



ANNUAL REPORT 2020



*NestQuest changes the
future of Houston's children,
by providing families who
receive Housing Choice
Vouchers with access to
great homes and exceptional
schools.*



PROGRAM



A Brief History



32

Families served in 2020

\$1361 - 1448

Average Monthly Rent

22

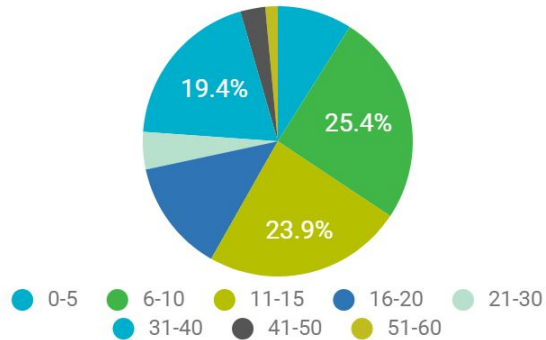
Average # Leases / Month

10

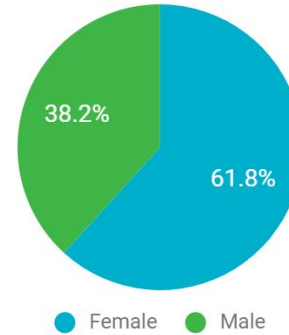
Average # Applicants / Month

Beneficiaries

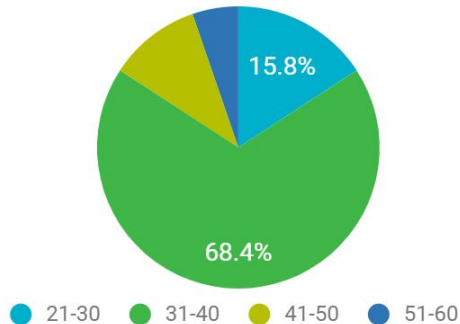
Beneficiary Age



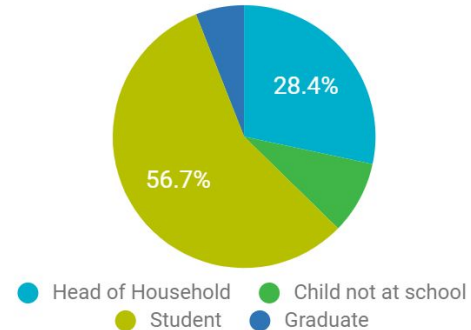
Gender



Head of Household Age



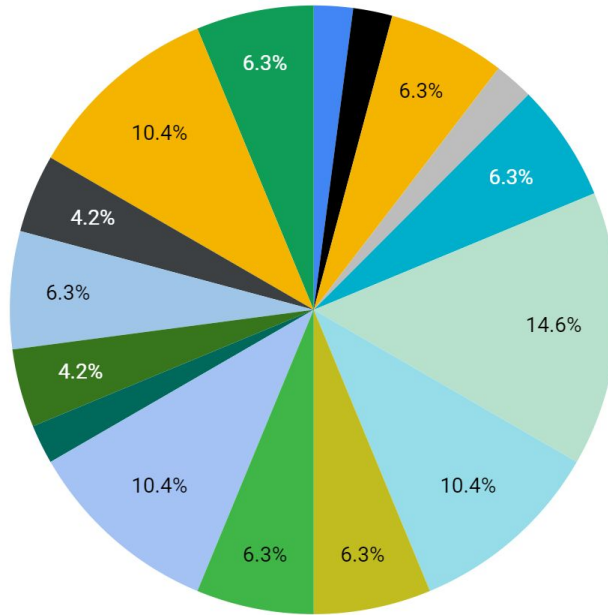
Type



Students

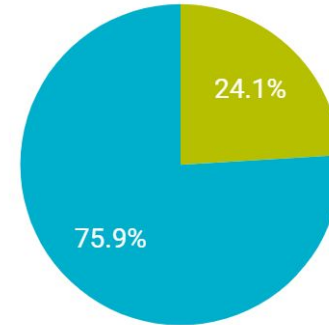
Grade Level

- Pre-K
- Kindergarten
- Grade 1
- Grade 2
- Grade 3
- Grade 4
- Grade 5
- Grade 6
- Grade 7
- Grade 8
- Grade 9
- Grade 10
- Grade 11
- Grade 12
- Baby
- Graduated



