



## HEARTH Board of Directors Meeting Agenda

March 20th, 2024  
Time: 5:00 - 7:00pm

Location: HEARTH -  
3724 Mount Royal Blvd.  
Glenshaw, PA 15116

| Topic                                  | Time   |
|--|--------|
| I. Call to Order                       | 5:00pm |
| II. Approval of Agenda and Minutes     | 5:05pm |
| III. HEARTH Executive Committee Report | 5:10pm |
| A. Vote: Board Member Expectations     |        |
| IV. Benet Woods President Report       | 5:25pm |
| V. Reports                             |        |
| A. CEO Report                          | 5:35pm |
| B. Treasurer, Finance Committee        | 5:50pm |
| C. Programs Committee                  | 6:10pm |
| D. Governance Committee                | 6:20pm |
| E. Development Committee               | 6:40pm |
| VI. New Business & Announcements       | 6:55pm |
| VII. Meeting Adjournment               | 7:00pm |

**Next Board Meet Date: May 15th at HEARTH**

**HEARTH**  
**Board Meeting Minutes**  
**January 17, 2024; 5:00 PM**  
**In-person, HEARTH**

**Attendance**

Present: Kimberly Buchheit, Jennifer Hoerster, Nikki Hudak-Fink, Jennifer Lawrence, Brian Matthews, Milena Nigam, Christine Pietryga, Kyona NewsomeJanet Duderstadt, Jamie Kuhn, Kate McKenzie; Morgan Cable, Brocton Skeen, Randy King, Marcia Oglan, Delia Barnett, Lea Brown, Maxwell Hine

Excused:, Michelle Walker; Angela Scotto, Adrian Turner, Michelle Fontana, Brandon Baldauf (Benet Woods); Violet Thompson (Benet Woods), Colleen Elliott

1. Call to order 5:05, Jamie
2. Approval of agenda and minutes, passed
3. HEARTH Executive Committee Report, 5:07 reviewed by Christy
  - a. See revised strategic plan in board packet
    - i. Q on goal 2: what is the timeline?
      1. Safety plan is made prior to new resident coming to HEARTH
    - ii. Q on goal 2: is there something built into the program to make participants aware that some residents are fleeing abusive relationships
      1. Yes, some therapy sessions are DV-specific
      2. Yes, we explain the reason behind the no-visitor policy
      3. All 4 recently moved in families were DV survivors, 3 of them were actively fleeing
    - iii. The real work begins with completing the progress grid
    - iv. Q: will these goals tie directly to staff performance reviews?
      1. Yes for CEO, different measures for staff; quarterly staff reviews
    - v. Approved at 5:15
  - b. Interim CEO while Christy is on maternity leave; approved 5:16
4. Benet Woods Board President report (Violet)
  - a. See board packet
  - b. Q: what were the repairs
    - i. Test button on a fire alarm wouldn't turn off
    - ii. Housekeeping issue/clutter—keep walkways clear
    - iii. Loose handrail
    - iv. HVAC insulation
  - c. Q: donations for the playground?
    - i. Coming from BW budget + board donations
    - ii. Volunteers
    - iii. Kaboom is a playground building nonprofit
    - iv. Q: do we have insurance for the BW playground?

1. Christy will check

## 5. Reports

- a. CEO Report: see board packet
  - i. Interviewing for new Finance position
    1. Randy and Brian will sit in on final interviews
  - ii. Morgan reviewed Shiff PR/social media
    1. Shiff will provide a monthly report
  - iii. Q: who was filming at HATS OFF?
    1. Rachel Leelee from American Dream TV made a short episode about HEARTH
    2. Screening at Enterprise Bank
  - iv. Professional development for staff
  - v. Founders Breakfast in Feb., then again after maternity leave
    1. After 3 breakfasts will begin discussing estate planning
  - vi. Board Portal, Boardable training
    1. Christy reviewed HEARTH's features
    2. Suggestions to keep the strategic plan goals front and center, along with our board commitments
    3. Chairs should send their updates to Morgan, who will upload into board packet
  - vii. Volunteer report (Morgan)
    1. New software to keep track of volunteers
    2. Volunteer appreciation events
    3. Q: cultivation events (we used to do these)—invite people from the community to learn about HEARTH
    4. OT students working on a mentorship program, reaching out to past residents as mentors to current residents
    5. Volunteers organized the HEARTH store
    6. Volunteers revamped the clothing closet
  - viii. Grants received; we will be increasing grants portion of budget to address budget deficit
    1. Q: \$50K from UW is the total per year; we receive \$ in smaller payments: are we double counting the payments? No, it is not inclusive so we are not double counting
- b. Treasurer, Finance Committee, Randy, see board packet
  - i. We need to make sure that we have good signatures at Fidelity before Delia leaves and Christy goes on maternity leave
  - ii. We're under-budget for revenue (grants came in) but we have also had material shortfalls (individual donations, events)
  - iii. We don't have lever to change expenses in second half of the year; we should expect \$300K expenses each quarter
  - iv. This is a transition year, challenges for Christy with foundations and former donors—typical transition bringing in a new CEO
  - v. We're overplanned in terms of interest, windfall
  - vi. Outlook for next 6 mos, but also for next fiscal year: Christy: discussion with Delia and Megan
    1. Foundation and grant: we have a plan to meet and exceed current grant budget; also opportunity to find additional new opportunities (goal: extra \$150K)

2. Individual donor line is running behind but it doesn't include the EOY appeal (we were very successful at EOY appeal); current projected deficit is \$150K for individual donor line; Deb's expertise is fundraising so she can help us while Christy is away
3. PHFA will be announced in May to begin in July
4. Proud of EOY appeal—largest to date in HEARTH's history
5. Development committee goal is on spring appeal; perhaps Founders Breakfast will also bring in \$\$; golf is supposed to surpass previous year
6. Q: HATS reporting, is this correct?
  - a. Cost of sales line was lost from last year; we overbudgeted this year
  - b. \$25K for golf from splitting sponsorship
7. 2 foundations don't fund a new CEO in their first year
8. Board requests
  - a. Colleen is working at CNX
  - b. PPG and Bank of American, looking for Board connection for these asks
- vii. Christy and Randy have talked with local nonprofits to learn how they use endowments, especially good conversation with women's shelter (reserved funds, etc.)
- viii. Christy won't be at the March or May meeting; board decks won't be as extensive; Chairs should send their reports to Morgan prior to the Board meeting
- c. Programs Committee, Kyona, see board packet
  - i. Expecting a house in summer/fall from Enterprise; we may need to revisit our candidates given how long we'll be waiting for a house
  - ii. Insync team; logistics are complicated in terms of where we pull data from
  - iii. PHFA, Delia: the inspection was very positive, especially impressed with extensive programming at HEARTH
  - iv. Updated security system, waiting for installation
    1. Need a new system before we bring in new families [who will need fobs]
    2. Holding on next family (originally expected 1/15); family isn't ready + we need a fob
    3. Cameras are now on staff's phones, + some cameras need to be replaced, storage on cameras can go back practically a year
    4. We don't have a current service agreement with anyone for our fob system or cameras; we are working out an agreement
  - v. Great holiday party in December, thank you Morgan and Norwin Show Choir!
  - vi. Therapy sessions, parent support sessions, vision boards, residents really like some of the recent changes at HEARTH, volunteer will be working with our residents on housekeeping and organization
  - vii. Residency
    1. Q: any seasonality to our occupancy? No, we don't think so
    2. Q: do we get new residents around the holidays bc holidays are more stressful? Not necessarily; Dec 23 referrals came from partners who Christy and Kyona reached out to
    3. Discussion for program committee: what is our occupancy goal? Do we follow the county's 85% goal? Does our goal look different?
    4. We've had many successful exits, which is really good
    5. Let's look at occupancy graph with successful graduations
- d. Governance Committee, Kim, see board packet
  - i. We have to agree on what our expectations are for us as a board

- ii. Video on board roles and responsibilities
  - iii. Biggest potential contention:
    - 1. Meeting attendance
    - 2. Fundraising, how do we measure this?
      - a. Individual board members could meet with Christy to set their donation goals
      - b. 100% board giving
      - c. Christy prefers not to give a specific number for individual giving
  - iv. Proposal: strategic planning happens annually during the January board meeting
  - v. Discussion: event attendance and other ways to be involved
  - vi. How should the full board be involved in the CEO performance review? Maybe the general board member's responsibility is to support the annual performance review (i.e., providing feedback on CEO performance)
  - vii. Next board meeting, we'll sign/approve the revised Board expectation and responsibilities
  - viii. Recruitment
    - 1. We are looking to replace Betsy's social work skillset on board; in general, we will survey board to identify gaps and timeline on current board
    - 2. We have 3-4 candidates; we will talk with them in May
    - 3. Priorities: diverse and representative board
    - 4. Several people's terms are ending in June
    - 5. Terms will match the fiscal year moving forward
    - 6. Suggestion: talk with Leadership Pittsburgh and Leadership Development re board matching; that's how several current members came to HEARTH
  - e. Development Committee, Nikki, see board packet
    - i. EOY appeal ends end of January
    - ii. New event coordinator, Hello Productions; will start with Tees and Traps
    - iii. Tees and Traps, Hats Off (pick a date that doesn't conflict with Steelers calendar), Purses (YPB will lead the auction)
    - iv. Changing venues every few years for Hats Off; Purses may also be at a different venue
    - v. Megan is still the contact for all these events
    - vi. Mothers Day spring appeal
6. New Business and Announcements
- a. Thank you to Delia for her many years at HEARTH!
7. Meeting Adjournment, 7:02

## HEARTH Board Member Expectations

### **Be Informed**

Develop an understanding of HEARTH.

- Be informed about the agency's programs, policies, and services. Understand the vision and mission of the organization. Stay informed of your roles and responsibilities as a board member.
- Be informed about the needs of the community, society, and constituents. Speak in the community as needed, (with support and guidance from Hearth's CEO, as needed).

### **Be Engaged**

Engagement in board meetings as a thought partner, policy maker, and planner is required.

- New Board members will attend Board Orientation.
- Attendance is expected for 5 out of 6 board meetings (in person is highly encouraged).
- Become well informed on all agenda items.
- Contribute knowledge and express points of view based on experience and professional expertise.
- Consider other points of view, make constructive suggestions, and help the board make group decisions reflecting the thinking of the total group.
- Be willing to accept the majority decision even when you are in the minority.

As a Board member, you are required to be a part of (at least) one Committee.

- Attendance is expected at 75% of your committee meetings, as well as any special ad hoc committees to which you are appointed.
- Actively contribute to achieve your committee goals.
- Provide updates for Hearth Board meetings and ensure reports are complete and accurate prior to each meeting.

### **Be Supportive**

Support and promote agency fundraising.

- Attend events and represent the board by engaging with attendees.
- Leverage your network to expand the reach of fundraising events.
- Increase donations. Examples include but are not limited to attendance at signature events and events held by the Junior Board, drive ticket sales, solicit sponsorships, or silent auction items. Drive towards a goal of raising a minimum of \$2,500 per year
- Cultivate relationships that are beneficial for Hearth.
- Assume leadership roles in agency fund-raising campaigns and events.
- Donate a personal gift that is meaningful on a yearly basis to achieve the goal of 100% board participation in fund raising.

Be a community facing advocate for Hearth.

- Represent the agency at community events with organizations and with individuals.

### **Be Strategic**

Drive towards meeting performance goals and maintaining best practices.

