



# BRINGING OUR CHILDREN

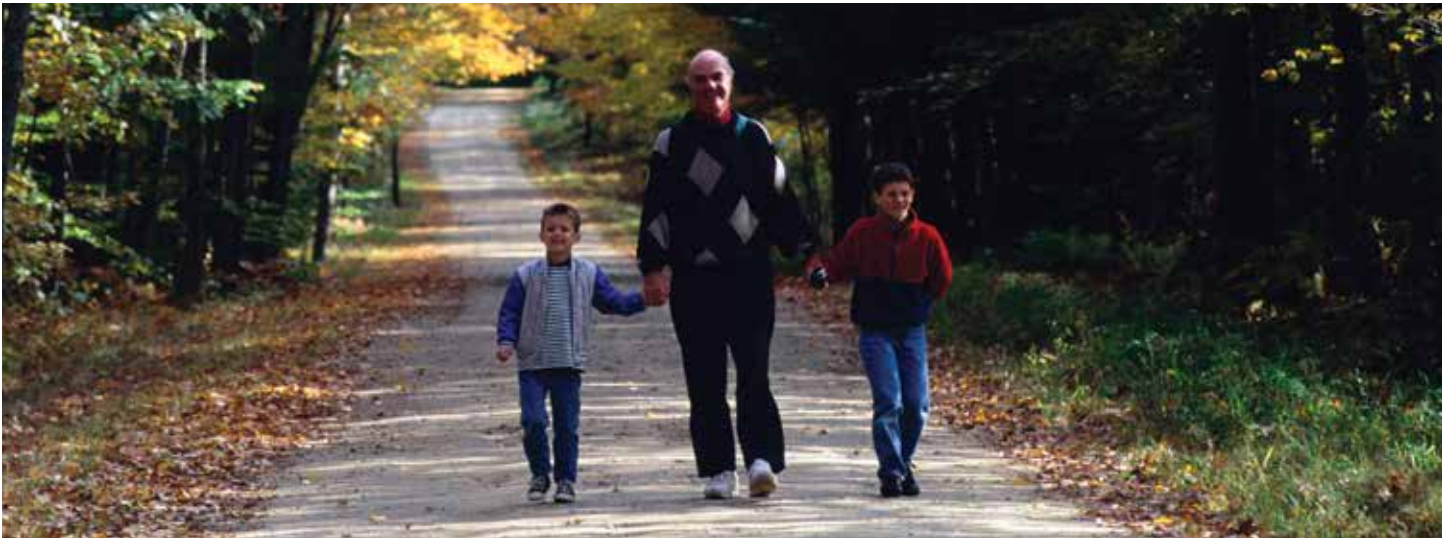
# *Home*



A \$10.7 MILLION CAMPAIGN

# BRINGING OUR CHILDREN

# Home



It's said that "home is where the heart is." We often assume this includes a safe, caring family where every child is nurtured and loved, but that is not always the case.

The organization's name, TLC for Children and Families—originally called Temporary Lodging for Children—hints that there is a strong heartbeat behind this nonprofit organization. You cannot hear "TLC" without being reminded of tender, loving care. In this case, the association is spot on.

Founded in 1972 to meet the need for an emergency shelter for abused and neglected children in the area, TLC has evolved and expanded to offer a wide variety of services to help children in crisis. TLC's programs include: Psychiatric Residential Treatment Services, Resource Family Services, Juvenile Intake and Assessment, Youth Crisis Services, Juvenile Intervention Services, Street Outreach Services and Emergency Shelter for Youth.

Today, the mission of TLC is to provide opportunities that encourage positive growth and change for children, youth and families while ensuring a safe environment. TLC offers shelter and social services for children and youth experiencing abuse, neglect and family disruption.

Johnson County (Kan.)—where TLC is located—has a reputation of privilege and affluence. So one would expect to find impressive homes, not teenage homelessness. You might envision children playing in the streets, not living on them. You

would hope to see youth running on sports fields, not running away. Unfortunately, both sides of the story are true.

