

# MISSION

Bring Light Hope and Transformation to communities around the country

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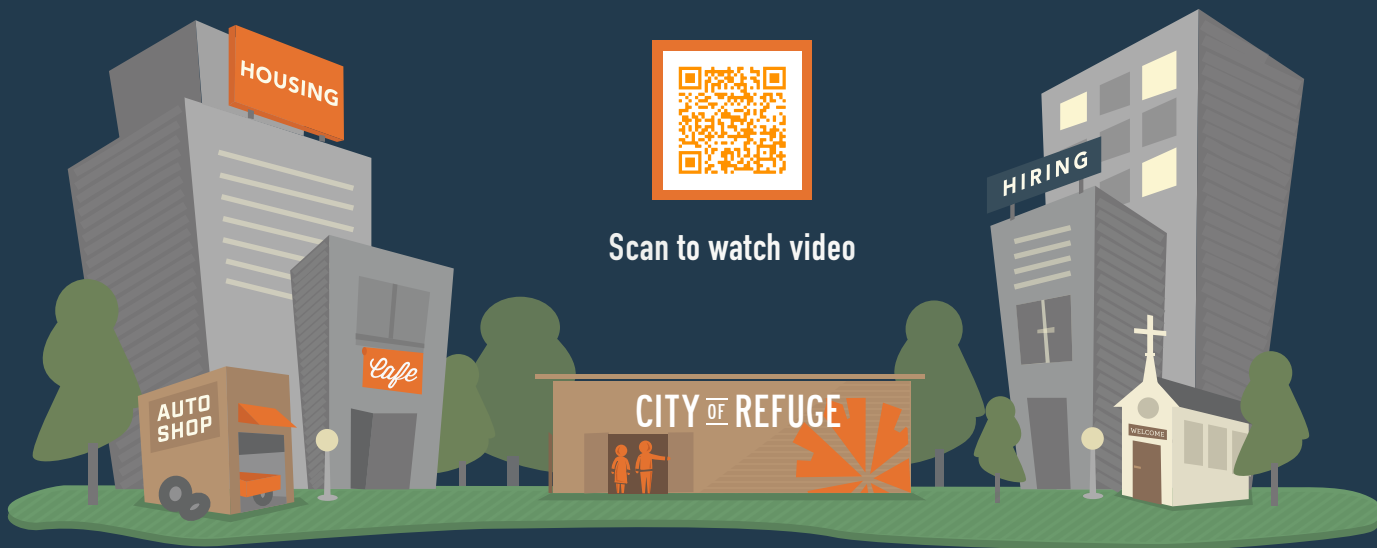
### Getting Started / Creating Your Pitch Deck

Complete each task as outlined below. Once you have completed a task, visit our website to schedule a check-in call with our team to prior to moving on to the next task.

- Task 1** Evaluate your city
- Task 2** Identify your City Champion
- Task 3** Identify your launch team
- Task 4** Network / Collaborate
- Task 5** Establish your founding investment partners
- Task 6** Identify potential locations
- Task 7** Establish a project timeline
- Task 8** Determine necessary programs
- Task 9** Estimate Your budget
- Task 10** Publish your pitch deck
- Task 11** Establish potential capital and operating funding partners



Scan to watch video



## Task One:

# Evaluate Your City

## Introduction

Once you have prayerfully considered the idea of launching a City of Refuge, it is important that you carefully evaluate and assess the specific needs of your city. This process may take some time and patience but it is critical in regard to your ability to communicate the value of City of Refuge and attract the resources and people needed to successfully launch.




## Questions to Answer

- Are there unmet vulnerabilities/needs in your zip code in homelessness, joblessness, education, health & wellness?
- Are there organizations (non-profit, government, etc.) currently serving in your area in homelessness, joblessness, education, health & wellness and are they serving with a holistic mindset? I.e. **Is there a successful model currently in place?**
- Is there history in your city/zip code that would prevent the COR model from being deployed successfully?
- Do you know of any potential financial investors with capacity, passion, interest in contributing?

## Action Steps **Complete before next session with City of Refuge Communities Team**

- Research available statistics on homelessness, joblessness, education, health & wellness in your zip code and outline in a document
- Research all current providers of various services provided by City or Refuge (both for profit and non-profit) and present in a document
- Identify 3-5 articles/white papers pertaining to the history of racial tensions in your zip code
- Create a **"Needs Statement"** for your selected city / zip code
- Develop a resident profile that outlines any available details related to the people you hope to serve

## City of Refuge Atlanta Statistics - Demo

On Atlanta's Westside, in zip code 30314, decades of neglect and disinvestment have gradually taken their toll on this once-proud neighborhood. .

View needs page from COR ATL →



**60%** of all murders in metro Atlanta take place in the 30314 zip code

**38%** of residential units vacant, compared to 5% citywide

**19%** of residential units in poor or deteriorated conditions, compared to 3% citywide

**25%** of population without a high school diploma, compared to 12% citywide

**26%** violent crime rate, compared to 15% citywide

**43%** poverty rate, compared to 23% citywide

**Questions?** Schedule a session with our communities team by visiting [CORcommunities.com/playbook](https://CORcommunities.com/playbook)