- Understand and align with the goals and strategic vision of Hearth.
- Understand Hearth's business model and financials.
- Executive Committee members will also participate in the annual goal setting session with the CEO.
- Support the evaluation of the organization and CEO's performance on an annual basis against the goals outlined in the strategic plan.
- Evaluate your performance and commit to your board member responsibilities on a yearly basis based on strategic plan goals, attendance and involvement.

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Board Member Signature

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Date

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Witness



**2023 Year in Review (Megan, Kyona and Morgan)**

- HEARTH Team will review the 2023 Year in Review document at the board meeting and provide printed copies to board
- Printed copies were given to attendees at the Founders Breakfast and also mailed to HEARTH's top donors in February with a personalized note

**Recent HEARTH Accomplishments: (Megan)**

- American Dream TV episode and launch party, March 2024
- First Founders Breakfast Feb 2024 - next will take place in September 2024
- Updated Personnel Policy and Parental Leave Policy finalized, February 2024
- 2023 Year in Review Document published February 2024
- All 3 Save the Dates finalized for HEARTH's 2024 events
- Identification of potential Chair for Program's Committee
- ERC submission, January 2024
- Fully staffed - Finance Director, Mary Arhmein (February 2024) and Family Support Specialist, Tia Grimsley (March 2024). Organizational chart attached

**Allegheny County Housing Authority, Project Based Vouchers: (Kyona & Christy)**

- The attached documents include overview and financial flow chart
- Presentation by Christy via Zoom or pre-recorded video

**Social Media Stats: (Morgan)**

- Attached are the current social media metrics
- Facebook, Instagram, and LinkedIn exposure and mentions

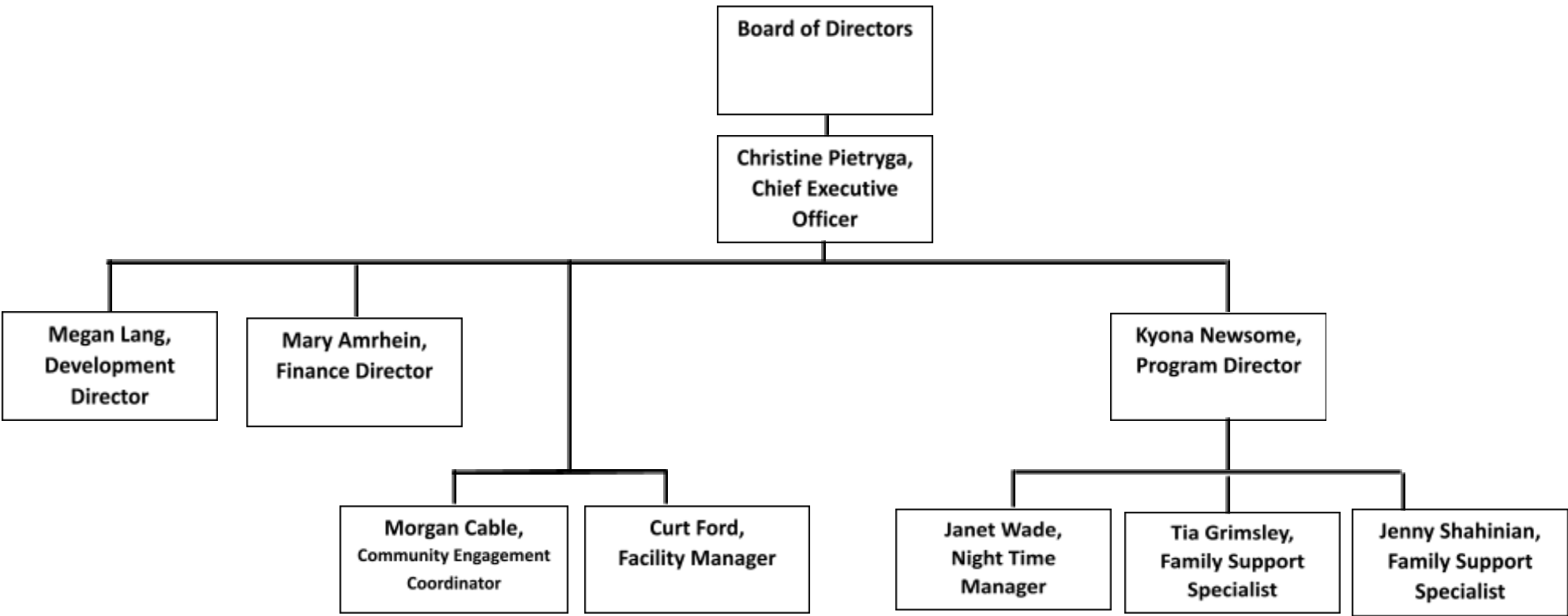
**Grants & Funding (Megan):**

- Current grant listing, attached
- Recent submissions: Snee and McCune

| Completed 2023                      | Funder  | Action   | Assigned         | Notes  |
|-------------------------------------|---|--|------------------|--|
| <input checked="" type="checkbox"/> | Robinson Family Foundation  | Unsolicited  | HEARTH           | Received \$1000 on 7/1/2023 from the Donald & Sylvia Robinson Foundation - Christy meeting with Robinson Sept 2023   |
| <input checked="" type="checkbox"/> | Eden Hall   |  |                  | Awarded June 2023; Christy met with Eden Hall May 2023   |
| <input checked="" type="checkbox"/> | Massey  | Awarded  |                  | Christy met with Massey in May 2023  |
| <input checked="" type="checkbox"/> | Howmet  | Awarded  |                  |  |
| <input checked="" type="checkbox"/> | Brentwood Bank  |  |                  | Sponsored Back to School Event and sponsoring events; Christy met with Brentwood in May 2023   |
| <input checked="" type="checkbox"/> | PNC Charitable Trust  | Awarded  |                  | Awarded June 2023  |
| <input checked="" type="checkbox"/> | Maden Foundation  |  |                  | Christy met with Barabara in July 2023; donated 5k during #OneDay  |
| <input checked="" type="checkbox"/> | McElhattan  | CP met 8/7   | Christy          | Christy met w/ new ED in August. Childcare the category HEARTH fits into and only funds active out of school programs; not new programs  |
| <input checked="" type="checkbox"/> | The Anne L. & George H. Clapp Charitable & Educational Trust - BNY Mellon Wealth Management | awarded  | Megan            | Received \$5000 for Program and childcare  |
| <input checked="" type="checkbox"/> | The Ann & Frank Cahouet Foundation - BNY V  | Unsolicited  | Megan            | \$5000 Gen OP 9/2023 - Short report (A few Paragraphs) due by May 2024 - Attn Annette Calgaro  |
| <input checked="" type="checkbox"/> | Hillman Foundations   | Submitted  | HEARTH & BM      | Audit and project proposal sent August 2023 -Christy met with HFF in June 2023 (75k recommended for submission Sept/Oct)   |
| <input checked="" type="checkbox"/> | FISA  | In progress  | --               | Board is reviewing application / Christy met with Shani and board member for application review 7/14/23  |
| <input type="checkbox"/>            | McCune  | Reach out in October   | Christy          | Don't award in first year of new CEO; Christy met with McCune in May 2023 - Meeting 1/11/2024  |
| <input type="checkbox"/>            | Pgh Foundation  |  |                  | Waiting on second half of 40k expended and will report then submit   |
| <input type="checkbox"/>            | CNX   | Colleen Elliot   | Christy          | Colleen on vacation with CNX Finance Dir - will discuss next steps after 8/21  |
| <input checked="" type="checkbox"/> | RK Mellon   | Submitted - Denmont  | Blended Measures | Will submit in October - Denial received in February 2024 - more requests than money   |
| <input checked="" type="checkbox"/> | ACMS  | Submitted - Denmont  | BM               | \$20,000 request   |
| <input type="checkbox"/>            | Forbes Funds  |  |                  | Capacity Building and Management Assistance Grants - 4 funding cycles per year.  |
| <input type="checkbox"/>            | Snee Reinhardt  | Submit March 2024  | Megan - Procopia | Focus on Tangibles and Youth - Sent Followup report for 2021/2022 gift \$3000 for medicines - ML 11.27.2023  |
| <input checked="" type="checkbox"/> | Thomas Marshall   | LOI sent   | Megan            | Megan sent LOI to Sue Marshall Roberts on 7/12/2023  |
| <input checked="" type="checkbox"/> | Giving2Grow   | Submitted  | Blended Measures | Last request in 3 year period  |
| <input checked="" type="checkbox"/> | Pittsburgh Child Guidance Foundation  | Submitted  | Blended Measures | Approved 11/2023   |
| <input checked="" type="checkbox"/> | Home4Good   | Submitted  | Megan            | Application submitted 7/14/2023  |
| <input checked="" type="checkbox"/> | GC Murphy Foundation  | Submitted  | Blended Measures | Sent LOI   |
| <input checked="" type="checkbox"/> | Robert and Louise Kahn Family Foundation  | Submitted  | Blended Measures |  |
| <input checked="" type="checkbox"/> | Scaife Family Fondations  | Due 2/1/2024   | Blended Measures | Shared with Aisha - they were based in Pgh and now are in West Palm Beach - HEARTH fits what the fund. Women and Children and safety - they like programs/projects (25k). *Additional night time shift managers? |
| <input type="checkbox"/>            | Staunton Farm   |  |                  | dedicated to improving the lives of people who live with mental illness and/or substance use disorders   |
| <input type="checkbox"/>            | Heinz Foundation  |  |                  |  |
| <input type="checkbox"/>            | PNC Foundation  | Met w/ Laura Swiss 8/10  | Christy          | Reach out spring 2024 for consideration (does not fund orgs with new ED's in first year); Christy met with PNC in August 2023  |
| <input type="checkbox"/>            | Comcast   |  |                  | Christy met with Jen in July 2023; recorded Comcast Newsmakers and Megan sent sponsorship package  |
| <input type="checkbox"/>            | Arconic (Apollo Fund)   | Reach out to Ryan Kish in February 2024 to inquire about submission -Ryan.Kish@arconic.com | Megan/ HEARTH    | Janet Duderstadt has made contact for us. She is retired from Arconic  |
| <input type="checkbox"/>            | New York Life   | Joshua Watson with NYL will assist with proper submission                                  | HEARTH           | Joshua Watson works for NYL and reached out after hearing about HEARTH through the YPB 11th hour event. They will aslo build a team for volunteer projects and a perk is NYL pays \$18 per volunteer hour / each |



# HEARTH Organizational Chart



## **Benedictine Place, LLC**

Ownership Entity (Property and building owner of 3724 Mt. Royal Blvd. Glenshaw, PA 15116). Responsible for all costs associated with property, facilities/security staff salaries re: building, grounds, and building.

Suggested changes:

- In addition to HEARTH continuing to pay rent to Benedictine Place (BP) monthly for the use of the building (tenant/property owner agreement), residents in HEARTH's transitional housing program would begin to pay monthly rent/program fee to BP.
- HEARTH's rent to BP needs to be reassessed and decreased (currently 23k/month for building use and we can change to 1<sup>st</sup> floor office use)
- Allegheny County Housing Authority (ACHA) Project Based Vouchers (PBV) agreement would be between ACHA and BP.
- PBV have a designated Small Area Fair Market Rent (SAFMR) amount based on location and unit size. Our units are currently listed as: 2 bedroom-\$1405.00 and 3 bedroom-\$1785.00 (if landlord pays all utilities, which BP would). Rent increases annually.
- ACHA would pay the rental subsidy to BP (the difference between a client's rent and SAFMR). Each month, BP will receive revenue from HEARTH, clients, and ACHA (BP does not have any current revenue sources other than HEARTH's rental payment.) HEARTH is currently covering BP property expenses.

