



## ***Heart & Home Capital Campaign***



## Making the Case for The Arc's Capital Campaign

The Arc of Alachua County received a Florida Housing Finance Corporation grant for \$325,000 to erect a new, 6-bedroom group home for aging clients with intellectual and developmental disabilities in April 2014. Although excited at the prospect of building a home from the 'ground up,' one tailored to the very special needs of our clients and located on Glen Springs Road in Northwest Gainesville, Florida, the estimated total cost for completion of this project is expected to be \$475,000 to \$500,000.

In anticipation of this 'gap' in funding to complete the project, the Arc of Alachua County is engaged in the 'Heart & Home' Capital Campaign. The goal of this campaign is to 'fill the gap of \$175,000' between the Florida Housing Finance Corp grant and the total estimated cost of construction of the new group home.

We call on all of our friends, donors, sponsors, staff and volunteers to consider a gift to this capital campaign. Given this new construction, your gift may afford you, as one of our very special donors, the opportunity to name the home, or a room in the home, after a loved one. These special 'naming opportunities' typically involve larger cash donations spread out over a 2-year period and recognize your generosity by way of a plaque or sign in the name of you or a loved one.

Working together, The Arc & its donors can make this dream of a group home for aging clients with developmental disabilities a reality. So please give to the 'Heart & Home' Capital Campaign and help make The Arc's dreams come true!

- *Steve Drago*, The Arc of Alachua County Executive Director



## Meet the Co-Chairs of our 'Heart & Home' Capital Campaign



*From L to R: John Spence, Sheila Spence, Joan Rothrock, Tom Rothrock*

The co-chairs of The Arc of Alachua County's Heart & Home Campaign are no strangers to the Arc of Alachua County, or our community.

John Spence is the internationally-renowned writer and management consultant who lends his talent and acumen to helping ordinary organizations become extraordinary. The most sought after lecturer and consultant in the industry, John is able to convey to corporate leaders, staff members and donors the 'essentials' of great management, leadership and vision. Together with his wife, Sheila, John is able to jet around the globe in an effort to help people and organizations reach their potential. Sheila is a long-time 'Friend of Arc' and of the community. A philanthropist, leader, volunteer and donor, Sheila not only supports John, but manages John Spence, Inc. She has devoted tens-of-thousands of hours to many worthwhile community institutions and projects and The Arc of Alachua County is fortunate to have her as a Director on its Board.

Tom Rothrock is the President of InfoTech, Inc. An expert in organizational leadership, Tom is also a caring, generous and giving philanthropist. He has led InfoTech for many years; helping to make it an industry leader. His wife Joan, a long-time member of the Board of Directors of The Arc of Alachua County, assists Tom in bringing compassion and caring stewardship to The Arc. Tom & Joan know first-hand the merits of The Arc as their daughter Erika has been a client for many years. Leading with their hearts and their heads, Tom and Joan Rothrock will ably assist John and Sheila Spence in spearheading the 'Heart & Home' Capital Campaign. Together, and with the assistance of all of the 'Friends of Arc,' there is no way we won't meet and exceed our fundraising goal.



## Our Glen Springs Road Home

The new group home to be built on Glen Springs Road, based on a floor plan & design from long-time Gainesville architect Andrew Kaplan, will have 3,340 sq. ft. under heat and air conditioning and sits on an acre of land. It includes the following features:

- 6 Bedrooms
- 3.5 Bathrooms
- Kitchen
- Living Room
- Dining Room
- Exercise Room
- Office
- Covered Porch
- Landscaping

Much like the population at large, the demographic profile of The Arc's clients is trending in the direction of an aging, older population of individuals with intellectual or developmental disabilities in need of residential care and support. With this Florida Housing Finance Corporation grant (and hopefully more to come in the future), The Arc of Alachua County is working feverishly to ensure that our mission of integrating our clients into the community and helping to support them as they become full participants in the world around them remains timely and responsive to current demographic trends.

A capital campaign aimed at 'filling the gap' between the grant award and the actual cost of new construction of the Glen Springs Road home represents not only a financial imperative – after all, we do need more cash to complete the project than that which was awarded – but a 'mission' imperative as well. The Arc of Alachua County's mission and the needs of our aging clients demand such a campaign be conducted and successfully completed. Like most capital campaigns, its ultimate success will be built upon a foundation of a handful of larger gifts. Those larger gifts, coupled with a greater number of smaller gifts from long-time supporters, friends and donors, will ensure that we build a home to the exact specifications and needs of The Arc clients who will be housed there and with enough cash to have it completely paid for upon move-in.

