



## **Capital Campaign Success with Part-time Staff and Volunteers**

*Presented by:*

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***Building HOPE***  
**A Capital Campaign to Better Serve Low Income Families in  
Addison County**



In 1999, when HOPE opened its new office building, food shelf and warehouse, the facilities were more than sufficient for our work and that of the other human services organizations that reside here. Now, in 2018, we have outgrown the space as originally designed.

- HOPE provides assistance to over 3,000 low income people each year.
- The average number of people served monthly at our food shelf has risen from 150 to over 650.
- Deliveries from the Vermont Foodbank have more than tripled, to 71 tons last year.
- Sales at our resale store, which help pay for our poverty relief work, have increased nearly 500%, with a corresponding increase in the volume of goods donated.
- ACTR bus ridership to our building has increased by 1,000%.

HOPE operates the largest food shelf in the area. We assist with payments for housing, heating fuel and medical needs, as well as employment-related items that help people get and keep jobs. We help homeless people overcome the barriers that prevent them from being housed. We provide information, help and encouragement.

We do a lot, and we do it well; we could do it even better if our facilities allowed. Our offices, food shelf, entrances, and waiting room are crowded and cramped. Fortunately, there is a significant amount of underutilized space in our building. *The time has come to put this space to use serving low income families.*

Our plans will add 442 square feet to our food shelf, and will increase the amount of usable office space in our building by 10%. The results of this will be:

- More food shelf space for storage, shelving, refrigeration and work areas, allowing us to manage inventory in a more accessible and cost-effective manner;
- A dedicated food shelf waiting area to reduce crowding and stress at reception;
- Improved, safer access for bulk deliveries to warehouse receiving areas; and
- Installation of a shower room where homeless people can bathe in privacy.

The result of our work will be increased efficiency, reduced operating costs, and more professional and respectful service delivery. Perhaps most important, it will help foster the self-esteem that is essential as people work to meet their own basic needs and become more self-sufficient. Our goal is to better serve our clients today and well into the future.

We are in the final phase of fundraising for this \$600,000 capital campaign and only need to raise \$81,000 to fully leverage a challenge grant and meet our goal. Thanks to the Hoehl Family Foundation, contributions to help close out our campaign will be matched dollar-for-dollar. Thank you for considering a contribution to this important campaign!



## ***BUILDING HOPE: Project Timeline***

<b>Timeframe</b>	<b>Milestone</b>
September 2015	HOPE hires first-ever Development Director.
January 2016	Architect hired to begin design work.
June 2016	Capital Campaign Committee assembled.
October – December 2016	Feasibility Study designed and interviews completed.
January 2017	Feasibility Study results compiled and analyzed.
February 2017	\$500,000 Capital Campaign recommended by committee and approved by Board.
February 2017	First gift made to <b><i>Building HOPE</i></b> campaign.
October 2017	Hoehl Family Foundation awards \$250,000 challenge grant to <b><i>Building HOPE</i></b> .
November 2017	Campaign Committee recommends increasing the campaign goal to \$600,000.
October 2017 – January 2018	Campaign committee solicits contributions during <b><i>Building HOPE</i></b> 's quiet phase, seeking to secure at least 75% of campaign goal before going public.
February 2018	Quiet phase of capital campaign concludes with 85% of campaign goal reached. Public phase is launched ahead of schedule with an \$81,000 goal.
February 2018	First campaign appeal sent; letters personalized by committee and board members.
June 14, 2018	Public Phase of campaign completed, campaign goal exceeded by nearly \$100,000. Announcement made at annual Donor Appreciation Event, almost exactly 2 years after committee began work on the campaign.

**Building HOPE**  
**Gift Pyramid: \$600,000 Goal**



Gift Size	# Needed	# Requests	\$ Goal	# Gifts Made	\$ Raised To Date
\$250,000	1	1	\$250,000	1 (1F)	\$250,000
\$75,000	1	1	\$75,000	1 (1F)	\$75,000
\$50,000	2	3-4	\$100,000	2 (1F, 1I)	\$100,098
\$25,000	3	9-12	\$75,000	2 (1F, 1I)	\$50,000
\$10,000	6	18-24	\$60,000	8	\$81,179
\$5,000	9	25	\$45,000	14 (2F, 12I)	\$70,351
\$2,500	12	25	\$30,000	6 (1F, 5I)	\$19,031
\$1,000 (+/-)		Appeal	\$12,000	19	\$20,824
Under \$1,000		Appeal		160	\$25,215
			<b>\$647,000</b>		<b>\$691,698</b>

F = Foundation; I = Individual

Red indicates that we *did not meet* our targeted number of gifts at this level.

Yellow indicates that we *met* our targeted number of gifts at this level.

Green indicates that we *exceeded* our targeted number of gifts at this level.



## ***BUILDING HOPE: Keys to Success***

1. Capital Campaign Committee
2. Feasibility Study
3. Board Support
4. Challenge Grant
5. Foundation Support
6. Personalized Asks
7. Timing of Asks
8. Relationships
9. Patience
10. Short and Sweet Public Phase