## **HEARTH- North Hills Affordable Housing 501(c)(3)**

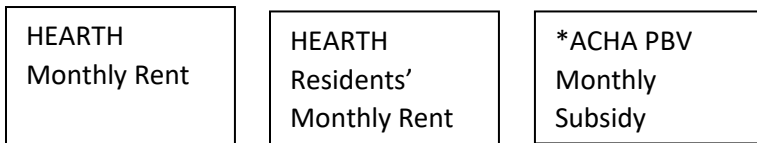
Nonprofit housing project on Benedictine Place's property. Responsible for HEARTH staff's salaries and all program/nonprofit related expenses. Has its own QuickBooks and banking account.

Suggested changes:

- Instead of HEARTH covering the costs associated with utilities, facility staff salaries, and building costs – expenses would be paid through BP. BP expenses would not run through HEARTH's books or banking account (inter-company transfers currently occurring to track building costs / mostly being paid by HEARTH since BP has limited revenue)
- All current grant, foundation, fundraising, and individual donor revenue would go directly to HEARTH's nonprofit/program costs rather than building and property expenses.
- HEARTH Board/ Finance Committee would be presented with both budgets and accounts – BP's and HEARTH's. Joint reports can also be created.
- HEARTH's Finance Director would manage both accounts: BP and HEARTH with allocations associated with joint expenses (staff, phone/internet, etc.)
- HEARTH goals of additional Night Time Managers for increased security in the evening and on-site childcare possible with additional funding.

## Benedictine Place, LLC

### REVENUE:



### EXPENSES:

Property expenses (landscaping, exterminating, taxes, insurance, fob/camera security), snow removal, unit flips

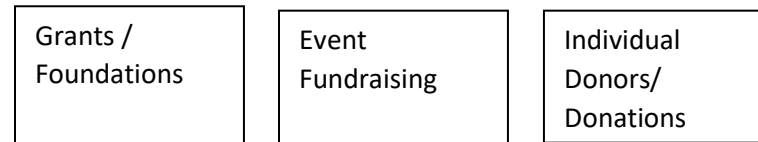
Building expenses (utilities, maintenance, capital improvements)

Property staff (Facilities Manager, Night Time Manager, portion of HEARTH Finance) & Portion of Program staff for service delivery to tenants

-Annual audit, Management fee to HEARTH, marketing costs

## HEARTH – North Hills Affordable Housing, 501(c)(3)

### REVENUE:



### EXPENSES:

HEARTH Staff: CEO, Development, Finance (could be 50/50), Program staff, and Staff benefits.

Program expenses: Supportive services, client-related expenses, staff supplies, audit, insurances.

Phone/Internet: Set allocated amount for program vs. property

Contracts: PR/Marketing, Grant writing, IT, Interim positions, Event Coordinator, etc.



## Finance Committee Update : March 4th

1. **PHFA Reserve Accounts:** Benedictine Place holds various reserve accounts (cash accounts) to PHFA for operating, capital improvements and insurance.
  - a. Operating Reserve: Steady 100k - utilized only when an organization is running a significant deficit and in need of money to maintain property/building operations. BP does not pay into this account - set up at PHFA contract start date by HEARTH.
  - b. Replacement Reserve: \$105k - Capital expenses that will last 4+ years. Fob system submitted (3k) and reimbursed this quarter. Mary submitted all other capital expenses over the past year to PHFA on 2/29/24 totalling \$10,500 and waiting on approval. Paid into monthly.
  - c. Insurance and Taxes Reserve: \$44k - Benedictine Place pays into this reserve monthly and PHFA pays all insurance and taxes through this reserve on behalf of Benedictine Place.
2. **Boiler Building** : Section 8 Vouchers
  - a. In the Boiler Building quadplex, three of the four tenants hold Section 8 vouchers. One of the three just received a Section 8 voucher and when HEARTH was completing the HOusing Authority documents (as the landlord) we received the allowable maximum rent for that building/location of \$2044 to place on the lease. The rent for the two other Section 8 units at Boiler have been set at a steady \$1,000 without requesting a rent increase. Kyona is working on increasing all three Section 8 unit rents to the max, \$2044.00. Tenants will keep their subsidized unit rent but HEARTH will be reimbursed the difference (which will be an increase to Boiler building monthly revenue from the Housing Authority).
3. **Housing Authority:** Deck attached
  - a. Benedictine Place/ HEARTH applying for 14 project based vouchers of the 16 transitional housing units
  - b. Housing Authority is also releasing an RFP that would allow Benet Woods to have project based vouchers - discussed with Benet Woods board and planning to apply for 3 PBV of the 11 units.
4. **Fiscal Year:** HEARTH / Benedictine Place
  - a. With the Housing Authority partnership in progress, we would like to align HEARTH's July-June fiscal year to align with Benedictine Place's fiscal year (Jan-Dec)
  - b. This will allow us to view reports side by side by quarter/year between the LLC and 501(c)(3)

- c. For HEARTH, the only grant that we currently receive that runs July-June is United Way- but we receive monthly installments of the grant, so it is easy to carry through fiscal years.

# HEARTH FINANCE COMMITTEE

HEARTH/Benedictine Place Revenue/Expense Alignment Project

March 4, 2024



**HEARTH**  
A Safe Place Matters

# Summary of HBK Recommendations

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- HBK's recommendations stem from their understanding of the legal structure and the agreement North Hills Affordable Housing ("HEARTH") and Benedictine Place LLC ("BP") have entered and is made more challenging by the lack of formalization of the accounting functions between the two entities (i.e. which entity pays which invoices, when funds are to be transferred, etc.). Under that agreement, HBK's position is that costs associated with the operation of the facility should be shown net of reimbursements received for operating costs and separate from the rental income received. HBK recommends that expenses associated with the building/property should no longer be reflected on HEARTH's books but rather Benedictine Place's as property owner.
  - Management recommends proceeding with these changes, with a target completion date of June 30, 2024.
- HEARTH will evaluate the current processes and document the flow of funds between the entities and recommended financial reporting treatment. At its core, HEARTH and BP have entered into a rental agreement for which HEARTH pays rent to BP on a month basis. Additionally, HEARTH is entitled to reimbursement of certain capital costs; however, those costs are required to be submitted and approved by the PFHA monthly. Any denied costs are the responsibility of HEARTH.

# HEARTH: North Hills Affordable Housing 501c3

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HEARTH: Nonprofit housing project on Benedictine Place's property. Responsible for HEARTH staff's salaries and all program/nonprofit related expenses

- HEARTH is currently covering the costs associated with the Glenshaw building and property. Benedictine Place (BP), as the property and builder owner, is responsible for these expenses, e.g., utilities, facility staff salaries, and building maintenance. Historically, BP's revenue stream has been insufficient to cover these costs; therefore, HEARTH has been covering the costs via inter-company transfers between HEARTH to BP.
- HEARTH currently pays rent to BP to utilize the building/property and pays maintenance costs of the property such as landscaping, utilities, etc. Through an inter-company transfer, BP then reimburses HEARTH the property expenses, but the property costs are higher than HEARTH's rent, so HEARTH is never fully reimbursed the property expenses (ex: HEARTH rent 23k/month, property expenses 30k/month – HEARTH covers the 7k shortfall). With the Housing Authority partnership, BP will have revenue to cover property costs – HEARTH will re-evaluate monthly rent amount (can be decreased).



# HEARTH: North Hills Affordable Housing 501c3 (cont.)

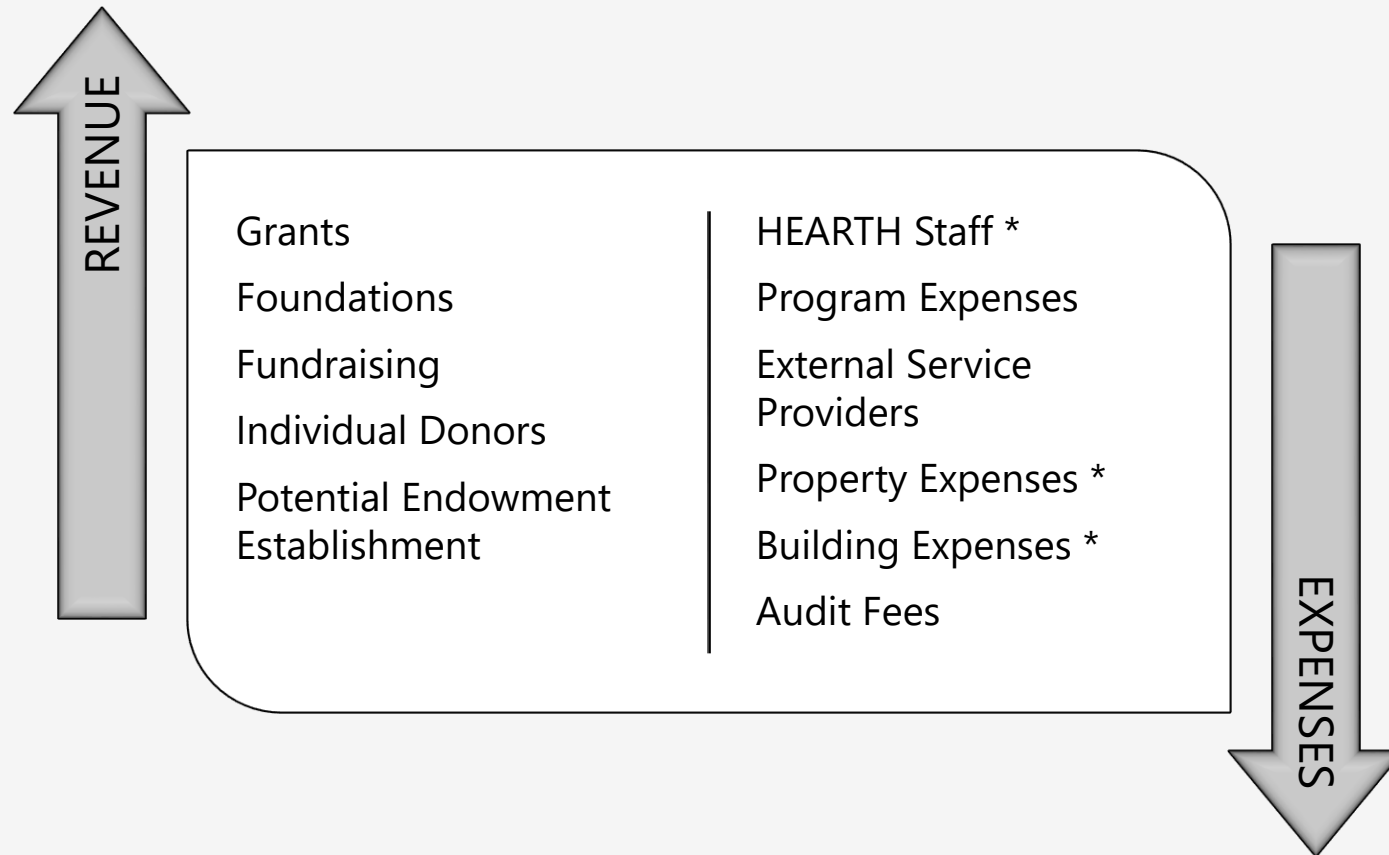
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- With the Housing Authority revenue going to BP, HEARTH's current grant, foundation, fundraising, and individual donor revenue will go directly to HEARTH's nonprofit/program costs rather than building and property expenses.
- HEARTH Board/ Finance Committee will be responsible for reviewing both BP and HEARTH's budgets and accounts submitted by Finance Director and CEO.
- HEARTH's Finance Director will manage both BP and HEARTH's accounting records, including allocations associated with joint expenses split between BP and HEARTH (staff salary, phone/internet, etc.)

