



# THE CAMPAIGN ForKids

## FORKIDS CENTER FOR CHILDREN & FAMILIES

Embracing our responsibility as the largest service provider for homeless families in Virginia, ForKids is now embarking on our first major capital campaign, The Campaign ForKids, to reach more families, more efficiently, in increasingly meaningful ways. The centerpiece of our campaign will be a new \$11M+ regional headquarters and services hub connecting thousands of families and children to ForKids's essential resources and creating a foundation for our future and the future of our community.

The "ForKids Center for Children and Families" will consolidate seven different services sites into one centralized location close to highways and transit, replace expensive-to-maintain turn of the century buildings, and expand ForKids's capacity to serve more families throughout the region. Through ForKids's innovative service delivery model, excellent technology, and a regionally strategic location, the ForKids team can deliver expanded services to South Hampton roads at a lower cost while radically enriching services to Chesapeake families.



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*ForKids impacts the lives of over 49,000 individuals across greater Hampton Roads annually.*

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In a modern mixed-use development, ForKids will consolidate its corporate headquarters, education center, regional services, Good Mojo retail and distribution operations, and family shelter in a 60,000+ s.f. facility accommodating a workforce of over 100 full- and part-time employees with an annual average salary of more than \$46,000 when it opens in 2019. ForKids will build an inviting, professional regional headquarters that will be an asset to its neighboring community, uplift the families it serves, educate our region's most at-risk children and attract a skilled workforce to ameliorate and end family homelessness.

## THE FORKIDS CENTER FOR CHILDREN AND FAMILIES

By the numbers...	
Use	Proposed square footage
Regional Services HQ	20,400
Education	9,600
Emergency Shelter	15,600
Good Mojo (or alternative) Retail & Warehouse	14,400
<b>Total</b>	<b>60,000</b>
Add'l Office for Growth/Leasing*	10,000-14,000
<b>Total Project w/ Additional Office</b>	<b>70,000-74,000</b>

\*The project will include a second floor over Good Mojo to allow for short-term leasing and future growth and expansion IF funds can be raised.

ARCHITECT: **TYMOFF+MOSS ARCHITECTS**

CONSTRUCTION MANAGEMENT:



**HouriganConstruction**

### FORKIDS REGIONAL SERVICES & ADMINISTRATIVE HEADQUARTERS

*ForKids's service teams currently impact over 49,000 individuals regionally every year.* A centralized, consolidated headquarters close to public transit and our regional highway system will dramatically improve the efficiency of our multidisciplinary service team and help families access services. Trauma-informed design will create calm and welcoming meeting spaces for improved client engagement. The new regional center will also house the ForKids Regional Housing Crisis Hotline, now serving 14 cities and counties of Greater Hampton Roads, as well as ForKids's administrative, advocacy and research teams. **Annually convening community and philanthropic leaders, over 2,500 volunteers, and more than 1,600 individual donors** as part of our important work, the ForKids Regional Center will be the nexus of solutions to poverty and homelessness in Virginia and beyond.

## EDUCATION CENTER

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*Tutoring up to 90 children a day with modern technology labs and an arts classroom...*

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Our new ForKids Regional Center will have a space dedicated to *tutoring up to 90 children in age-appropriate creative learning space*. Formerly homeless children living in the surrounding area who require educational remediation will be transported to the center to receive assistance. When tutoring is not in session, classroom space will be available to hold adult education classes, including: life skills, job readiness, personal finance, health and wellness, and parenting. Modern technology labs and creative learning spaces will fuel after school tutoring, enrichment programs, job searching, college applications, and bridge the digital divide for both adults and children. Finally, the Center will house an education team that connects with school districts throughout the region, making the central location of this facility essential.

## EMERGENCY SHELTER

With innovative, flexible design, we will seamlessly incorporate an emergency shelter for children and families into our new regional headquarters, increasing our capacity to allow us to serve 20 families at a time. The 20 units will include six 2-bed rooms, ten 4-bed rooms and four 6-bed rooms. This will provide much-needed flexibility to accommodate large families and cyclical swings in shelter demand. Stays will be short (approximately 30 days) and families will be rapidly placed into rental housing. **The typical resident will be a child (approximately 65% of the nightly shelter occupancy).** The new regionally-central location will provide easier access to public transportation and regional employers, allowing families to be re-housed and stabilized more quickly throughout South Hampton Roads. With trauma-informed and sustainable design, the facility will be both therapeutic and efficient.