Glen Springs Road Group Home Floorplan

Project Number: 0212-47

Date: 10-30-13

Sheet of 1

Architect: Andrew Kaplan, architect

Planning: Andrew Kaplan, architect

Interior: Andrew Kaplan, architect

P.O. Box 10893 Gainesville, FL 32604

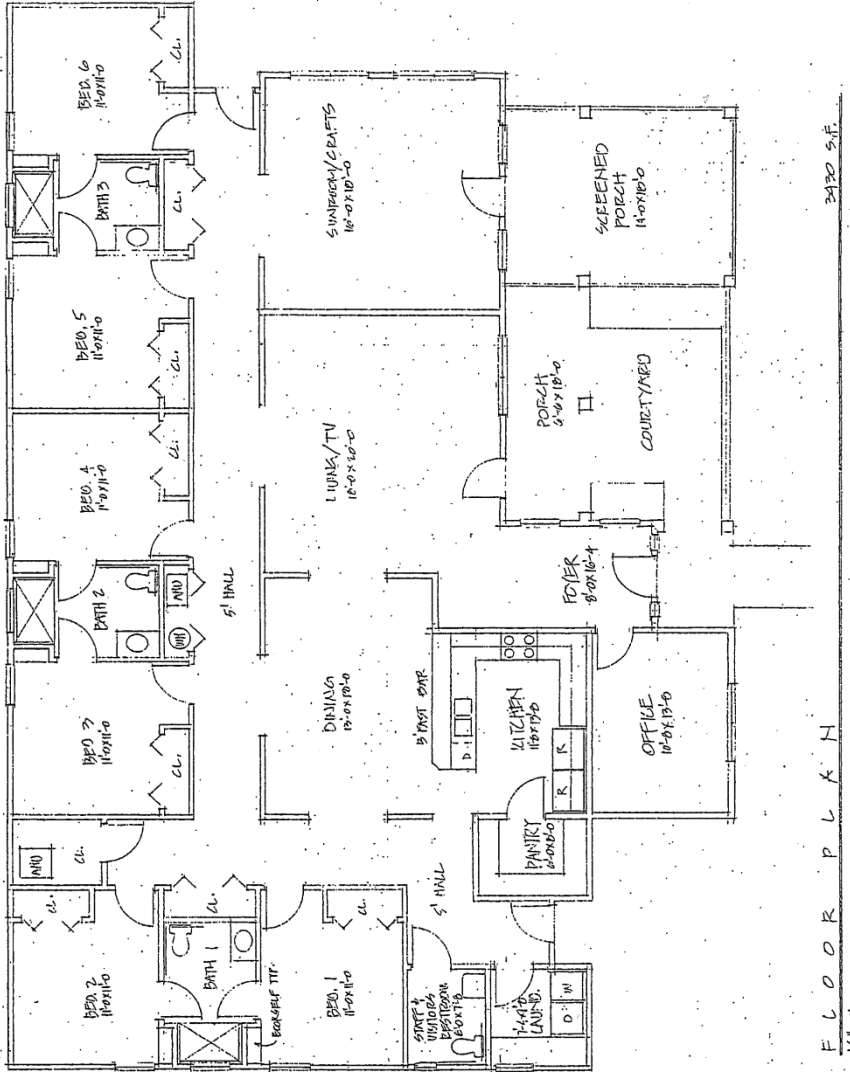
Ph: 352 373 2726 / E-mail: andrew@andrewkaplan.com

LS No. A00000813

GLEN SPRINGS HOME

NW 31 AVE (GLEN SPRINGS RD)

GAINESTVILLE, FLORIDA



How do I make a donation to the 'Heart & Home' Campaign?

The 'Heart & Home' Capital Campaign will be successfully conducted and completed through two primary pledges of financial support – smaller, one-time gifts to the capital campaigns, and larger, two-year gifts resulting in a 'naming opportunity' for the donor (see attachments A & B). Pledges of support resulting in cash gifts to the capital campaign will have the following characteristics:

- Cash gifts to the 'Heart & Home' Capital Campaign *are* tax deductible
- Cash gifts to the 'Heart & Home' Capital Campaign are met with a formal letter of 'Thanks' and appropriate gift documentation for tax purposes;
- Cash gifts to the 'Heart & Home' Capital Campaign are considered 'restricted' or 'designated' gifts and can be used *only* for support of construction of the new group home on Glen Springs Road;
- Cash gifts to the 'Heart & Home' Capital Campaign will carry with them donor recognition in our Annual Report, Wall of Honor, or a Naming Opportunity at the site of the new Glen Springs Road home.