# HEARTH: North Hills Affordable Housing 501c3

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- *Target State:* North Hills Affordable Housing 501c3 (“HEARTH”) revenue and expenses.
- Aggregate shared expenses will be allocated using transparent, repeatable processes (\*)



# Benedictine Place, LLC

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Ownership Entity (property and building owner of 3724 Mt. Royal Blvd. Glenshaw, PA 15116). Responsible for all costs associated with property: facilities/security staff salaries, building, grounds, and maintenance.

- Allegheny County Housing Authority (ACHA) Project Based Vouchers (PBV) agreement would be between ACHA and Benedictine Place (BP) as the property owner.
- HEARTH currently pays rent to Benedictine Place (BP) monthly for the use of the building (tenant/property owner agreement). Through the Housing Authority partnership, resident rent would be submitted to BP along with the Housing Authority's project-based voucher subsidy. HEARTH's rent to BP needs to be reassessed and will most likely decrease (currently \$23,000/month for building use and would likely be reduced to 1st floor office use only.)

## Benedictine Place, LLC (cont.)

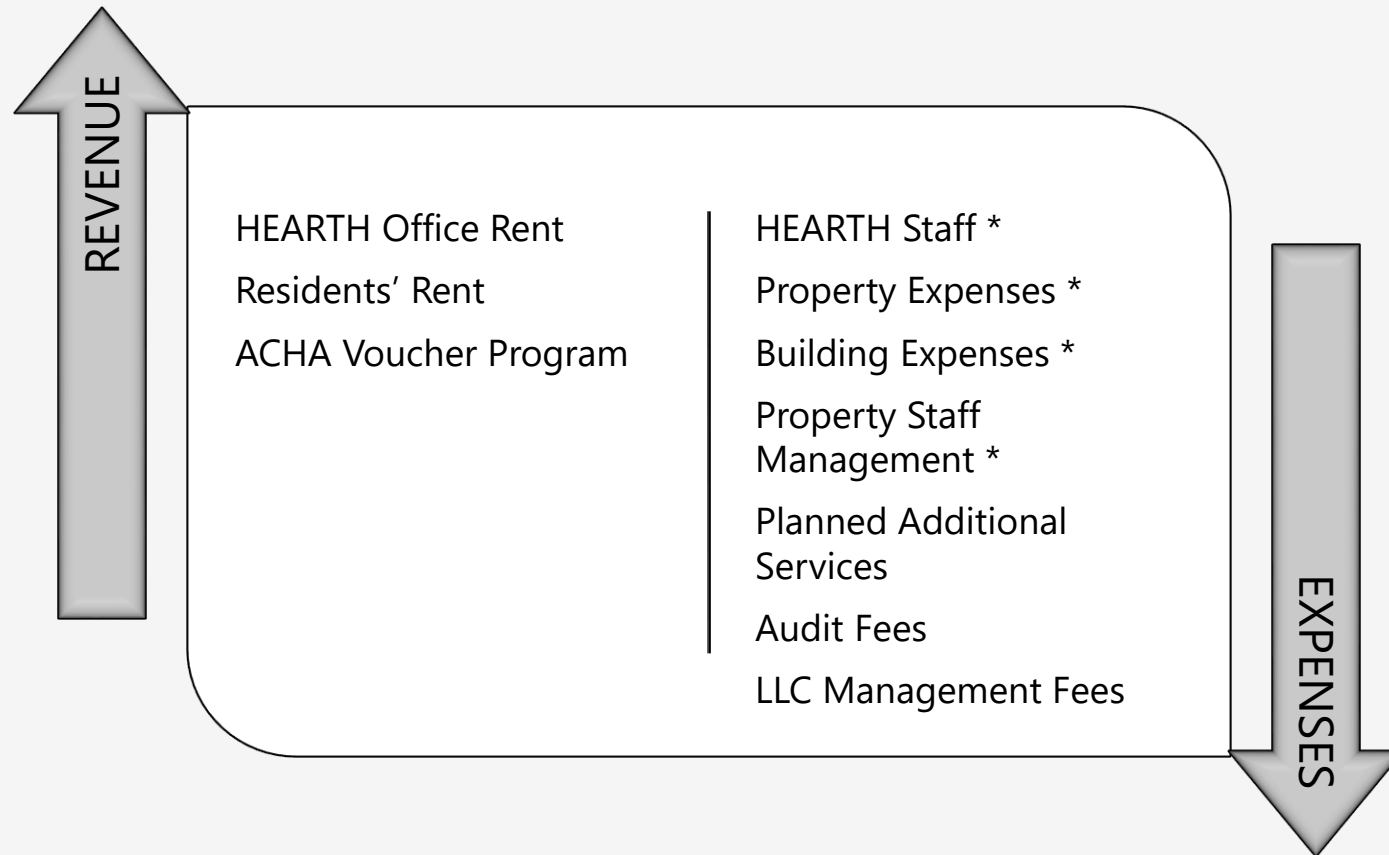
---

- PBV have a designated Small Area Fair Market Rent (SAFMR) amount based on location and unit size. Our units are currently listed as: 2 bedroom-\$1,405 and 3 bedroom-\$1,785 (if landlord pays all utilities, which BP would). Housing Authority subsidy would increase annually with rent increase requests.
- ACHA would pay the rental subsidy for each PBV to BP (the difference between a client's rent and SAFMR). Each month, BP will receive revenue from HEARTH for use of the building, client rent, and ACHA (BP does not have any current revenue sources other than HEARTH's rental payment.)
- All property related expenses would then be paid directly from BP rather than HEARTH.

# Benedictine Place, LLC

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- *Target State:* Benedictine Place Housing Limited Partnership (“Benedictine Place”) revenue and expenses.
- Aggregate shared expenses will be allocated using transparent, repeatable processes (\*).





**Housing Authority Partnership:**

- Update given during CEO report

**Performance Metrics - Strategic Plan Goal 1**

- Kyona is also working with the case management database regarding the program metrics and tracking

**Safety Plan - Strategic Plan Goal 2**

- Kyona is identifying certification programs for Program Team to complete in 2024/2025 regarding safety planning

**HEARTH to Home**

- Enterprise Bank is locating a home for the next giveaway (looking in the Millvale area to stay in Shaler School District). HEARTH will wait for next steps; 2 candidates identifies by Programs Committee

**Program Committee Chair**

- Christy met with Alena Anderson (United Way and Bethlehem Haven). Would be a fantastic program chair. Christy submitted her name to the Governance Committee

**New Program Staff:**

- New Family Support Specialist, Tia Grimsley started on March 4th

## Website Highlights

### Visits and Visitors (GA4 terms: Users, New Users, and Sessions)

HEARTH's website data shows almost 6% fewer users, 5.7% fewer new users, and 4.8% fewer sessions in January compared to December. This follows similar decreases in users in December (i.e. during the holidays).

We also tracked a 3% decrease in engaged sessions (sessions that last longer than 10 seconds, have a conversion event, or has at least 2 pageviews or screenviews).

When looking at how sessions trends over the full month, we can see that HEARTH's traffic decreased the most on January 13th. Outside of this date, traffic fluctuated from day-to-day in a relatively normal pattern.

**Recommended Action Item:** In addition to reviewing your Session and Referral insights (which are part of these takeaways), we recommend keeping an eye on

### Session Acquisitions/Referrals

The top three channels bringing traffic to the website were Organic Search, Direct, and Referral traffic.

- Organic traffic brought in 764 sessions in January (up from 700 in December)
- Direct traffic brought in 466 sessions (down from 553 last month)
- Referral traffic brought in 300 (down from 355 last month)

This tells us that while organic traffic remained consistent MoM, direct and referral sources brought in fewer traffic MoM. This correlates with HEARTH's EOY appeal communications going out in December (and ending in January).

The external sites referring the most traffic to HEARTH were Google, Bing, and

### Audience + Behavior

Page 3 of this report offers insights into who is visiting your website. These stats remain relatively unchanged compared to the previous reporting period:

- Almost 82% of visitors were new (i.e. had not previously visited the website)
- More women visited the website than men
- People aged 25 - 34 comprised the majority of tracked visitors

**Recommended Action Item:** We recommended that HEARTH review the Audience & Behavior data to determine if the demographic data aligns with HEARTH's mission, goals, and day to day work. Shift would like to discuss this further in one of our upcoming meetings – HEARTH's feedback will be beneficial as Shift creates

### Content Performance

Page 4 of the report highlights the content that is most viewed by site users.

In January, a little over 60% of users landed on the HEARTH homepage when visiting the website (as the homepage is almost always the most visited page on a website).

**The other most popular landing pages were:** Do You Need A Safe Place, About Us, and the announcement about Christy being hired in 2023.

We tracked an almost 16% decrease in the number of impressions the HEARTH site received in organic search results. A major contributor to this decrease was

## Social Media Highlights

### Facebook

8 posts went out on Facebook in January (compared to 10 in December).

The total number of post engagements on this platform decreased over 46%.

This can be attributed to a couple factors:

- This decrease followed a large (33%) increase in the reporting period. If there is an unusual "burst" of activity during one reporting period, we can see a decrease in engagement when activity returns to "normal" levels.
- Fewer posts went out MoM, meaning there were fewer opportunities for users to engage with content comparatively.

Top posts this month included:

- The creation of the Hats Off 2023 photo album
- The Finance Director hiring post
- The status update that shared the Hats Off 2023 photo album
- The announcement about the EOY campaign's performance

**Recommended Action Item (for all platforms):** Continue to spotlight HEARTH's

### Instagram

5 posts went out on Instagram in January (compared to 9 in December).

Impressions decreased almost 52% MoM, and Reach decreased almost 41%.

Engagements (ex. Likes and comments) were also down MoM. January's posts received 63 likes (versus 110 in December). Only one comment came this month (equal to last month). These drops correlate with the reduction in the number of posts published during the month.