In fact, when TLC began its first-ever capital campaign, part of the story that needed to be told was that Johnson County was actually experiencing a sharp increase in teenage home-

**Campaign Name: "Bringing Our Children Home"**

**Campaign Goal: \$ 7.9 million**

**Amount Raised: \$ 10.7 million**

**Campaign Objective: Secure funding to offer more and better services to the youth and families in Johnson County through the construction of a new residential treatment center and transitional living apartments, expansion of two existing youth treatment facilities, expansion and renovation of the Mabee Family Center, provision of ongoing support for program services and establishment of an endowment.**

**Campaign Highlights:**

- **Tripled capacity of the facility from 30 to 96 beds**
- **Exceeded the campaign goal by 34 percent**
- **Completed the campaign 14 months early**
- **Introduced many new prospective donors to TLC's mission**
- **Received many gifts that were the largest gifts donors' ever made to an organization**
- **Received J. E. and L.E. Mabee Foundation and Kresge Foundation challenge grants and a very generous Hall Family Foundation gift**

lessness. Donors were often surprised to learn that TLC's existing facility could not hold the number of children needing emergency shelter and temporary lodging. TLC's Street Outreach Services even provides a mobile unit that takes outreach workers to the streets in order to identify and assist homeless youth and runaways.

Prior to TLC's campaign, the county was facing a short supply of beds for youth in crisis. Fifty-four percent of children needing foster care could not be placed within Johnson County. Already facing disruption in their lives, children had to be housed elsewhere—another nearby county or possibly even hours away in another part of the state. In doing so, they were forced to leave everything that was familiar: surroundings, friends, church support and extended family.

This was one of the driving motivations behind the "Bringing Our Children Home" campaign—the largest in the organization's 35-year history. Campaign goals included new and expanded TLC facilities, enhanced services and endowment support.

"Our pre-campaign study conducted by Hartsook Companies indicated we might only be able to raise about half of the funds our project required," said then TLC Vice President for Grant Administration and Endowment Development Tim Keeton. "Convinced our community would respond to the need we were trying to meet, we decided to proceed with a \$7.9 million campaign that we anticipated would take 42 months to complete. As the campaign progressed, we were able to broaden the scope of the campaign, integrate increased construction costs, pay for short-term financing and create an endowment."

Hartsook Companies President and campaign consultant Matt Beem was highly impressed with TLC's team. It was the first campaign for many of the key players: President and CEO Bob Drummond, Ed.D; former Vice President for Grant Administra-



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tion and Endowment Development Tim Keeton; Campaign Co-Chairs the Hon. Jon Stewart, former President and CEO of Metcalf Bank, and the Hon. Barbara Allen, Kansas senator. Yet their outstanding performances yielded veteran results.

"Even though their campaign cabinet was new to fundraising, Honorary Co-Chairs Terry Dunn, CEO of J. E. Dunn Construction Group, and the Hon. Peggy Dunn, Mayor of Leawood (Kan.), had tremendous experience and were able to serve as teachers and mentors," said Beem. "Bob Drummond was great at brokering relationships. And Tim was the most organized, competent person I had ever seen in his position. If every campaign had a team like this, things would certainly go more smoothly.

"This was an exceptional group to work with. They had a strong mission. They were committed to the mission. And they did a masterful job of sharing it with donors."

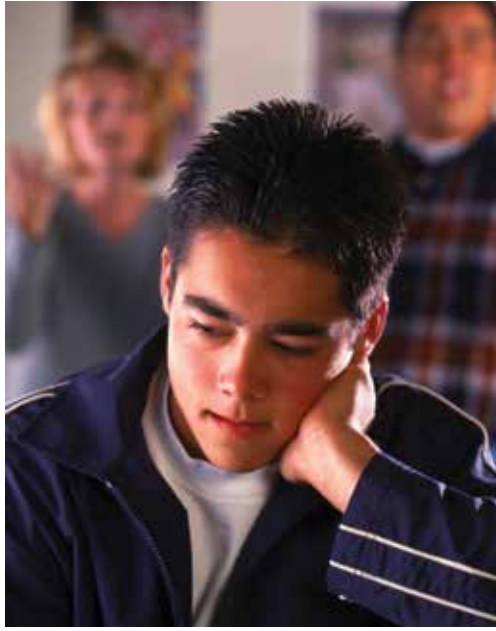
Clearly, the TLC team did a lot of things right. They received both a J.E. and L.E. Mabee Foundation challenge grant of \$1.1 million and a Kresge Foundation challenge grant of \$550,000.