Typically, capital campaigns are first announced to the public at a very public event – press conference or ground-breaking. Announcements of this sort let other potential donors know that this capital campaign effort will be successfully completed and provides them some of the names of supporters backing the project. While efforts will have been underway prior to this announcement in cultivating donors and securing pledges and gifts, an announcement of this sort keeps momentum from a ground-breaking or press conference event moving forward at a rapid clip.

Capital campaigns typically employ a leader or leaders in the local community to lend their names to the campaign. These 'Campaign Chairpersons' are usually either very well-known public leaders (University President, local advocate, elected official, etc.) or very well-known donors with influence with many other folks in the community with the capacity to give. *Who* the Chairperson is, and *how* he/she is received by potential donors to the capital campaign, is critical to the ultimate success of the campaign. Therefore, organizations and their leaders are wise to secure the assistance of caring, well-known, trusted and passionate community 'givers' as Chairs of their capital campaigns.

When talking to potential donors to the capital campaign, the chairman or chairwoman should feel free to enlist the involvement of Arc leaders, board members, staff members, clients and vendors. The 'pitch' for a capital campaign gift may be as simple as a phone call or a cup of coffee with the donor, or as involved as a choreographed, coordinated cultivation of a donor (using tours, presentations, 'friend of a friend...', etc.).

As mentioned previously, gifts to the 'Heart & Home' Capital Campaign will take one of two forms:

The first is through a traditional pledge of support followed up by a donation. A gift like this is typically smaller in size; a one-time gift (although payment of the total gift amount can be spread out over one year). The pledge can be made on a pledge form (see Attachment A) and payment can be made through credit card, check, or cash.

The second way to make a donation to a capital campaign affords you, the donor, the opportunity to not only support The Arc's mission, but to leave a legacy in your name or the name of a loved one. These gifts are usually larger in nature and fulfillment of the total cash amount is spread out over a 2-year period using a special pledge form (see Attachment B). The 'Heart & Home' Capital Campaign has established a gift chart for the new group home and specific rooms inside the new group home. The rights to 'name' these rooms can be 'purchased' by the donor for a specific gift amount (see the chart below). In order to make this opportunity more appealing and convenient to larger donors with greater giving capacity, The Arc of Alachua County, Inc. is making *all* cash donations resulting in a naming opportunity from the list below a *two-year commitment*. This allows the donor the chance to pay the gift off in a two year period of time, from 1/1/15 through 12/31/16. The following are the exciting opportunities available to you or a loved one in terms of naming opportunities:

<b>Naming Opportunity**</b>	<b>Gifts Needed</b>	<b>Gift Value</b>	<b>Annual Payments of Gift***</b>	<b>Total Raised At Level</b>	<b>Total Raised Overall</b>
Entire Home	1	\$40,000	2 years at \$20,000	\$40,000	\$40,000
Dining Room	1	\$15,000	2 years at \$7,500	\$15,000	\$55,000
Living Room	1	\$10,000	2 years at \$5,000	\$10,000	\$65,000
Exercise Room	1	\$10,000	2 years at \$5,000	\$10,000	\$75,000
Office	1	\$10,000	2 years at \$5,000	\$10,000	\$85,000
Kitchen	1	\$10,000	2 years at \$5,000	\$10,000	\$95,000
Porch	1	\$10,000	2 years at \$5,000	\$10,000	\$105,000
Bedroom # 1	1	\$10,000	2 years at \$5,000	\$10,000	\$115,000
Bedroom # 2	1	\$10,000	2 years at \$5,000	\$10,000	\$125,000
Bedroom # 3	1	\$10,000	2 years at \$5,000	\$10,000	\$135,000
Bedroom # 4	1	\$10,000	2 years at \$5,000	\$10,000	\$145,000
Bedroom # 5	1	\$10,000	2 years at \$5,000	\$10,000	\$155,000
Bedroom # 6	1	\$10,000	2 years at \$5,000	\$10,000	\$165,000
Landscaping	1	\$10,000	2 years at \$5,000	\$10,000	\$175,000

Naming opportunities are available to individuals, businesses, families, foundations, or other entities. In addition, donor's may wish to honor or remember a loved one by making a donation and naming one of the aforementioned rooms after this person. A special plaque or sign will

commemorate your gift and the “name” of the person or donor who is to be honored.