Students with Special Needs

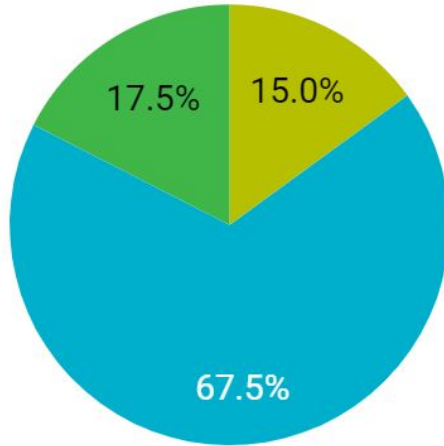
- SNE
- NONSNE



Schools

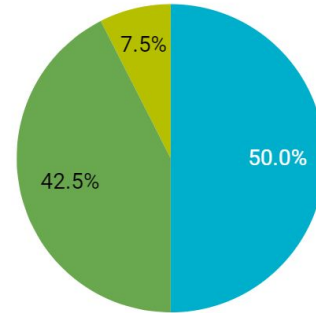
ISD

- Houston
- Cy Fair
- Katy



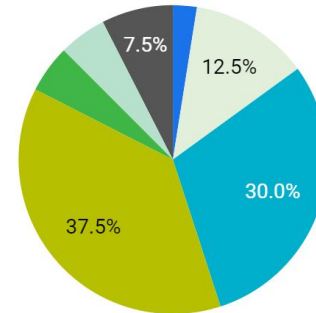
#Students in Rank (TEA)

- A
- B
- C



#Students in School Rank (C@R)

- A+
- A
- B+
- B
- B-
- C+
- C-



143
Applicants

67.4%

Housing Authority Briefing

76.2%

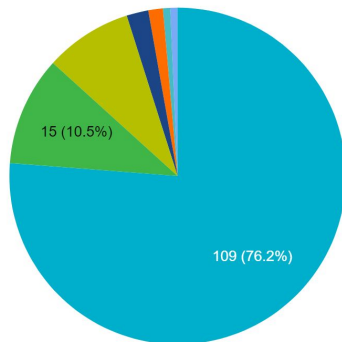
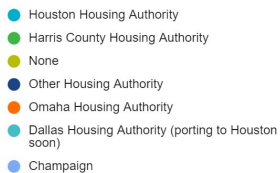
Houston Housing Auth.

10.5%

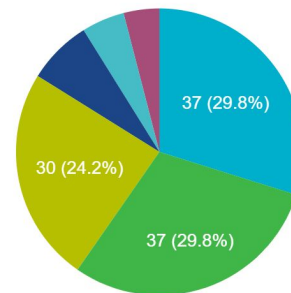
Harris County Housing Auth.

Applicants

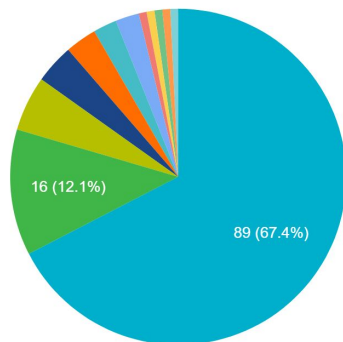
Housing Authority



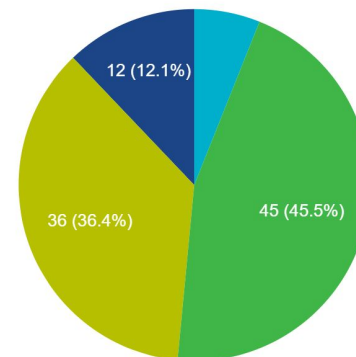
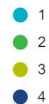
School aged children in Household



Referral Source



Voucher Size



GRANTS



\$21,500

5 grants

Sempra Energy Foundation

Herzstein Foundation

American Woodmark
Foundation

EcoLab Foundation

BCBSTX



**BlueCross BlueShield
of Texas**

A Division of Health Care Service Corporation, a Mutual Legal Reserve Company,
an Independent Licensee of the Blue Cross and Blue Shield Association