"These grants leveraged the strong support of individuals, foundations and corporations throughout the Greater Kansas City community," said Stewart.

The Hall Family Foundation gave the organization a very generous grant of \$650,000. And an angel donor, who first heard about TLC's campaign through a casual conversation at a community event, ultimately made a generous multi-million dollar gift.

The campaign finished above goal and 14 months early, raising \$10.7 million in just over two years. Said Keeton: "All of this was made possible through the vision of our Board of Directors, the hard work of our capital campaign cabinet and the generous support of hundreds of donors."

Keeton also gave credit to TLC's campaign consultant. "Matt has the unique ability to think strategically when considering ways to move a campaign forward. He has an excellent understanding of the dynamics and perspectives of the philanthropic community. Always positive, Matt brought a discipline to our efforts and helped us to develop systems and strategies that resulted in a successful campaign. His wise insights, thoughtful suggestions and significant fundraising experience guided us to a highly successful campaign that was under budget and dramatically exceeded the original goal by more than 34 percent."



One of the added benefits of initiating a campaign is the opportunity to increase a nonprofit's visibility and attract potential donors. This proved especially true for "Bringing Our Children Home." Campaign cabinet members opened doors in the community for TLC to tell its story to new donors. "We anticipate that these relationships will continue beyond the capital campaign," said Keeton.

Two special fundraising efforts—the First Annual Women's Power with a Purpose event and a women's holiday event hosted by a prominent citizen—also provided venues for introducing TLC's mission to prospective donors.

In 2006, TLC served more than 18,000 children and youth from birth through 21 years of age, of all socio-economic, religious, ethnic and racial backgrounds. More than 3,600 of these children and youth received shelter or intensive intervention services. Another 14,400 youth were assisted through educational activities and community outreach.

Donors to "Bringing Our Children Home" connected with TLC's mission and need. In fact, the campaign became the recipient of many donors' largest gifts ever made to an organization. "TLC and other nonprofits are blessed to be a part of one of the most generous communities in the Midwest. It has been heart warming to see first-hand the responsiveness of our community to the needs of high

risk children and youth," said Senator Allen.

With its completion, the successful campaign will allow TLC to keep more children in the community by addressing the need for more foster care homes and residential treatment services and the shortage of transitional housing for youth in state custody.

Specifically, gifts and pledges made to the "Bringing Our Children Home" campaign will ensure the construction of a new residential treatment center and transitional living apartments, the expansion of two existing youth treat-

ment facilities and the expansion and renovation of the Mabee Family Center. The funding also will provide support for program services and create an endowment. The campus expansion and renovation of TLC's two youth treatment facilities will increase its capacity from 30 to 96 beds.

When it comes to fundraising, numbers are important: tripling capacity, surpassing the fundraising goal by 34 percent, completing the campaign 14 months early. While numbers are important, what donors truly care about is the real bottom line: "Did we make a difference?"

Drummond affirmed that the campaign's outcomes, including capital expansion, enhanced program services and a strengthened endowment, will make a significant difference: "TLC will be able to make a dramatic change in the lives of thousands of youth because of our new first-class facilities and programs."

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**About the Consultant** – Matthew J. Beem, MPA, CFRE, President, a fundraising professional of more than 17 years, has helped nonprofits raise more than \$200 million. He works with local social service organizations, institutions of higher education, international religious organizations and their affiliates and national youth service organizations as they seek to expand and improve services for their clients. Matt can be reached at [matt@hartsookcompanies.com](mailto:matt@hartsookcompanies.com).

**About Hartsook Companies, Inc.** – Hartsook Companies, Inc., has served nonprofits nationwide with capital, endowment and annual campaigns; leadership support; board training; marketing and more since 1987. The firm has conducted more than 1,700 campaigns ranging from \$500,000 to more than \$1 billion. The web site: [www.hartsookcompanies.com](http://www.hartsookcompanies.com).

