

Planning a Supportive Housing Project

Step 2: Select the Project Sponsor

Once your organization decides to pursue a supportive housing project, you will need to solidify the leadership for your project. Every successful supportive housing project needs a lead organization, known as a project sponsor, which is willing to serve as the driving force of the project from the initial planning stages through implementation.

In a supportive housing project, the sponsor is responsible for:

- Recruiting and selecting partners who will fill the roles of the project. Such roles course includes: service provider, property manager, housing manager, developer/or owner.
- Convening the selected partners to develop the project concept and clearly defining the roles and responsibilities of each project partners
- Creating and monitoring a project timeline and work plan. This includes making modifications as needed.
- Ensuring that representatives of the targeted tenants play an ongoing and active role in the planning and operation of the project.
- Leading the effort to identify and secure funding for the project. Project partners may take the primary responsibility for applying for or securing specific sources based on their roles and expertise.

In thinking about whether your organization should fill the role of project sponsor, consider the following questions. If you answer “No” to any of these items, your organization will need to discuss how to convert them to “Yes” answers, or it should identify another organization that can fulfill the role of project sponsor.

1. Is your organization committed to planning, implementing and ensuring the successful ongoing operation of the supportive housing project?
 Yes No
2. Are this project and your proposed role as project sponsor consistent with your strategic plan and any new major commitments expected during the next two years?
 Yes No
3. Is the Board of Directors in favor of your involvement in this supportive housing project and role as project sponsor? Are they willing to play an increased role if required for the project to succeed? Are they willing to take on any financial obligations related to the project?
 Yes No
4. Does your organization have a plan for staffing and funding the work that will be required to successfully fulfill the role and responsibilities of the project sponsor?
 Yes No