



NeighborLink

NeighborLink: National Expansion

Transforming Communities With Practical Neighbor-to-Neighbor Expressions of God's Love

The Challenge: Finding Neighbors in Need, Isolated and Unserved

Across the country, millions of vulnerable homeowners—such as seniors aging in place, individuals with disabilities, single parents, veterans—struggle with home maintenance needs that prevent them from living safely and with dignity. Meanwhile, neighbors in the community are willing to help but don't know where their assistance is most needed.

The gap is staggering:

- Traditional volunteer organizations often have barriers: lengthy orientations, rigid systems, or narrow focus areas. Most organizations aren't equipped to enable neighbor-to-neighbor service, nor do they have a place to refer them.
- Even the simple needs like yard work, minor repairs, or accessibility modifications go unmet for months or years.
- Neighbors and organizations are willing to assist, but communities often lack efficient systems to connect available help with real needs.
- Simply put: Neighbors in need are falling through the cracks and willing volunteers are unable to see and help them.

The Solution: A Proven Platform for Practical Neighbor Care

Since 2003, NeighborLink has perfected a model that makes simple acts of service...simple. We focus on creating connections, providing a conduit that surfaces the needs of the vulnerable and enables grassroots volunteerism. Our web-based platform removes traditional barriers by allowing the following.

For homeowners:

- Tangible assistance with everything from lawn care to home improvement.
- Easy project submission through our website, text messaging, or a phone call.
- No income requirements or additional friction.
- Meaningful relationships with loving neighbors and the ability to simply be seen/heard.
- God's love shown in a practical way.

For volunteers:

- Simple registration and background check through our website.
- Easily discover opportunities by location, circumstances, skills, and time commitment.
- Choose when, where, and how to serve, or opt into proactive notifications.
- Work directly with neighbors on tangible projects while building meaningful relationships.
- Can be tailored to individual/family volunteers, as well as volunteers within the context of a group, church, or workplace.
- COMING SOON: Discover and create volunteer groups, creating community within the context of service.
- Find simple ways to put faith into action, following the example of Jesus.

For city networks, agencies, and nonprofits:

- Simple referral process for clients needing home-based tangible assistance.
- Partnership opportunities that extend impact without additional staffing.
- **A tool that plugs in and enables existing ecosystems, positioned as a conduit and not a rigid system.**

For donors:

- An opportunity to enable the hands and feet of Jesus, in a practical way, **at scale**.

Proven Impact at Scale

- 40,000 project requests
- 17,000 completed projects for 7000 homeowners
- 3,500 registered volunteers
- Projects and volunteers within 25 states
- 20+ years of experience

The multiplier effect is immense. Each project not only meets an immediate need but creates lasting neighbor-to-neighbor relationships, with over half of volunteers reporting ongoing connections with homeowners they've served.

Additional Details

Project focus areas include:

- Minor home repairs and maintenance

- Major home improvement
- Wheelchair ramps and accessibility modifications
- Yard work and snow removal
- And dozens of other practical needs

Batteries included:

- Multiple user experiences, supporting both everyday volunteers and “power users”
 - Multi-channel communication
 - Project moderation tools and admin controls
 - Liability waivers for both the homeowner and volunteer
 - Volunteer background checks
 - Dashboards and data visualization
 - Integrations with fundraising, CRM, and marketing tools
 - Partner/volunteer support team + available call center for project intake
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The National Opportunity: Scaling Proven Impact

The NeighborLink model works, the technology is built, and the processes are refined. Now it's time to amplify the message and grow. Your strategic investment will accelerate how many people are served across the country!

Investment Opportunity: \$2m Over 3 Years

The proposed, 3-year budget is available upon request!

Three-Tier Expansion Strategy

1. Individual Volunteers

- Anyone, anywhere can use our platform to post, discover, and complete projects.
- Plug-and-play model requiring no local infrastructure.

2. Communities

- Local champions or partner organizations who coordinate efforts in their regions.
- Build relationships with nonprofits, businesses, community groups, and churches.
- Facilitate the project queue and volunteer mobilization.
- Plug-and-play model requiring no local infrastructure.