## Conclusion

The Arc of Alachua County is very excited for this unique opportunity to build a new group home from the ‘ground up’ using the award dollars received as part of the Florida Housing Finance Corporation grant award. However, completion of the home to the standards and specifications appropriate for our aging clients necessitates a capital campaign to ‘fill the gap’ between the grant award and the final construction cost, about \$175,000.

The ‘Heart & Home’ Capital Campaign is an exciting, unique opportunity to raise awareness for The Arc, raise money for construction of our new group home on Glen Springs Road and cement relationships with old friends while making acquaintances with new donors. The announcement of the campaign, set for the group home ground-breaking in April 2015 should allow The Arc to complete the campaign late summer 2015.

Moreover, the securing of the Rothrocks & the Spences as Co-Chairpersons - dedicated, passionate and influential leaders in our community - will ensure that the campaign will raise the donations necessary to meet or exceed its final cash goal of \$175,000 by the campaign’s completion date.

The construction of our Glen Springs Road group home is a ‘winner’ in terms of philanthropy and in terms of mission.

## Heart & Home Capital Campaign Gift Agreement

In support of the Heart & Home Capital Campaign, I, \_\_\_\_\_, pledge and commit a gift of \$\_\_\_\_\_ to be paid in full by 12/31/15.

I know that many prospective donors may wish to know that I have contributed to the Arc & the Heart & Home Capital Campaign. Therefore, I give members of the Arc's Leadership Team the permission to share news of the nature of my gift with prospective donors as a means of generating enthusiasm and garnering support for further fundraising efforts. My gift, and my permission to share news of my gift with others, is indicated below by my agreement with the following statement:

***"You have my permission to share news of my gift with others whom you feel might be inspired or motivated by learning of my commitment."***

***"I will fulfill my gift on the schedule indicated below:"***

Billing/Payment Frequency	Payment Type	If By Credit Card:
<ul style="list-style-type: none"><li><input type="radio"/> Monthly</li><li><input type="radio"/> Quarterly</li><li><input type="radio"/> Annually</li><li><input type="radio"/> One-Time Lump Sum</li><li><input type="radio"/> Other (explain):</li></ul>	<ul style="list-style-type: none"><li><input type="radio"/> Cash</li><li><input type="radio"/> Check</li><li><input type="radio"/> Credit Card</li><li><input type="radio"/> Bank Draft (if by bank draft, please enclose voided blank check)</li></ul>	<ul style="list-style-type: none"><li><input type="radio"/> VISA</li><li><input type="radio"/> AMERICAN EXPRESS</li><li><input type="radio"/> MASTERCARD</li><li><input type="radio"/> DISCOVER</li></ul> <p>NAME ON CARD: _____</p> <p>CARD #: _____</p> <p>EXPIRATION DATE: _____</p> <p>VALIDATION #: _____</p>

**Mark A. Johnson**

Signature \_\_\_\_\_ Date \_\_\_\_\_

- ☐ Shade this circle if you wish your gift to remain ANONYMOUS

Please mail/deliver agreement form and/or gift to Mark Johnson, Development Manager, the Arc of Alachua County, 3303 NW 83<sup>rd</sup> St., Gainesville, FL, 32606.

Attachment B: Larger, Two-Year 'Naming Opportunity'  
Pledge to 'Heart & Home' Campaign



## Heart & Home Capital Campaign Gift Agreement & Naming Opportunity

In support of the Heart & Home Capital Campaign, I, \_\_\_\_\_, pledge and commit a gift of \$\_\_\_\_\_ to be paid in full by 12/31/16. I understand that my gift entitles me to name the \_\_\_\_\_ (identify the specific room). I wish to have a plaque or signage at the group home either outside or inside the room with the following inscription as part of my naming opportunity:

\_\_\_\_\_ (please specify the exact language to be utilized in the inscription on the sign or plaque related to the gift).

I know that many prospective donors may wish to know that I have contributed to the Arc & the Heart & Home Capital Campaign. Therefore, I give members of the Arc's Leadership Team the permission to share news of the nature of my gift with prospective donors as a means of generating enthusiasm and garnering support for further fundraising efforts. My gift, and my permission to share news of my gift with others, is indicated below by my agreement with the following statement:

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**Mark A. Johnson**

Signature \_\_\_\_\_ Date \_\_\_\_\_

- ☐ Shade this circle if you wish our gift to remain ANONYMOUS

Please mail/deliver agreement form and/or gift to Mark Johnson, Development Manager, the Arc of Alachua County, 3303 NW 83<sup>rd</sup> St., Gainesville, FL, 32606.