Instagram's top posts were:

- The Finance Director hiring post
- The Cakes for Care shoutout
- The announcement about the EOY campaign's performance

**Recommended Action Item (for all platforms):** We recommend setting a "target" for the number of posts that will be published monthly. When a similar number of

### LinkedIn

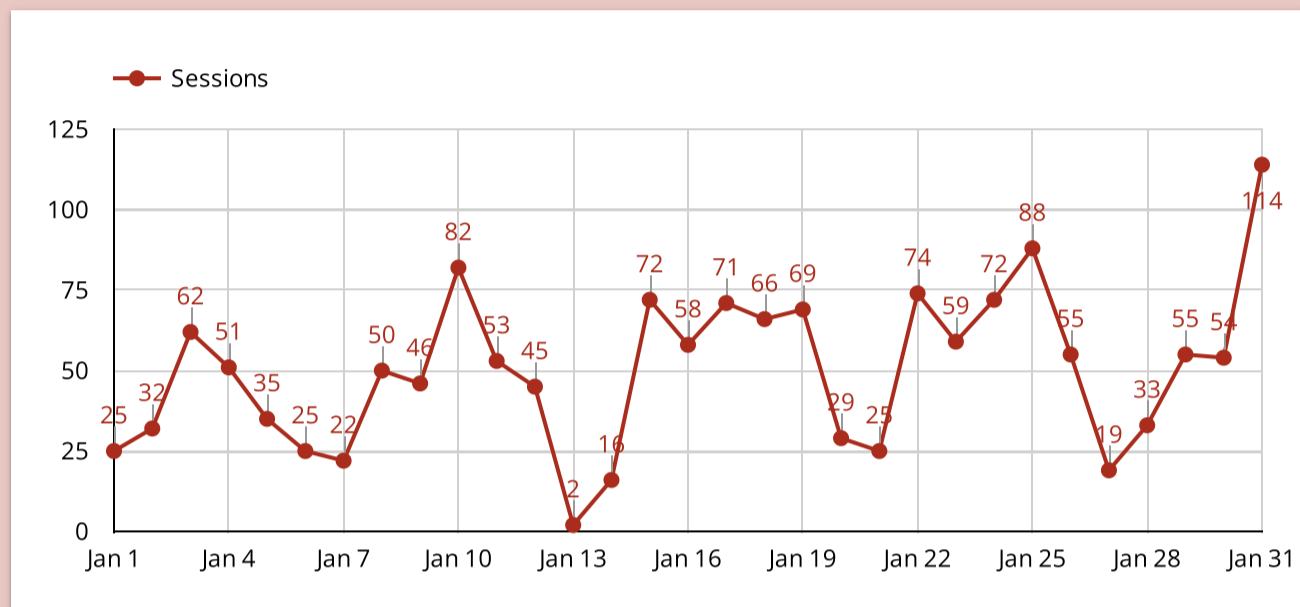
6 posts went out on LinkedIn in January (versus 9 in December). Impressions of the content decreased almost 33% (which correlates with the decrease in the number of published posts). All of the platform's key engagement actions (reactions, comments, shares) decreased.

The top posts were:

- The Finance Director hiring post
- The Cakes for Care shoutout
- A "how can you get involved" list post

|   |   |  |  |   |   |
|---|---|--|--|---|---|
| <b>Total users</b><br><b>1,176</b><br>↓ -5.9% | <b>New users</b><br><b>1,135</b><br>↓ -5.7% | <b>Sessions</b><br><b>1,556</b><br>↓ -4.8% | <b>Engaged sessions</b><br><b>898</b><br>↓ -3.0% | <b>Avg session duration</b><br><b>02:20</b><br>↓ -16.2% | <b>Views</b><br><b>2,843</b><br>↓ -8.7% |
|---|---|--|--|---|---|

## How are site sessions trending over the month?



## What are the top cities by sessions?

| City               | Sessions     | Views        |
|--------------------|--------------|--------------|
| Pittsburgh         | 288          | 593          |
| (not set)          | 166          | 244          |
| Ashburn            | 101          | 168          |
| New York           | 68           | 129          |
| Hampton Township   | 60           | 118          |
| Glenshaw           | 59           | 111          |
| McCandless         | 50           | 114          |
| Ross Township      | 48           | 120          |
| Columbus           | 40           | 52           |
| Coffeyville        | 28           | 28           |
| Moses Lake         | 19           | 19           |
| <b>Grand total</b> | <b>1,556</b> | <b>2,843</b> |

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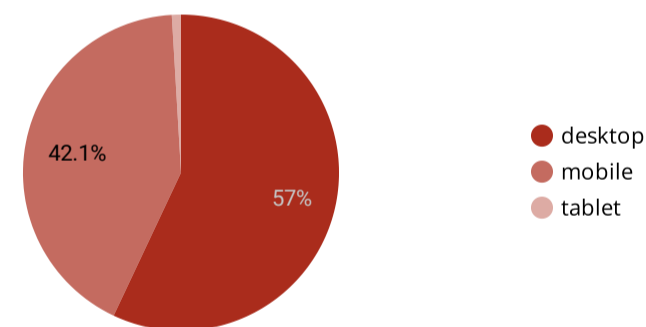
## Which channels are driving engagement?

Goal: Engaged Users

| Session default channel group | Sessions     | Engaged sessions | Total users  |
|-------------------------------|--------------|------------------|--------------|
| 1. Organic Search             | 764          | 502              | 527          |
| 2. Direct                     | 466          | 165              | 420          |
| 3. Referral                   | 300          | 214              | 224          |
| 4. Organic Social             | 19           | 12               | 17           |
| 5. Email                      | 7            | 4                | 6            |
| 6. Unassigned                 | 1            | 0                | 1            |
| <b>Grand total</b>            | <b>1,556</b> | <b>898</b>       | <b>1,176</b> |

1 - 6 / 6

## Users and Engagement by device & browser



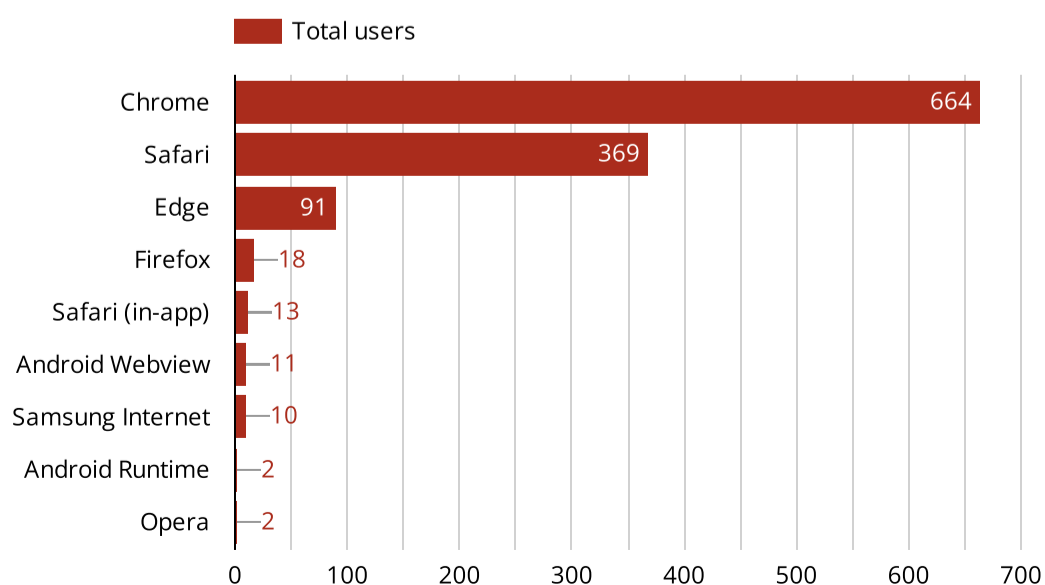
| Device category | Sessions | Engaged sessions | Average session duration |
|-----------------|----------|------------------|--------------------------|
| desktop         | 902      | 523              | 00:02:42                 |
| mobile          | 648      | 369              | 00:01:49                 |
| tablet          | 11       | 9                | 00:01:07                 |

1 - 3 / 3

## Which external sites refer traffic?

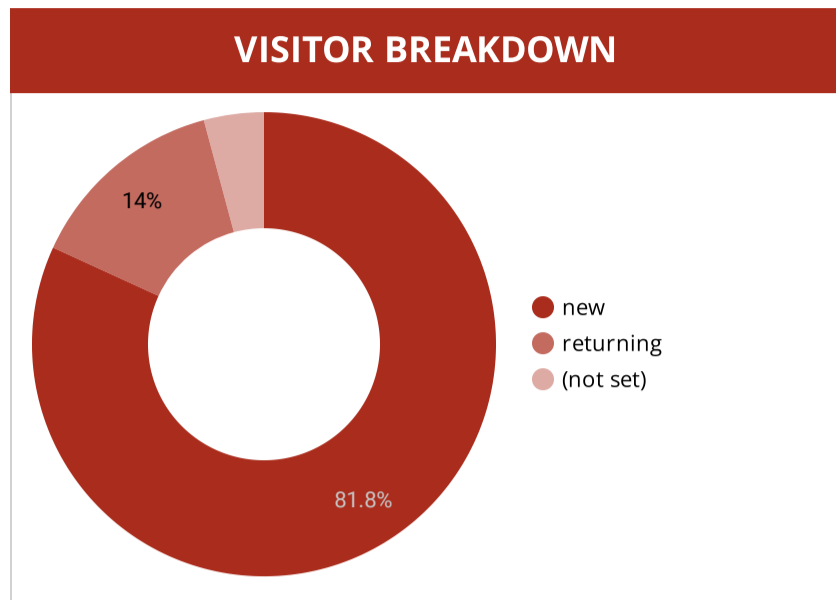
| Page referrer                            | Total users | Engaged sessions |
|--|-------------|------------------|
| 1.                                       | 471         | 225              |
| 2. https://www.google.com/               | 456         | 423              |
| 3. https://www.bing.com/                 | 45          | 47               |
| 4. https://bing.com/                     | 20          | 0                |
| 5. https://www.pa211.org/                | 11          | 9                |
| 6. https://search.yahoo.com/             | 10          | 10               |
| 7. http://m.facebook.com/                | 6           | 5                |
| 8. https://l.facebook.com/               | 5           | 5                |
| 9. https://l.instagram.com/              | 3           | 1                |
| 10. https://www.facebook.com/            | 3           | 1                |
| 11. android-app://com.google.android.gm/ | 2           | 0                |
| <b>Grand total</b>                       | <b>999</b>  | <b>715</b>       |

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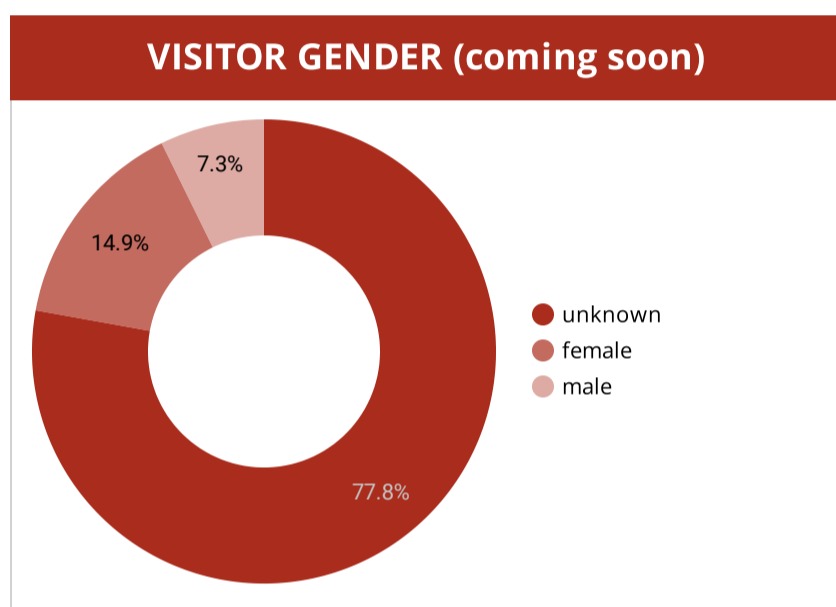
## Who is visiting and engaging with your website?



