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APPENDIX A

LETTER OF AGREEMENT WITH VALLEY OF THE SUN UNITED WAY

Letter of Agreement with Valley of the Sun United Way

November 8, 2013

Fran Matera, Ph.D.
Chair, Dissertation Committee for Janice Sweeter
Associate Professor
Walter Cronkite School of Journalism & Mass Communication
555 N. Central Ave., Phoenix, AZ 85004

Dear Professor Matera:

The purpose of this letter is to confirm the agreement of the Valley of the Sun United Way (VSUW) to participate in the doctoral study proposed by Janice Sweeter, Ph.D., ABD. It is our understanding that Ms. Sweeter wishes to conduct interviews with me and the group of business and community leaders working with our team in a strategic alliance to reduce homelessness in Maricopa County.

We will provide the following services to help complete the project:
1. Meet with Ms. Sweeter to provide background on the initiatives and the roles of the strategic alliance participants from the VSUW's perspective.
2. Participate as an interview subject.
3. Provide recommendations for interview subjects representing a diverse group among the alliance participants. Contact the subjects to facilitate scheduling interviews.

Please let me know if you have any questions.

Sincerely,

Amy Schwabenlender
Vice President, Community Impact
Valley of the Sun United Way

1515 E. Osborn Road | Phoenix, Arizona 85014-5386 | tel 602.631.4800 | fax 602.631.4809 | www.vsuw.org
Improving lives by mobilizing the caring power of our community

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APPENDIX B

HOMELESS ALLIANCE LEADERS

HOMELESS ALLIANCE LEADERS (INTERVIEW RESPONDENTS)

Name	Title	Organization
David Bridge	Managing Director	Human Services Campus
Dede Yazzie Devine	CEO	Native American Connections
Charlene Flaherty	Associate Director	Corporation for Supportive Housing
Theresa James	Homeless Coordinator	City of Tempe Housing Department
Tom Manos	Maricopa County Manager	Maricopa County
Mike McQuaid	Director	Human Services Campus
Sean Price	Homeless Veterans Services Coordinator	Arizona Department of Veteran Services
Tom Simplot	Phoenix City Councilman	President/CEO of the Arizona Multihousing Association
Amy Schwabenlender	Vice President, Community Impact	Valley of the Sun United Way
Michael Trailor	Director	Arizona Department of Housing

APPENDIX C

INTERVIEW SCHEDULE

INTERVIEW SCHEDULE

Introduction

Thank you for agreeing to meet with me today. My name is Janice Sweeter and I am a doctoral student at ASU. The purpose of my research is to understand how leaders are working together to address homelessness in Maricopa County through a public-private partnership between the Valley of the Sun United Way and select local organizations (called the homeless alliance).

- *First, I would like to ask you some background questions.*

- *Then, we will discuss your role in the alliance, the relationship between your organization's mission and that of the alliance, and your opinions regarding the strengths, weaknesses, opportunities and threats involved in the alliance.*

- *We will end with any other opinions or insights that you'd like to share.*

Your participation is completely voluntary. You can stop at any time. I will record and transcribe our session for clarity and accuracy. The recordings will not be copied. Are you ready to begin? [Record date, location, and interview respondent name]

1. Please state your name and title.

2. How would you describe your leadership style? What principles guide you as a leader?

3. When did you become involved with this homeless alliance? How would you characterize your role in the alliance? Has your participation changed over time? Is this role similar to your role with the organization you lead full-time?

4. How would you characterize the role of the Valley of the Sun United Way in this alliance? Has UW's role changed over time?

5. As you understand it, what is the mission of the alliance? Is your organization's mission in alignment, or related to the mission of the alliance?

6. What are the objectives of the organization you lead?

7. What are the objectives of the alliance, as you understand them? Are your organization's objectives in alignment, or related to the objectives of the alliance?

8. What is your organization's mission?

9. How do you communicate with the UW and the other leaders participating in the alliance? How often do you communicate? How are decisions made? How are results shared?

10. As you understand it, who are the stakeholders for the alliance (such as clients/customers, board members, media, and so forth)? How do you, as an alliance leader, communicate with your stakeholders about the alliance? What media do you use most frequently with each audience (for example, face-to-face, email, social media)?

11. From your perspective, what are the strengths of this homeless alliance? Advantages? Competitive advantage?

12. From your perspective, what are the weaknesses of the alliance? Obstacles? Stumbling blocks? Criticisms?

13. What would seem to be opportunities related to the alliance from your perspective? Are there opportunities to reach new audience segments/market segments, such as changes in funding, shifts in job market, etc.)? Which external factors could have a positive influence?

14. Which external factors could have a negative influence on the alliance? What could derail or threaten the alliance?

15. Is there anything you would like to share that we have not covered?

Thank you for your time!