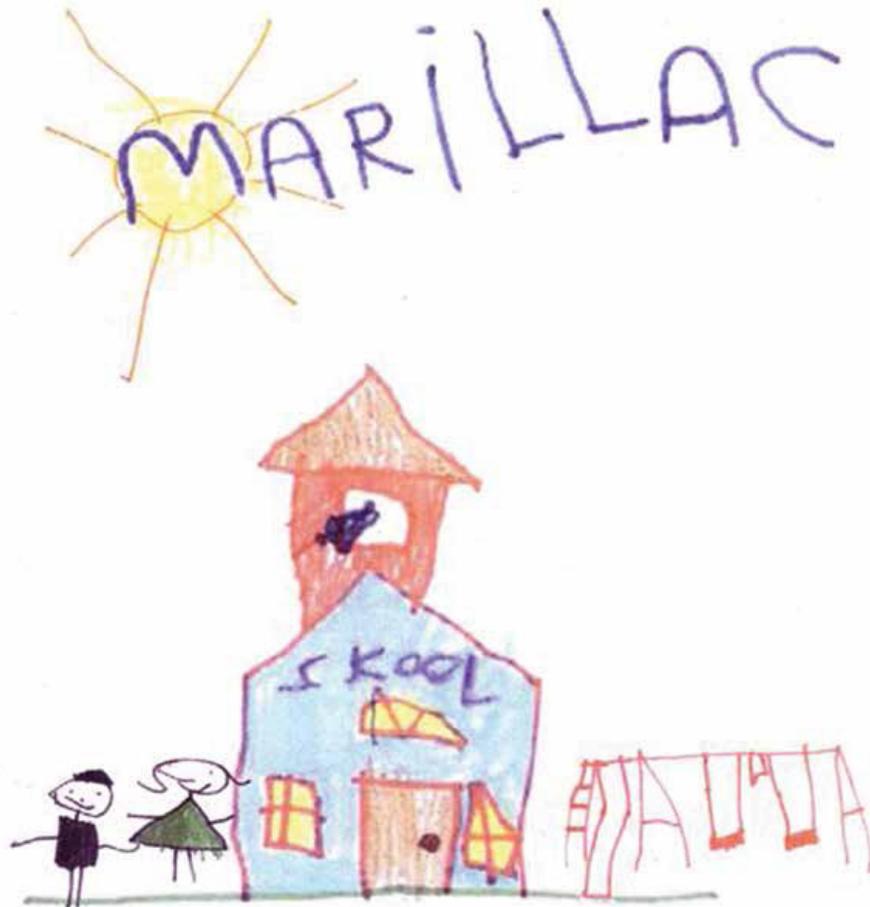


Marillac Center for Children / OVERLAND PARK, KANSAS



Marillac Center for Children: *Campaign for a Brighter Tomorrow*

The Marillac Center for Children serves children struggling with emotional and behavioral disorders. Marillac provides residential treatment, outpatient services and alternative schooling for at-risk children in the Greater Kansas City area.

A *Campaign for a Brighter Tomorrow* began when Marillac was notified of its lease termination precipitated by the owner's sale of the building and property. The good news: Marillac was able to secure a new location quickly in a former area hospital.

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The bad news: They had nine months to vacate the building—a facility that was more than a headquarters. It was quite literally “home” to Marillac’s emotionally fragile children. This was the first of many challenges.

Other challenges included the delicate, yet practical, need to gently transition children from one residence to another—children who had already been removed once from their own homes to find safety, solace and hope at Marillac. Also, a cross-state shift from Missouri to Kansas meant pushing past a maze of paperwork and jumping through zoning and regulatory hoops.

These challenges had to be faced head on and without delay. The capital campaign to purchase, renovate and expand a building was the largest fundraising effort undertaken by the organization in its 109-year history. The forced move and associated time crunch meant that an initial campaign assessment was set aside. The forced move and associated time crunch meant that an

initial campaign assessment was set aside. Marillac’s leadership went to area funders to gauge support. While the backing was strong, the consensus was that a \$6-million campaign would likely be Marillac’s limit.

The problem was that the amount might meet the costs of purchasing and renovating the new facility, but it would not cover the need for a requisite onsite school and therapy wing. Expansion costs would actually stretch the goal to \$8 million.

Hartsook added direction and a persistent energy to the process. As with everything else they faced, Marillac’s board and campaign committee saw the stretch goal as one more challenge to be met and managed. Those who knew Marillac knew potential donors, but Hartsook brought an outside perspective. The firm prepared Marillac’s board and campaign committee members for solicitation visits. It was time well spent, since nearly 95% of the solicitations resulted in significant gifts.

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A \$1-million lead gift from the Hall Family Foundation gave the campaign energy and credibility in the Kansas City community. On the heels of this gift came several others from area foundations, including: H&R Block, William T. Kemper and Oppenstein Brothers. David Ross of Bank of America and Marillac campaign chair oversaw trustee gifts from John and Effie Speas Foundation for \$275,000; and Herbert V. Jones Foundation for \$25,000.

Kansas Community Service Tax Credits totaling \$150,000 allowed donors to receive a 50% tax incentive for any campaign gift over \$10,000. In less than six months, Marillac had dispersed the initial amount and received an additional \$50,000 in credits.

A \$575,000 challenge grant from the Mabee Foundation came with the stipulation that Marillac complete its fundraising for the school expansion within a year. They met their deadline and in less than the allotted time.

A challenge gift for \$500,000 came from the Kresge Foundation. A \$1-million gift came from a staff member's sister. Another gift arrived from a couple that had seen a press release and called to request to see the facility. The week after the tour, a check arrived from a couple for \$400,000.



When it was time to move the children from their previous location to their new home, the Marillac staff demonstrated both competency and compassion. They kept the relocation quiet until it was time to move. Then, the children were lovingly transported from one facility to the next without disruption. Everything—their beds, toys and pictures—had been perfectly placed in the new building ahead of time.

The next steering committee meeting agenda was changed at the last minute to a mini-celebration after the campaign exceeded its goal. The development director had a cake decorated with “\$8,000,000” inscribed boldly across the top.

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A capital campaign trains nonprofits to share their stories and communicate boldly with the community. Marillac was constantly giving tours and continues to do so. They have procedures in place to demonstrate appreciation for donors and volunteers through hand-written thank-you notes and personalized phone calls. A regular newsletter informs donors, volunteers and prospects of happenings at Marillac with personal touches interjected whenever and wherever possible.

Through Hartsook's counsel, Marillac learned a lot about donor cultivation and solicitation. The campaign gave the organization the momentum to move forward confidently. Former donors returned, and new donors were added. The nonprofit gained a positive image in the community and completed the goal with a well-trained and seasoned development department.

Marillac's new campus is a testimony of the love, support and generosity of many. Because of the community's generosity, Marillac continues to provide hundreds of children each year a place where they can feel safe and loved; and where they can learn, grow and find hope for a *brighter tomorrow*.

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