### VISITOR ENGAGEMENT BY TYPE

| New / returning    | Total users  | Views        | Average session duration | Bounce rate   |
|--------------------|--------------|--------------|--------------------------|---------------|
| new                | 1,135        | 2,230        | 00:02:12                 | 37.6%         |
| returning          | 194          | 541          | 00:03:22                 | 42.94%        |
| (not set)          | 58           | 72           | 00:00:00                 | 98.9%         |
| <b>Grand total</b> | <b>1,176</b> | <b>2,843</b> | <b>00:02:20</b>          | <b>42.29%</b> |

1 - 3 / 3 < >



### VISITOR ENGAGEMENT BY TYPE (coming soon)

| Age                | Total users  | Sessions     | Average session duration |
|--------------------|--------------|--------------|--------------------------|
| unknown            | 950          | 1,202        | 00:01:57                 |
| 25-34              | 74           | 105          | 00:03:22                 |
| 35-44              | 59           | 78           | 00:03:25                 |
| 55-64              | 39           | 54           | 00:05:02                 |
| 45-54              | 34           | 53           | 00:02:57                 |
| 18-24              | 22           | 29           | 00:04:44                 |
| <b>Grand total</b> | <b>1,176</b> | <b>1,556</b> | <b>00:02:20</b>          |

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### VISITOR ENGAGEMENT BY SOURCE/MEDIUM

| Session source / medium                    | Total users  | Sessions     | Engaged sessions |
|--|--------------|--------------|------------------|
| google / organic                           | 450          | 656          | 444              |
| (direct) / (none)                          | 420          | 466          | 165              |
| hearthpgh.org / referral                   | 189          | 231          | 174              |
| bing / organic                             | 64           | 89           | 45               |
| hearthpgh.wpengine.com / referral          | 23           | 38           | 17               |
| yahoo / organic                            | 10           | 14           | 12               |
| pa211.org / referral                       | 9            | 9            | 7                |
| m.facebook.com / referral                  | 6            | 6            | 5                |
| Shift All Contacts / email                 | 5            | 6            | 4                |
| l.facebook.com / referral                  | 4            | 6            | 4                |
| hearth.salsalabs.org / referral            | 3            | 3            | 2                |
| facebook.com / referral                    | 3            | 3            | 1                |
| l.instagram.com / referral                 | 3            | 3            | 1                |
| yfrp.pitt.edu / referral                   | 2            | 2            | 2                |
| domesticshelters.org / referral            | 2            | 2            | 2                |
| linktr.ee / referral                       | 2            | 4            | 3                |
| hearth-bp.org / referral                   | 1            | 3            | 2                |
| alleggheny.pa.networkofcare.org / referral | 1            | 1            | 1                |
| aol / organic                              | 1            | 1            | 1                |
| <b>Grand total</b>                         | <b>1,176</b> | <b>1,556</b> | <b>898</b>       |

1 - 31 / 31 < >

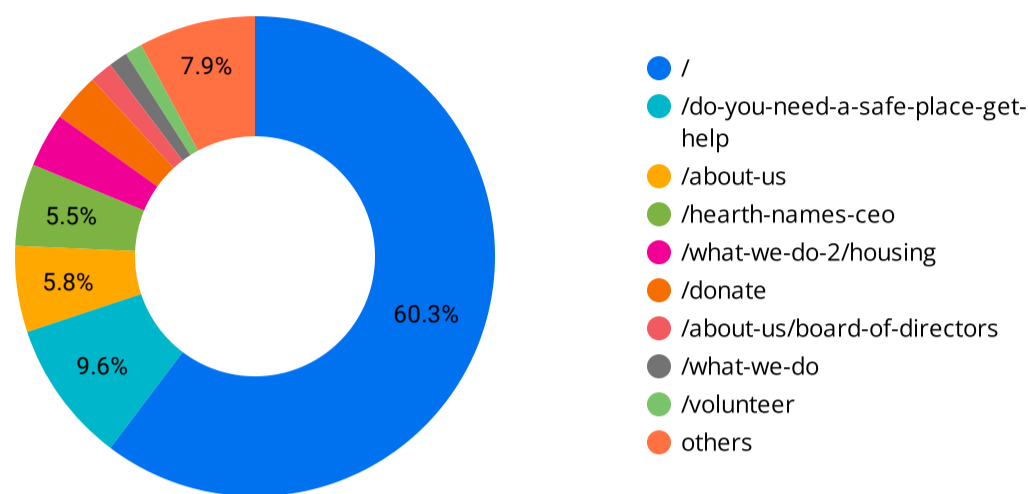
### EVENT OVERVIEW

| Event name         | Total users  | Sessions     | Event count  |
|--------------------|--------------|--------------|--------------|
| page_view          | 1,176        | 1,469        | 2,843        |
| session_start      | 1,176        | 1,555        | 1,558        |
| first_visit        | 1,135        | 1,133        | 1,135        |
| user_engagement    | 743          | 945          | 1,900        |
| scroll             | 479          | 549          | 843          |
| click              | 300          | 324          | 480          |
| form_start         | 46           | 49           | 52           |
| file_download      | 24           | 26           | 33           |
| page_submit        | 24           | 24           | 25           |
| video_start        | 4            | 4            | 14           |
| video_progress     | 3            | 3            | 49           |
| form_submit        | 3            | 6            | 6            |
| video_complete     | 2            | 2            | 12           |
| <b>Grand total</b> | <b>1,176</b> | <b>1,556</b> | <b>8,950</b> |

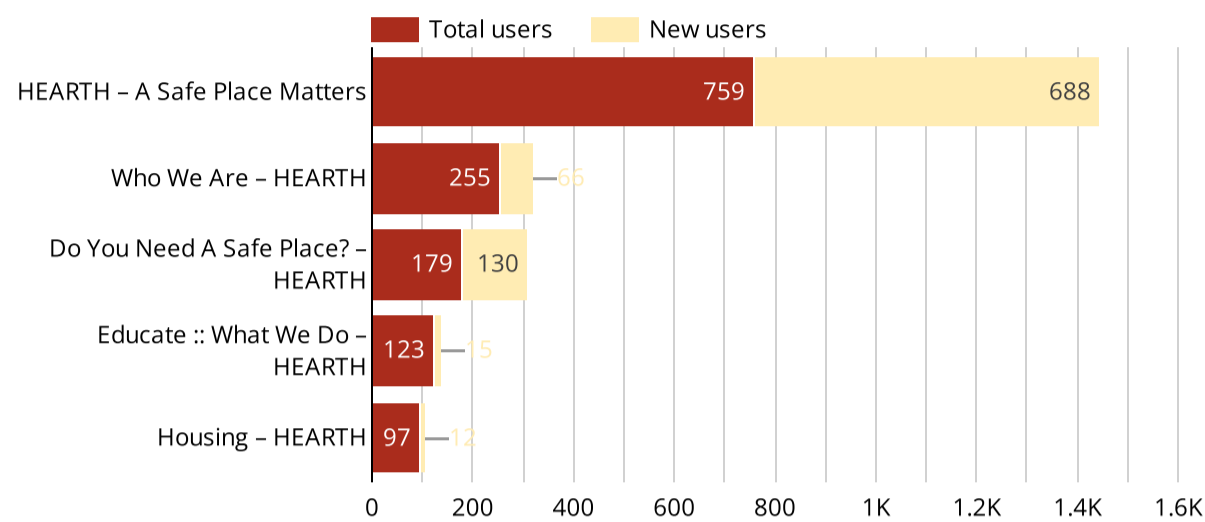
1 - 13 / 13 < >

## What web content and pages are visitors consuming when visiting?

### Which landing pages are most popular?



### Most popular pages broken down by page title



| Page path                              | Views        | Bounce rate   |
|--|--------------|---------------|
| 1. /                                   | 1,096        | 37.25%        |
| 2. /about-us/                          | 359          | 19.81%        |
| 3. /do-you-need-a-safe-place-get-help/ | 249          | 33.17%        |
| 4. /what-we-do/                        | 170          | 17.22%        |
| 5. /donate/                            | 134          | 23.15%        |
| 6. /what-we-do/housing/                | 117          | 14.55%        |
| 7. /about-us/board-of-directors/       | 115          | 22.61%        |
| 8. /volunteer/                         | 81           | 18.42%        |
| 9. /fundraisers/                       | 69           | 12.28%        |
| 10. /what-we-do-2/housing/             | 64           | 22%           |
| <b>Grand total</b>                     | <b>2,843</b> | <b>42.29%</b> |

1 - 10 / 47

| Page title                            | Views        | Bounce rate   |
|---------------------------------------|--------------|---------------|
| 1. HEARTH - A Safe Place Matters      | 1,096        | 37.25%        |
| 2. Who We Are - HEARTH                | 359          | 19.81%        |
| 3. Do You Need A Safe Place? - HEARTH | 249          | 33.17%        |
| 4. Educate :: What We Do - HEARTH     | 170          | 17.22%        |
| 5. Donate - HEARTH                    | 134          | 23.15%        |
| 6. Housing - HEARTH                   | 117          | 14.55%        |
| 7. Board of Directors - HEARTH        | 115          | 22.61%        |
| 8. Page not found - HEARTH            | 114          | 30.49%        |
| 9. Volunteer - HEARTH                 | 81           | 18.42%        |
| 10. Signature Fundraisers - HEARTH    | 69           | 12.28%        |
| <b>Grand total</b>                    | <b>2,843</b> | <b>42.29%</b> |

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### Landing Page by Session Source