## GOOD MOJO RETAIL

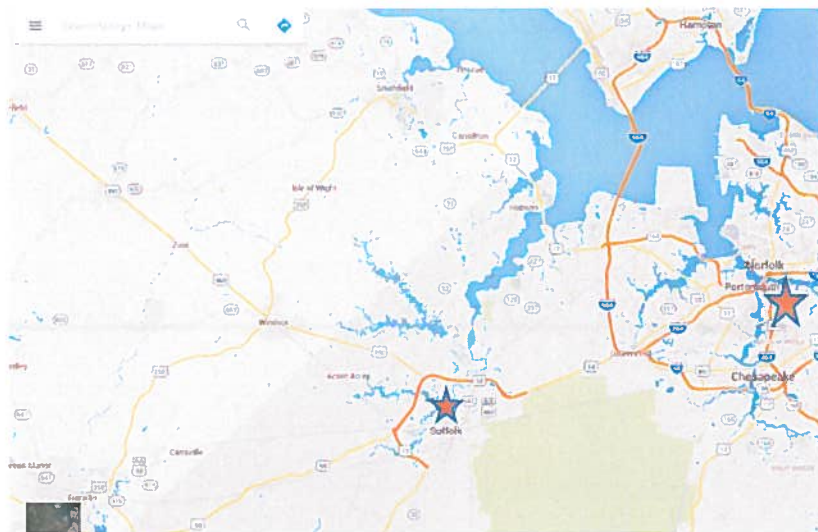


Fun, funky and philanthropic, Good Mojo is the engine that allows ForKids to supply *3,000 children and their families with household goods, clothing, school supplies, and holiday support* each year. Part donation management warehouse, part fun retail thrift, Good Mojo currently operates out of an aging facility in Ghent. Relocating Good Mojo to the Regional Headquarters will allow us to increase accessibility to donors, volunteers, community shoppers and the families we assist. Saving the rent spent to lease the current aging facility, we will build a bright, modern store and expanded warehouse facility. *Note: An alternate location for the retail component of Good Mojo may be considered due to retail market conditions.*



## FORKIDS SERVICE AREA

## FUTURE FORKIDS SERVICES HUBS



# ECONOMIC IMPACT OF FORKIDS AND ITS REGIONAL HEADQUARTERS ON THE CITY OF CHESAPEAKE

## THE FORKIDS REGIONAL HEADQUARTERS

The ForKids Center for Children and Families will be our regional services headquarters, housing our service, advocacy, and research teams; as well as the Regional Housing Crisis Hotline and Good Mojo retail. Annually hosting community and philanthropic leaders, and over 2,500 volunteers as part of our important work, the ForKids Regional Center will be the nexus of solutions to poverty and homelessness in Virginia and beyond. *ForKids will invest over \$11 million in an innovative, mixed-used 60,000+ square foot facility designed to be an asset to the surrounding community.*

## FORKIDS: A LOCAL BUSINESS

- As of April 2017, *ForKids employs 97 staff* (75 full-time & 22 part-time) with an average compensation of \$46,000 per full-time employee (\$53,000 with benefits). Of these employees, 17 are Chesapeake residents. *We estimate, that by 2020, the ForKids Regional Headquarters will employ well over 100 individuals from throughout Greater Hampton Roads.*
- ForKids will directly invest over \$1M back into Chesapeake economy this year. *By relocating seven services centers (six from outside Chesapeake) into one regional headquarters in Chesapeake, ForKids will naturally shift many of our vendors to Chesapeake. By 2020, we estimate our direct investment in Chesapeake will be over \$2 million annually. By 2025 we will be on track to invest over \$3 million annually (our current direct investment in Norfolk is \$3.2 million annually).*

