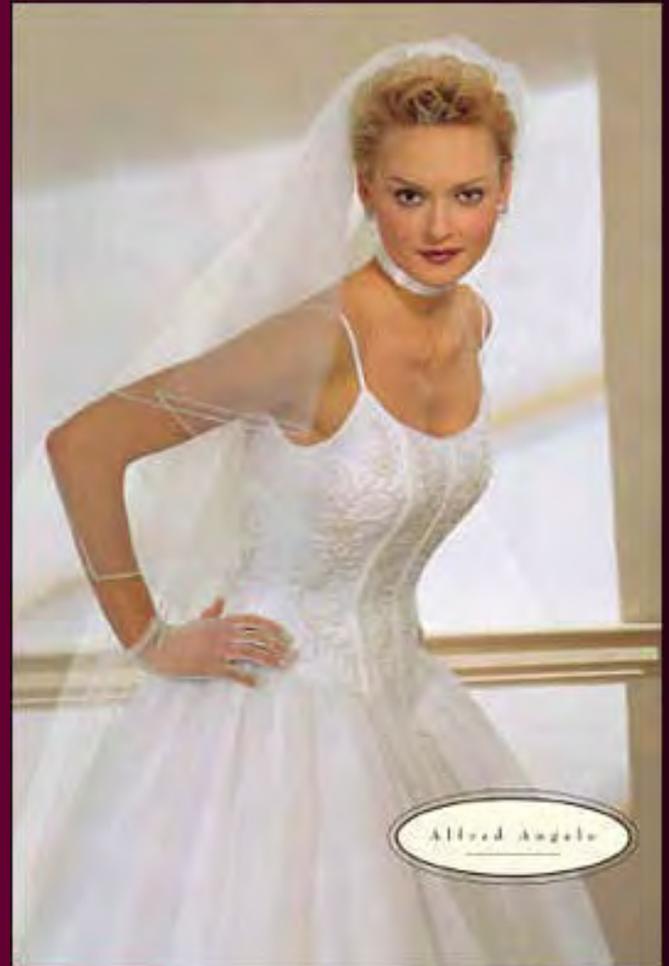
- ❖ Since the areas needing to be addressed are so diverse, members of Leaders on Loan will be challenged to be part of a team that will be using their time and talents in a beneficial way
- ❖ In addition, we encourage the development of such a study and business plan to be the basis of a model for other non-profits to use in their efforts to become self sufficient—a plan that will be authored by members of the Leaders on Loan Program!

# Items to be Addressed by the Team:

- ❖ Laws
- ❖ Donations
- ❖ Market/niche
- ❖ Capital Costs
- ❖ Operational Costs
- ❖ Profitability



Resale \$ 225.00



Retail \$ 1,400.00



Retail: \$ 225.00

Resale \$ 75.00



Retail: \$ 275.00

Resale \$ 80.00