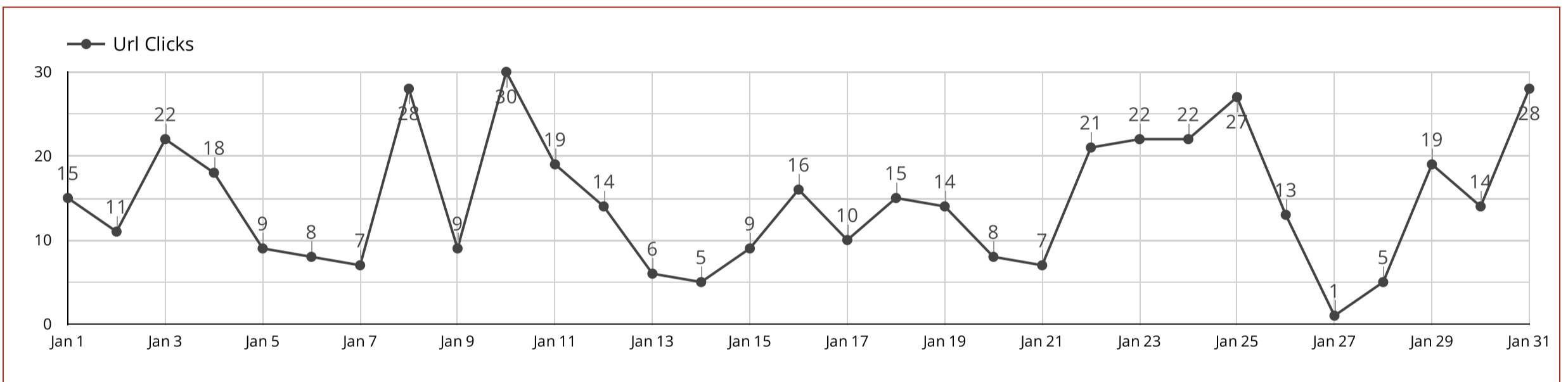
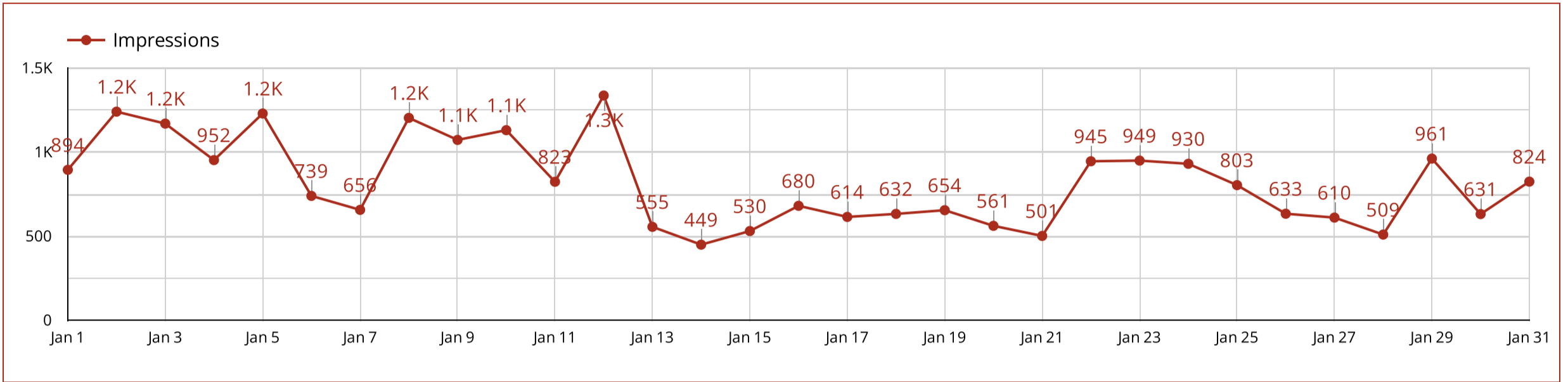
| Session default channel group | Landing page                       | Total users  | Sessions     |
|-------------------------------|------------------------------------|--------------|--------------|
| 1. Organic Search             | /                                  | 431          | 521          |
| 2. Direct                     | /                                  | 264          | 288          |
| 3. Referral                   | /do-you-need-a-safe-place-get-help | 84           | 97           |
| 4. Organic Search             | (not set)                          | 58           | 64           |
| 5. Direct                     | /do-you-need-a-safe-place-get-help | 49           | 49           |
| 6. Organic Search             | /about-us                          | 48           | 54           |
| 7. Referral                   | /what-we-do-2/housing              | 41           | 42           |
| 8. Direct                     | /about-us                          | 35           | 38           |
| 9. Referral                   | /                                  | 31           | 45           |
| 10. Referral                  | /donate                            | 26           | 31           |
| 11. Referral                  | /hearth-names-ceo                  | 26           | 28           |
|                               | <b>Grand total</b>                 | <b>1,176</b> | <b>1,556</b> |

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Impressions  
**25,414**  
↓ -15.7%

Clicks to Site  
**452**  
↑ 0.9%

Average Position  
**14.04**  
↑ 3.1%



| Query                      | Impressions   | Clicks     | Avg position |
|----------------------------|---------------|------------|--------------|
| 1. hearth                  | 15,303        | 86         | 11.93        |
| 2. hearth pittsburgh       | 847           | 79         | 1.62         |
| 3. hearth program          | 224           | 10         | 4.23         |
| 4. hearth home             | 146           | 8          | 5.37         |
| 5. hearth glenshaw         | 142           | 5          | 1.88         |
| 6. hearth house            | 121           | 8          | 44.91        |
| 7. hearths                 | 115           | 1          | 46.09        |
| 8. home and hearth         | 90            | 0          | 6.29         |
| 9. heartg                  | 77            | 0          | 10.14        |
| 10. hearth shelter         | 69            | 3          | 1            |
| 11. the hearth             | 65            | 1          | 20.54        |
| 12. hearth and home        | 63            | 0          | 9.94         |
| 13. hearth housing program | 63            | 7          | 1.78         |
| 14. hearth address         | 63            | 2          | 2.00         |
| <b>Grand total</b>         | <b>25,414</b> | <b>452</b> | <b>14.04</b> |

1 - 100 / 506 < >

| Landing Page   | Query                  | Clicks     |
|--|------------------------|------------|
| 1. https://hearthpgh.org/                              | hearth                 | 84         |
| 2. https://hearthpgh.org/                              | hearth pittsburgh      | 66         |
| 3. https://hearthpgh.org/                              | hearth program         | 9          |
| 4. https://hearthpgh.org/                              | hearth housing program | 7          |
| 5. https://hearthpgh.org/                              | hearth home            | 7          |
| 6. https://hearthpgh.org/                              | hearth house           | 7          |
| 7. https://hearthpgh.org/about-us/                     | hearth pittsburgh      | 5          |
| 8. https://hearthpgh.org/                              | hearth shelter         | 3          |
| 9. https://hearthpgh.org/                              | hearth foundation      | 3          |
| 10. https://hearthpgh.org/                             | hearth glenshaw        | 3          |
| 11. https://hearthpgh.org/about-us/board-of-directors/ | hearth pittsburgh      | 2          |
| 12. https://hearthpgh.org/contacts/                    | hearth address         | 2          |
| 13. https://hearthpgh.org/what-we-do/housing/          | hearth pittsburgh      | 2          |
| <b>Grand total</b>                                     |                        | <b>452</b> |

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## PAGE OVERVIEW

|   |  |  |   |
|---|--|--|---|
| Total Followers (to-date)<br><b>1,888</b> | Total Page Likes<br><b>1,813</b><br>↑ 0.5% | Total People Who Viewed<br><b>51</b><br>↓ -12.1% | Post Engagement Total<br><b>237</b><br>↓ -46.7% |
|---|--|--|---|

### Discovery

|                           |       |
|---------------------------|-------|
| Post reach (last 28 days) | 1,297 |
| Post engagement           | 237   |
| New Page likes            | 8     |
| New Page Followers        | 7     |

### Interactions

|             |    |
|-------------|----|
| Reactions   | 73 |
| Comments    | 2  |
| Shares      | 5  |
| Link clicks | 8  |

|                    | Date Published    | Picture | Post  | Type                 | Post Clicks | Comments - On Post | Post Reach (lifetime) | Post Engagement |
|--------------------|-------------------|---------|---|----------------------|-------------|--------------------|-----------------------|-----------------|
| 1.                 | Jan 5, 2024, 4PM  |         |   | added_photos         | 31          | 0                  | 324                   | 33              |
| 2.                 | Jan 10, 2024, 3PM |         | HEARTH is looking for an exceptional Finance Director to join our team.<br>Apply today: <a href="https://www.indeed.com/job/finance-director-243fcd3c2f070c09">https://www.indeed.com/job/finance-director-243fcd3c2f070c09</a><br>#HEARTH #ASafePlaceMatters #HousingIsAHumanRight #Careers  | added_photos         | 23          | 0                  | 850                   | 37              |
| 3.                 | Jan 5, 2024, 4PM  |         | The wait is over! We are thrilled to share the captivating moments captured at our annual fundraising event, Hats Off! 🎉<br>A heartfelt thank you to everyone who made this night a spectacular success, supporting our HEARTH families. Tag yourself, tag a friend, and let's continue to spread the joy and success of Hats Off 2023! 🎉<br>#HatsOff #HEARTH #ASafePlaceMatters  | mobile_status_update | 17          | 0                  | 170                   | 18              |
| 4.                 | Jan 31, 2024, 2PM |         | We are beyond thrilled to share the incredible news that, thanks to your generosity, we have not only met but surpassed our End-of-Year Goal! 🎉 Our initial target was \$95,000 to commemorate our founding year in 1995, and we are humbled to announce that together, we've raised \$105,487!<br>Your support is more than just a donation; it's a lifeline for the mothers and children we serve in our program. Your kindness and compassion are creating pathways to healing, hope, and new beginnings. To each donor who believes in our mission, shares our vision, and contributed to this success - THANK YOU! 🌟<br>Let's carry this momentum into this new year, continuing to build a Safe Place that Matters. ❤️<br>#Gratitude #CommunitySupport #ImpactfulGiving #ThankYou #EndofYearAppeal #HEARTH #ASafePlaceMatters | added_video          | 11          | 2                  | 302                   | 41              |
| 5.                 | Jan 2, 2024       |         | As we step into a fresh year, let's come together to create positive change. 🌟 Here are different   | added_photos         | 10          | 1                  | 212                   | 10              |
| <b>Grand total</b> |                   |         |   |                      | <b>101</b>  | <b>3</b>           | <b>2,368</b>          | <b>178</b>      |

## PAGE OVERVIEW

Total Page Followers: 1,070



## TOP POSTS

| Date And Time        | Media URL | Caption  | Media Type     | Like Count | Comments Count | Saved    | Shares Lifetime |
|----------------------|-----------|--|----------------|------------|----------------|----------|-----------------|
| 1. Jan 31, 2024, 2PM |           | <p>We are beyond thrilled to share the incredible news that, thanks to your generosity, we have not only met but surpassed our End-of-Year Goal! 🎉 Our initial target was \$95,000 to commemorate our founding year in 1995, and we are humbled to announce that together, we've raised \$105,487!</p> <p>Your support is more than just a donation; it's a lifeline for the mothers and children we serve in our program. Your kindness and compassion are creating pathways to healing, hope, and new beginnings. To each donor who believes in our mission, shares our vision, and contributed to this success - THANK YOU! 🌟</p> <p>Let's carry this momentum into this new year, continuing to build a Safe Place that Matters. ❤️</p> <p>#Gratitude #CommunitySupport #ImpactfulGiving #ThankYou #EndofYearAppeal #HEARTH #ASafePlaceMatters</p> | VIDEO          | 18         | 0              | 0        | 0               |
| 2. Jan 10, 2024, 3PM |           | <p>HEARTH is looking for an exceptional Finance Director to join our team.</p> <p>Apply today with the link in our bio!</p> <p>#HEARTH #ASafePlaceMatters #HousingIsAHumanRight #Careers</p>   | IMAGE          | 14         | 0              | 0        | 2               |
| 3. Jan 12, 2024, 3PM |           | <p>We're sending a sweet shoutout to our incredible friends at Cakes for Care who are baking up more than just delicious treats - they're spreading joy in our HEARTH community! 🍰🌟</p> <p>It's so much more than just baked goods; they're a symbol of compassion and support. Thank you for being the secret ingredient in making our community a better place. We deeply appreciate your thoughtfulness in bringing sweet joy to our families!</p> <p>#Gratitude #CommunitySupport #BakingWithLove #ThankYou #HEARTH #ASafePlaceMatters</p>   | CAROUSEL_ALBUM | 13         | 1              | 0        | 0               |
| 4. Jan 15, 2024, 3PM |           | <p>At HEARTH, we celebrate the spirit of compassion, equality, and justice that Dr. Martin Luther King, Jr. stood for. In his honor, we strive to build a community where every family has a safe space to heal, grow, and thrive.</p> <p>#MLKDay #HEARTHcares #ASafePlaceMatters</p>  | IMAGE          | 10         | 0              | 0        | 0               |
| 5. Jan 3, 2024, 3PM  |           | <p>As we step into a fresh year, let's come together to create positive change. 🌟 Here are different ways you can get involved and make an impact in the lives of our HEARTH families this New Year.</p> <p>1 Volunteer your Time: Whether it's playing with our kids in childcare, organizing activities, or providing support to our team, your time is a valuable gift that can brighten someone's day.</p> <p>2 Donate from our Needs Lists: Consider donating from our Amazon Wishlists that have all personal</p>  | IMAGE          | 8          | 0              | 0        | 0               |
| <b>Grand total</b>   |           |  |                | <b>63</b>  | <b>1</b>       | <b>0</b> | <b>2</b>        |