### \$1M to Vendors, Landlords and Chesapeake Salaries in 2016

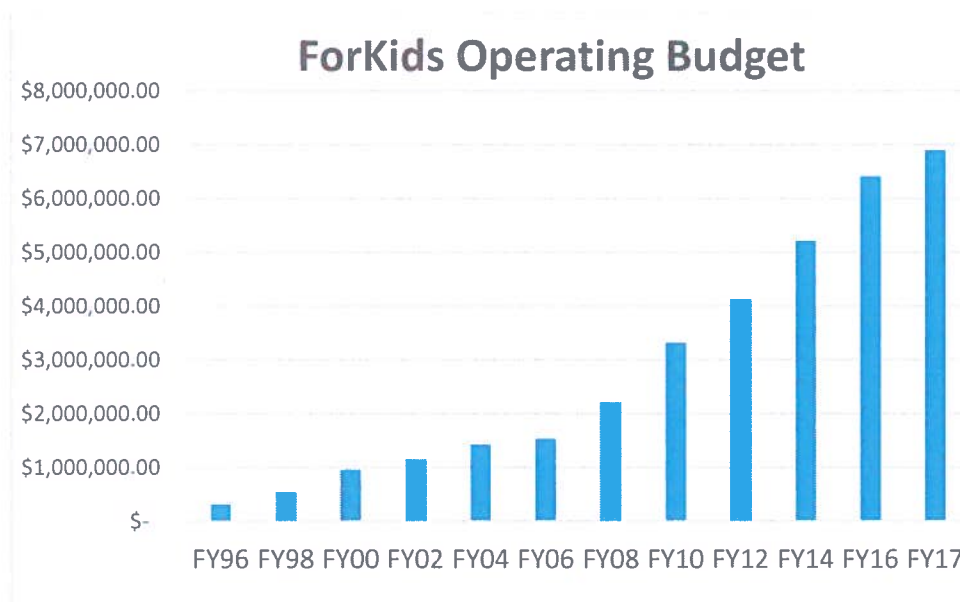
Compensation to Chesapeake Residents	\$670,000
Payments to Chesapeake Vendors	\$73,000
Payments to Chesapeake Landlords	\$301,000
	<b>\$1,044,000</b>

## FORKIDS: A PLATINUM LEVEL, 4-STAR, HIGH-PERFORMING NON-PROFIT

Not only does ForKids provide life-changing services to families, but we also operate as a model non-profit organization. We have had 25 years of clean OMB-133 Audits and are one of only six charities across all of Hampton Roads that have received a **4-Star Charity Navigator** ranking consecutively over the past four years. We have also just been designated as a **Platinum Level GuideStar Charity** for our transparency and accountability. We accomplish all of this while maintaining low overhead and fundraising costs of approximately 14%.

## FORKIDS: A GROWING BUSINESS

ForKids experiences consistent growth year after year to keep up with our region's growing need for services and our increased capacity to partner with the community to solve urgent needs.



## FORKIDS: A COMMUNITY MAGNET

ForKids accomplishes our work through extensive community partnering including a committed 32-member Board of Directors; 13+ working community committees; over 2,500 volunteers annually that tutor, raise funds and awareness and professionally give their time and talents; and thousands of individual cash contributors. In addition, last year we estimate over 2,000 donors dropped off in-kind contribution at our Good Mojo Thrift and more than 30,000 individual transactions were made at Good Mojo from a diverse array of passionate “thrifters.”

## HELPING CHESAPEAKE FAMILIES: SAVING CHESAPEAKE RESOURCES

In a recent study, Old Dominion University economist Dr. James Koch studied the financial impact of homeless children on our local economy. Koch concluded that these children typically fall behind academically and are more likely to miss school, which often leads to higher dropout levels, lower rates of graduation, and significantly reduced job prospects. These conditions result in the need for more social services assistance and higher rates of incarceration, teenage pregnancy and health issues. Koch concluded the average cost per *homeless child to the community is approximately \$20,000 a year.*

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*“the average cost per homeless child to the community is approximately \$20,000 a year”*

*~Dr. James Koch*

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With Koch’s benchmark in mind, *ForKids’s services to Chesapeake save the city over \$4 million annually.* This estimate considers only ForKids’s housing placement impact on our children, not savings associated with stabilizing the adult family members or the impact of our educational services and peripheral programs like the Regional Housing Crisis Hotline and Good Mojo.