FUNDRAISING



\$2,325.63

17 Donors

Methods

Website

Facebook

Instagram

RoundUp

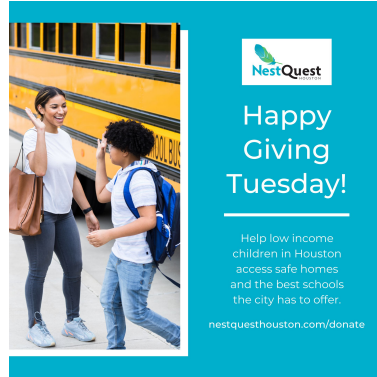
GiveTide

AmazonSmile

Text2Donate - GiveLively

GroupRaise

2020 Feature Fundraising Moments



OUTREACH



Insights into 2020

Over 120 new methods
introduced

Automation

Campaigns

Data Analysis

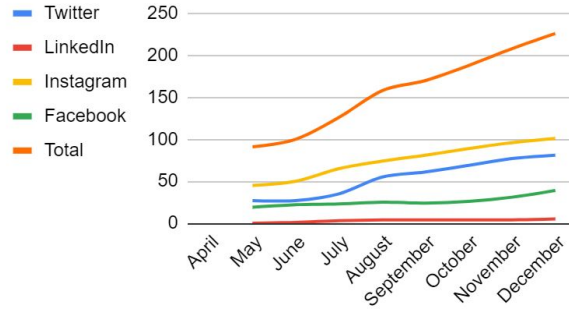
Google Ads & Analytics

Storytelling

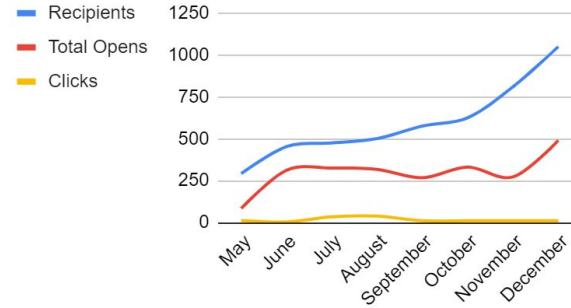
Targeted Messaging

Stats

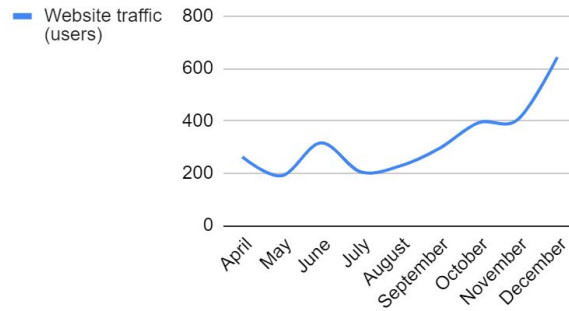
Followers



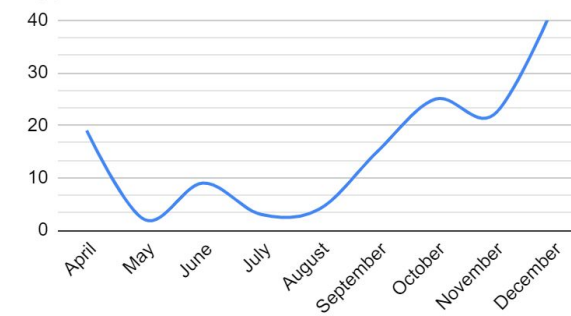
Newsletter Performance



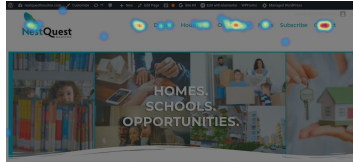
Website Traffic (Users)



Applicants



Software



hotjar



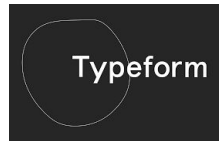
zapier



Buffer

give lively

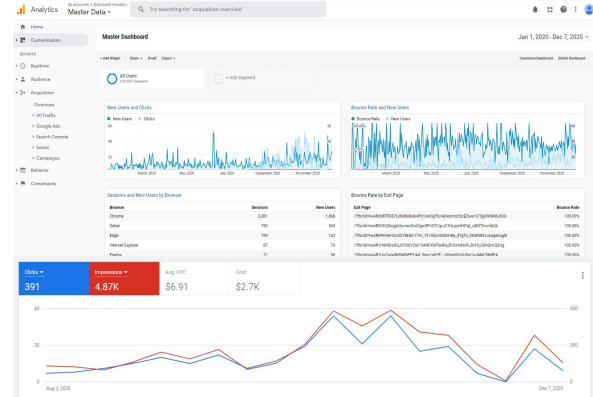
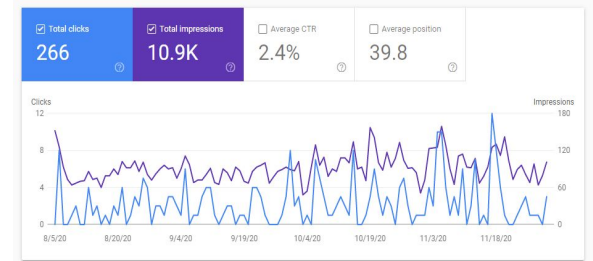
stripe



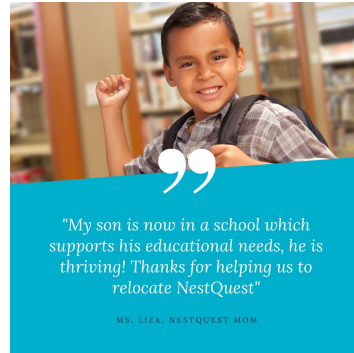
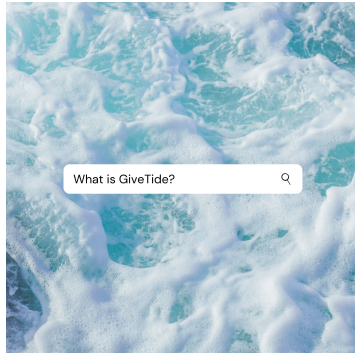
Google Analytics



Google Ads



2020 Most Popular Posts



PARTNERSHIPS



2020 New Partnerships



PARTNERSHIPS

2021

Bridges Collaborative

The Century Foundation

NLIHC

HCDD - Housing Advocates
Group

Coalition for Homeless /
Abigail's Place / other
nonprofits in Houston

**“Education is the
passport to the future,
for tomorrow belongs
to those who prepare
for it today.”**

Malcolm X