## Company Page Overview

|  |  |  |   |
|--|--|--|---|
| <b>Impressions</b><br><b>1,104</b><br>↓ -32.8% | <b>All page views</b><br><b>87</b><br>↑ 112.2% | <b>All unique visitors</b><br><b>48</b><br>↑ 92.0% | <b>Visite website clicks</b><br><b>0</b><br>N/A |
|--|--|--|---|

## Follower Overview

|                                      |  |
|--------------------------------------|--|
| <b>Total followers</b><br><b>517</b> | <b>New followers</b><br><b>9</b><br>↑ 200.0% |
|--------------------------------------|--|

## Post Analytics

|                                  |   |  |  |                                       |
|----------------------------------|---|--|--|---------------------------------------|
| <b>#</b><br><b>6</b><br>↓ -33.3% | <b>Reactions</b><br><b>30</b><br>↓ -58.9% | <b>Clicks</b><br><b>31</b><br>↓ -71.6% | <b>Comments</b><br><b>0</b><br>↓ -100.0% | <b>Shares</b><br><b>2</b><br>↓ -33.3% |
|----------------------------------|---|--|--|---------------------------------------|

| First published at | Media URL | Post content   | Impressions | Clicks | Comments |
|--------------------|-----------|--|-------------|--------|----------|
| Feb 23, 2024, 8PM  |           | <p>This morning, HEARTH hosted the first of many Founders Breakfast, extending a warm welcome to the visionary individuals who laid the foundation of HEARTH between 1989 and 1995. It was a truly inspiring morning filled with stories and memories, reflecting on the very beginnings of our organization and celebrating the remarkable achievements over the past 29 years.</p> <p>Meet a few of our Founders and staff - Arlene Grubbs, Sister Roberta Campbell, Sister Michelle Farabaugh, @[Christy Pietryga](urn:li:person:Y8e-dw1Iol), @[Kyona Newsome](urn:li:person:pYL-QpFD1u), Sister Shelly Farabaugh, Judy Robertson, Joan Haley, Valetta Ford, @[Megan Lang](urn:li:person:OfpwlRmVh), Susan Talbot and Steve Cupcheck</p> <p>{hashtag # HEARTH} {hashtag # FoundersBreakfast} {hashtag # ASafePlaceMatters} {hashtag # Gratitude}</p>  | 1,088       | 142    | 4        |
| Feb 16, 2024, 5PM  |           | <p>The HEARTH team is thrilled to share the highlights of 2023 with you! Our Year in Review celebrates the incredible successes of our HEARTH families, Board of Directors, and dedicated Staff. We invite you to take a moment to explore the achievements we've accomplished together!</p> <p>Check out our shareable link: <a href="https://lnkd.in/dAjTedAy">https://lnkd.in/dAjTedAy</a></p> <p>{hashtag # HEARTH} {hashtag # ASafePlaceMatters} {hashtag # YearinReview} {hashtag # 2023HEARTH}</p>  | 450         | 72     | 0        |
| Feb 27, 2024, 4PM  |           | <p>A heartfelt thank you to our local representatives for taking the time to visit our facility, engage in meaningful conversations, and truly understand the needs of the families we serve here at HEARTH.</p> <p>During our visit, we appreciated the opportunity to discuss critical topics such as childcare and transportation, essential services that are integral to the well-being and success of our mothers and children who have experienced homelessness, domestic violence, and trauma.</p> <p>As we strive to enhance and expand our services at HEARTH, your insights and advocacy are invaluable. Together, we can work towards ensuring that every family has access to the resources they need to thrive. Thank you to Judy Robertson, @[Megan Lang](urn:li:person:OfpwlRmVh), Rep. @[Arvind Venkat](urn:li:person:uDvIS5jK6m), Rep. Lindsay Powell, @[Christy Pietryga](urn:li:person:Y8e-dw1Iol), @[Kyona Newsome](urn:li:person:pYL-QpFD1u), Darnika Reed District Office Director for Rep. Abigail Salisbury! Your presence and support mean the world to us.</p> <p>{hashtag # Gratitude} {hashtag # LocalLeadership} {hashtag # CommunitySupport} {hashtag # HEARTHservices} {hashtag # ASafePlaceMatters}</p> | 236         | 20     | 1        |
| Feb 7, 2024, 4PM   |           | <p>Monday nights at HEARTH are special. We give our families the opportunity to attend workshops and skill building events, all over a hot meal. Our Monday Night Meals program is more than just a shared dinner; it's an opportunity for our moms and their children to come together, learn, and grow as a community. We believe in the transformative power of community and connection.</p> <p>We are asking for your help in supporting our moms and their kids by providing these meals for our Monday Night events. Contact us today to schedule a meal.</p> <p>☎️ (412) 366-9801 x 3911<br/>         ✉️ mcable@hearthpgh.org</p> <p>{hashtag # MondayNightMeals} {hashtag # HousingIsAHumanRight} {hashtag # HEARTH} {hashtag # ASafePlaceMatters}</p>  | 267         | 15     | 0        |
| Feb 7, 2024, 3PM   |           | <p>Thank you for your support of our mission at HEARTH and for honoring our Community Champion, Kyona Newsome! ❤️</p>  | 68          | 5      | 0        |
| Feb 2, 2024, 3PM   |           | <p>Empowering Stories of Change: Alicia's Journey with HEARTH ✨</p> <p>Meet Alicia, a resilient woman who faced adversity with courage and determination. Growing up in the foster care system since the age of 14,</p>  | 416         | 2      | 0        |

## HEARTH – [Looker Studio Dashboard](#)

### **Visits and Visitors (GA4 terms: Users, New Users, and Sessions)**

HEARTH's website data shows almost 6% fewer users, 5.7% fewer new users, and 4.8% fewer sessions in January compared to December. This follows similar decreases in users in December (i.e. during the holidays).

We also tracked a 3% decrease in engaged sessions (sessions that last longer than 10 seconds, have a conversion event, or has at least 2 pageviews or screenviews).

When looking at how sessions trends over the full month, we can see that HEARTH's traffic decreased the most on January 13th. Outside of this date, traffic fluctuated from day-to-day in a relatively normal pattern.

**Recommended Action Item:** In addition to reviewing your Session and Referral insights (which are part of these takeaways), we recommend keeping an eye on performance metrics for desktop vs mobile to determine if the user experience itself is contributing to the decrease in engagement/activity (bottom of page 2 of this report). For example, visitors viewing from a mobile device don't stay as long as visitors viewing on a desktop.

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### **Session Acquisitions/Referrals**

The top three channels bringing traffic to the website were Organic Search, Direct, and Referral traffic.

- Organic traffic brought in 764 sessions in January (up from 700 in December)
- Direct traffic brought in 466 sessions (down from 553 last month)
- Referral traffic brought in 300 (down from 355 last month)

This tells us that while organic traffic remained consistent MoM, direct and referral sources brought in fewer traffic MoM. This correlates with HEARTH's EOY appeal communications going out in December (and ending in January).

The external sites referring the most traffic to HEARTH were Google, Bing, and PA211.

In January, 57% of your users accessed the website from desktop computers. Mobile users account for almost all of the other sessions when tracked by device. Less than 1% of users used the HEARTH site on a tablet.

**Recommended Action Item:** We recommend considering what non-branded search terms HEARTH would want its website to rank for; that way, if someone is searching for help, HEARTH's website will appear in help-related search terms (and not just branded terms). This is something Shift is looking at as part of the SEO audit that is in-progress.

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## Audience + Behavior

Page 3 of this report offers insights into who is visiting your website. These stats remain relatively unchanged compared to the previous reporting period:

- Almost 82% of visitors were new (i.e. had not previously visited the website)
- More women visited the website than men
- People aged 25 - 34 comprised the majority of tracked visitors

**Recommended Action Item:** We recommended that HEARTH review the Audience & Behavior data to determine if the demographic data aligns with HEARTH's mission, goals, and day to day work. Shift would like to discuss this further in one of our upcoming meetings – HEARTH's feedback will be beneficial as Shift creates an action plan based on your SEO audit findings. Things to ask/review include:

- Does it make sense that most of your site users were new, or is it a goal to have people regularly return to the site (to learn more about your work, support/donate to HEARTH, etc.)?
  - Of the sampled age data, does the breakdown of ages and genders of users visiting the site surprise HEARTH in any way (given your current program participant and/or donor demographics)?
- 

## Content Performance

Page 4 of the report highlights the content that is most viewed by site users.

In January, a little over 60% of users landed on the HEARTH homepage when visiting the website (as the homepage is almost always the most visited page on a website).

**The other most popular landing pages were:** Do You Need A Safe Place, About Us, and the announcement about Christy being hired in 2023.

We tracked an almost 16% decrease in the number of impressions the HEARTH site received in organic search results. A major contributor to this decrease was that the term 'hearth' generated 15,303 web impressions in January (versus 19,903 impressions in December).



**Recommended Action Item:** We recommend reviewing the content of your most popular pages (this is something Shift can do). Since these pages get the most attention, the information and experience offered on each page should be useful and comprehensive. This is an action we can take while making other improvements following the review of the SEO audit (as audits also reveal opportunities to create new content that you might want to incorporate into your existing web pages).

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## Facebook

8 posts went out on Facebook in January (compared to 10 in December).

The total number of post engagements on this platform decreased over 46%. This can be attributed to a couple factors:

- This decrease followed a large (33%) increase in the reporting period. If there is an unusual “burst” of activity during one reporting period, we can see a decrease in engagement when activity returns to “normal” levels.
- Fewer posts went out MoM, meaning there were fewer opportunities for users to engage with content comparatively.

Top posts this month included:

- The creation of the Hats Off 2023 photo album
- The Finance Director hiring post
- The status update that shared the Hats Off 2023 photo album
- The announcement about the EOY campaign’s performance

**Recommended Action Item (for all platforms):** Continue to spotlight HEARTH's successes – this not only shows the good work HEARTH is doing, but offers positive news for fans to engage with.

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## Instagram

5 posts went out on Instagram in January (compared to 9 in December).

Impressions decreased almost 52% MoM, and Reach decreased almost 41%.

Engagements (ex. Likes and comments) were also down MoM. January’s posts received 63 likes (versus 110 in December). Only one comment came this month (equal to last month). These drops correlate with the reduction in the number of posts published during the month.

Instagram’s top posts were:

- The Finance Director hiring post

- The Cakes for Care shoutout
- The announcement about the EOY campaign's performance

**Recommended Action Item (for all platforms):** We recommend setting a “target” for the number of posts that will be published monthly. When a similar number of posts are published month to month, it helps to keep the account active in the newsfeed and also allows for a more consistent comparison in month-to-month data. Additionally, create content that can be shared to Stories or developed into Reels as those tend to get better reach.

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## LinkedIn

6 posts went out on LinkedIn in January (versus 9 in December). Impressions of the content decreased almost 33% (which correlates with the decrease in the number of published posts). All of the platform's key engagement actions (reactions, comments, shares) decreased.

The top posts were:

- The Finance Director hiring post
- The Cakes for Care shoutout
- A “how can you get involved” list post