$$\begin{aligned}
 &100 \text{ Chesapeake families with } 220 \text{ children with } 92\% \text{ housing placement} = \\
 &202 \text{ children} \times \$20,000/\text{child} \\
 &= \mathbf{\$4,040,000 \text{ ANNUAL SAVINGS}}
 \end{aligned}$$

### FORKIDS: 11-FOLD RETURN ON CHESAPEAKE’S INVESTMENT (CASH ON CASH)

ForKids’s FY17 annual budget is \$6.7M, of which \$1.8M is spent on services to Chesapeake residents. We anticipate \$152,550 in grant funding from The City of Chesapeake. *For every \$1 invested, the City of Chesapeake will receive an additional \$11 worth of services for its most vulnerable families.*

#### \$1.8M of Services to Chesapeake Families

Funding Source	Amount	Percent of Total Chesapeake Costs
City of Chesapeake Grants	\$ 152,550	8%
Other ForKids Sources	\$1,643,806	92%
Private Donations	\$ 974,779	55%
Federal Grants	\$ 466,252	26%
State Grants	\$ 202,775	11%
<b>Total Cost of Chesapeake Programs</b>	<b>\$1,796,356</b>	<b>100%</b>

## KEY

1 FIRST FLOOR: EDUCATION/DINING/  
KITCHEN

SECOND FLOOR: SHELTER

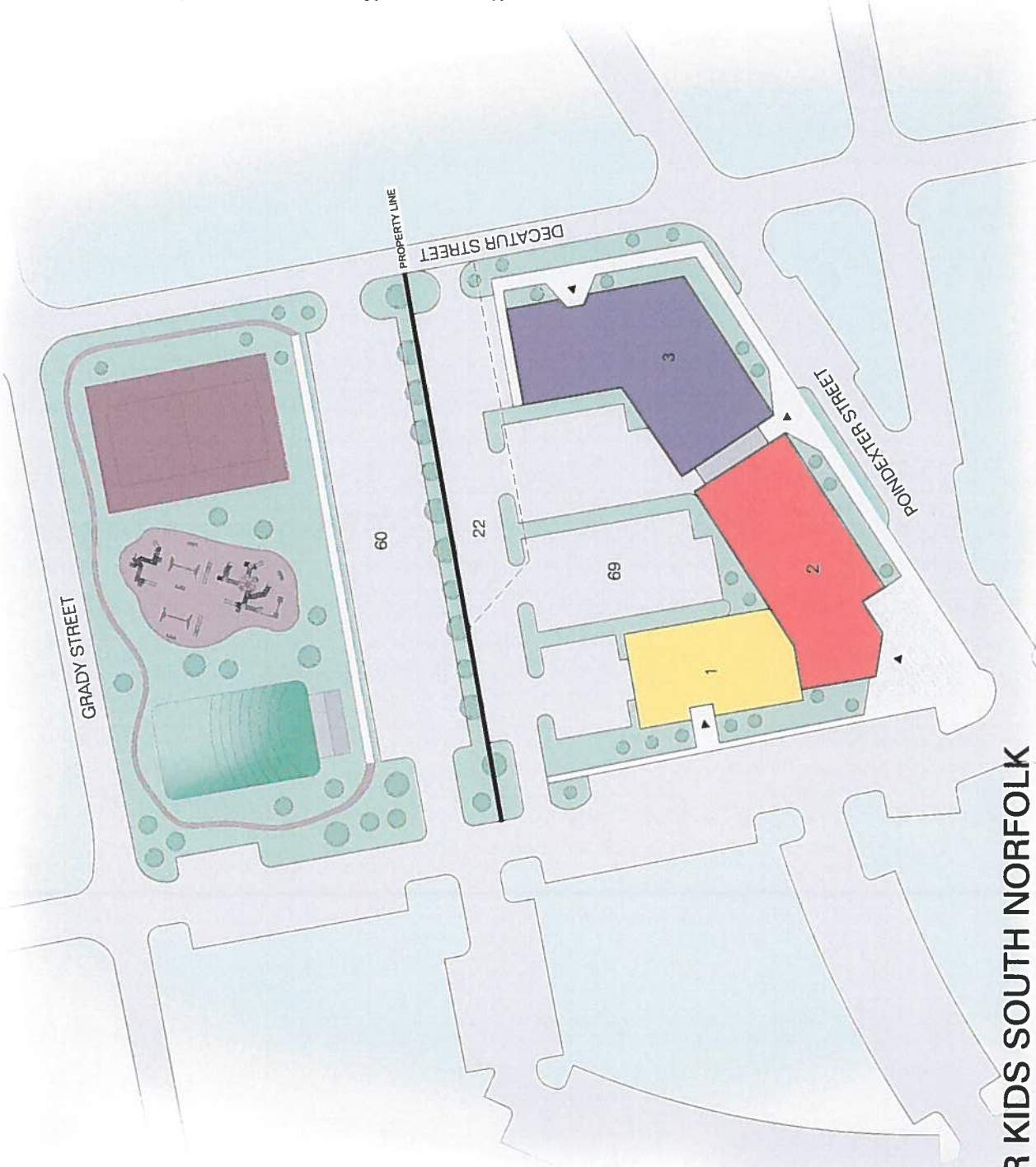
THIRD FLOOR : SHELTER

2 FIRST FLOOR: ADMINISTRATION

SECOND FLOOR: ADMINISTRATION

3 FIRST FLOOR: GOOD MOJO

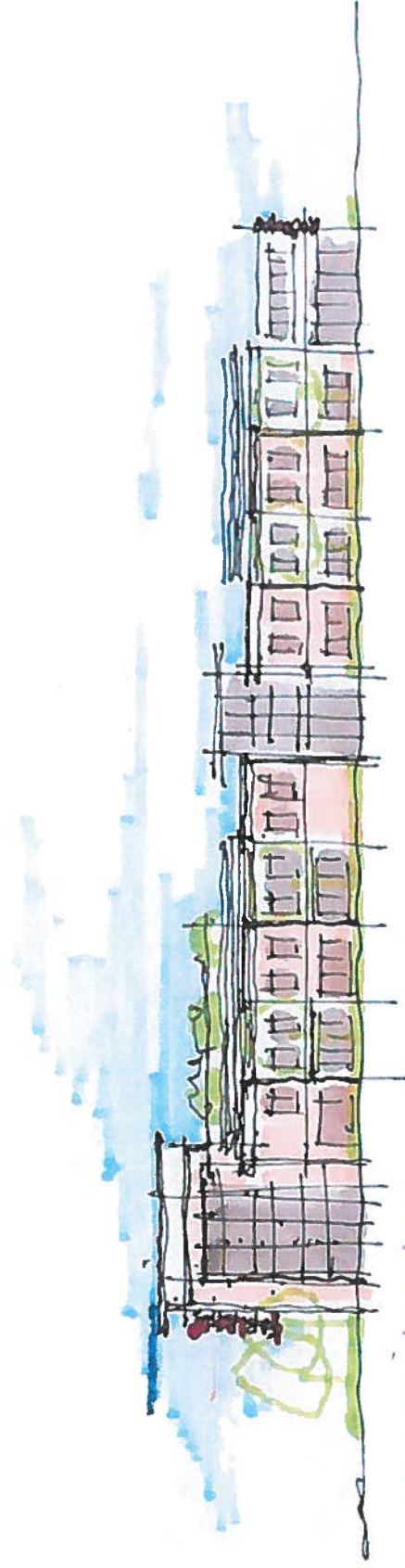
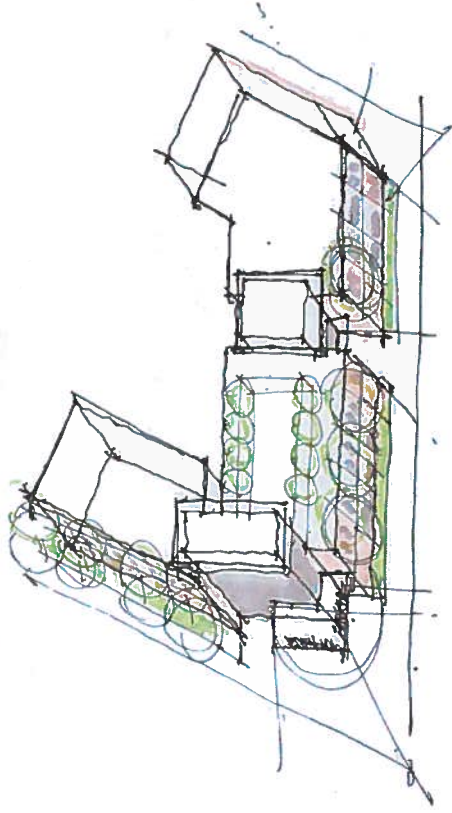
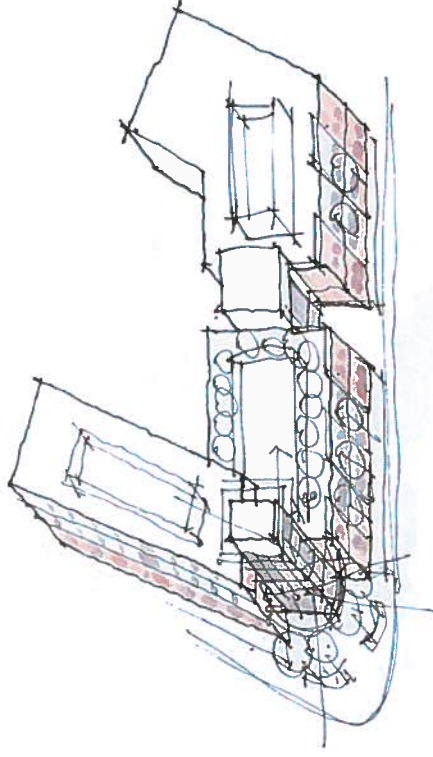
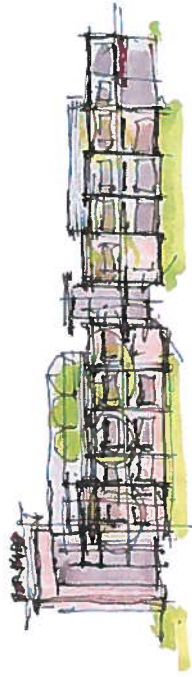
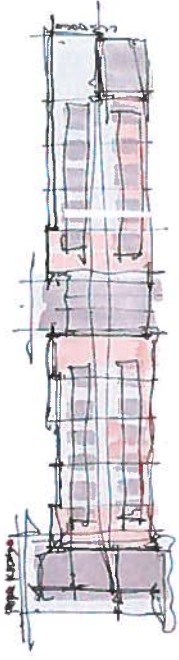
SECOND FLOOR: FUTURE EXPANSION