3. Affiliates

NOTE: NeighborLink originally emphasized an affiliate system as the national strategy. While we still support existing affiliates and allow new ones under certain circumstances, we plan to roll affiliate organizations into the above notion of “Communities”, albeit with minor differences.

- Independent nonprofit using NeighborLink infrastructure in a “franchise” model.
- Local fundraising, staffing, and community presence.
- Fully “own” the projects in a city/region, with the support of additional, overlapping communities.
- Complete back-office support.
- Setup fee + as-needed hourly service fees, but otherwise free.

Strategic Goals

Assets

- Volunteer and admin manuals, documenting both platform usage and a full knowledgebase of best practices.
- Art and graphic design, both online and print, for use by NeighborLink itself as well as members of the Network (bank of available assets).
- Website content updates, better describing the mission and opportunities through a more story- and art-centric design.
- Additional video content with an emphasis on why people should step into the mission and storytelling from results.

Growth

- Marketing specialist, powering social media feeds and an ongoing email newsletter.
- Growth specialists, focused on partner prospect research (ex: new stewards and project referral sources) and guest marketing opportunities (ex: podcast guest).
- Long-term cultivation of major network-of-network opportunities.
- Close partnerships with like-minded organizations, co-tackling speaking engagements, events, podcasts, email, socials, videos.
- The creation of an Ambassador program, facilitating the promotion of NeighborLink by Christian speakers, podcasters, musicians, artists, athletes, and “influencers”.

Support

Network support specialists for ongoing assistance of both Network members and volunteers.

- Setup assistance for new stewards and partners.
- Monthly, ongoing support of existing stewards and partners.
 - 1:1 meetings
 - Ongoing training: technical, mobilization best practices, project solicitation ideas.
- National project-intake call center and text messaging hotline.
- National volunteer support call/text/email center.

- National volunteer onboarding and background checks.

Technology Infrastructure

- Development of individual volunteer mobilization, community building, and trust initiatives.
- Ongoing, new features as needs evolve.
- Platform scalability and reliability improvements.
- Integration capabilities with partner organization systems.
- Advanced data analytics and reporting tools.

Projected 3-Year Impact

By Year 3, we project:

- **50+ active markets** across the United States
- **150+ community partnerships** amplifying local impact
- **5,000+ completed projects** annually nationwide
- **10,000+ active volunteers** serving in their communities

Long-term vision: A nationwide movement where every vulnerable neighbor has access to practical help and every individual wanting to serve can easily find meaningful ways to make a difference for their neighbors.

Why Now?

We believe this is the moment to build a culture of care across our country.

Proven Model: Over 20 years of refinement, with measurable community impact and sustainable growth.

Scalable Technology: Our platform is built to handle nationwide expansion without losing the personal, neighbor-to-neighbor connection that makes it effective.

Community Demand: Inquiries from potential partners across the country demonstrate a strong appetite for this model. And the current momentum is hard to ignore.

Timing: Post-pandemic communities are eager to rebuild connections and practical support networks.

Why NeighborLink?

Those who have been forgiven much, love much. NeighborLink was founded on grace and forgiveness. Both compel us to love God and others in tangible, neighborly ways. More often than not, volunteers are led toward the margins of our city where life is tough, money is in short supply, the hurting have no help, and our vulnerable struggle alone. By facilitating communities

of local volunteers, they are able to meet many needs of vulnerable homeowners that often go unseen.

The Ask: Partner with Us to Transform Neighborhoods Across the Country

Your investment will directly enable:

- An opportunity to get involved in the **visible work** that **God** is doing **just around the corner**, transforming your investment into help for the vulnerable **at-scale**.
- Thousands of vulnerable homeowners continuing to live in their homes with greater dignity and safety.
- Thousands of volunteers finding meaningful, flexible ways to serve their neighbors.
- Hundreds of communities building stronger neighborhoods and neighbor-to-neighbor connections.
- A sustainable, replicable model for practical community care.

For more information about partnership opportunities, please contact:

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