FOR KIDS SOUTH NORFOLK

0 50 100





preliminary concept sketches

# The Campaign For Kids

Raised as of August 23, 2017: \$7,542,587

\$2,500,000

The Landmark Foundation

\$500,000 - \$999,999

The Batten Foundation

Hampton Roads Community Foundation

MANCON

\$250,000 - \$499,999

Anonymous\*\*

Birdsong Peanuts

Marie A. Finch\*

Kim & Andrew Fink\*

Norfolk Southern Foundation

Obici Healthcare Foundation

Alison J. & Ella W. Parsons Fund

\$100,000 - \$249,999

Anonymous

Anonymous

Sentara Healthcare & Optima  
Health

Simon Family Foundation

David & Elaine Smith\*

Kelly Sokol\*

\$50,000 - \$99,999

George & Sue Birdsong

Birdsong Trust

Marty & Susan Einhorn\*

Rich & Jai Essenmacher

Sandra & Howard Gordon

Susan & Paul Hirschbiel

Carter Hotchkiss & Gina Pitrone

Brent & Charlene Moring\*

Vince & Susan Pilato\*

Rob & Julie Poellnitz\*

Chuck & Judy Saunders\*

\$25,000 - \$49,999

Tony & Monica Cetrone\*

Cross Realty

John & Sally DeVan

Sandra & Howard Gordon

Thaler & Nat McCormick\*

Chuck Monroe\*

Amy & Scott Pesesky

Jane & Win Short\*

Lloyd & Laura Taliaferro\*

Randy & Lelia Graham Webb\*

\$10,000 - \$24,999

Bank of America Charitable  
Foundation

Laura & Chris Calvert\*

Chandler Realty

Harry Lee and Alice T. Cross

Kate & Lee Cross\*

Nicole Harrell & Eley Duke\*

Farmers Bank

The Helen G. Gifford Foundation

Keith & Melody Grant\*

Eleanor & Sandy Harris

The David and Julie Holland Gift  
Fund

Ed & Anne Kimple

Roz & John Klein\*

Tom & Ellie Steffens

Drs. Ian Woollett & Christine

Truman\*

\$5,000 - \$9,999

Anonymous

Frank M. "Pete" & Margaret  
Anne Craig

Adam and Mary Crosby

Charles and Juanita Dowdy  
Memorial for Sarah Elisabeth

Glassman (Nanci & Myron  
Glassman)

The Violet H. Greco  
Foundation

Owen & Kimberly Griffin\*

Anne-Randolph & Clifton  
Harrell\*

David E. Renfro

Natasha & Raj Sriraman\*

Mike Veraldi & Jen Lio

\$1,000 - \$4,999

Dr. & Mrs. Glenn Jones\*

Cathy & Win Lewis

Jack Mace

CAPT (Ret.) and Mrs. D.M.  
McDuffie\*

Wendy S. McGrady

Suffolk Rotary Club

Roy Ward

\$999 and Under

William Milsap

Suffolk Garden Club

\* - Denotes ForKids Board of Directors

\*\* - Denotes Verbal Commitments

As of 8/23/17



Help Us Help Homeless Families

## Board of Directors 2017-2018

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**Chairman**  
President

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MANCON

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**Vice Chairman**

Writer

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**Treasurer**

Managing Member  
Saunders, Matthews & Pfitzner, PLLC  
Certified Public Accountants

**Thaler McCormick**

**Corporate Secretary**

Chief Executive Officer  
ForKids, Inc.

**Nick Baum**

Director of Planning & Business  
Development  
The Dragas Companies

**Laura F. Calvert**

Senior Vice President  
Old Point National Bank

**Anthony "Tony" Cetrone, MD**  
President & Chief Medical Officer  
Bayview Physicians Group

**Lisa F. Chandler**

Executive Vice President  
Nancy Chandler Associates, Inc.

**Yolanda Cooper**

Journey of Life Coaching &  
Consulting

**Karen Crawford**

Community Leader

**Lee Cross**

Associate Broker  
Cross Realty

**Marty Einhorn**

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**Capital Campaign Chair**

Community Leader

**Kim Simon Fink**

Community Leader

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**Owen Griffin**

Partner  
Madison Hill Partners

**Randy Guiler**

VP, Investor Relations  
Dollar Tree

**Anne-Randolph B. Harrell**

President  
Without a Hitch

**Nicole J. Harrell, Esq.**

Partner  
Kaufman & Canoles

**Trish Jones**

Community Leader

**Rozalyn B. Klein**

Proprietor  
Baa Baa Sheep, LLC

**Duff McDuffie**

Associate  
Booz Allen Hamilton Inc.

**Charles "Chuck" Monroe**

Corporate Vice President  
Assoc. General Counsel & Secretary  
Huntington Ingalls Industries

**Charlene A. Moring, Esq.**

Partner & Attorney  
Montagna Klein Camden, LLP

**Kim Austin-Peterman**

Owner  
The Space Above Yoga Center

**Elaine Smith**

Community Leader

**Jane Short**

Executive Vice President  
Waypoint Advisors

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Pediatrician  
CHKD

**Lloyd Taliaferro**

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U.S. Waterways Transportation

**Christine "Tina" Truman, MD**

Psychiatrist  
Finney-Zimmerman Psychiatric  
Associates

**Michael J. Veraldi**

Owner & President  
HM Equity Management, LLC

**G. Randolph Webb, Jr.**

President & CEO  
Signature



# FORKIDS PROJECT LEADERSHIP

(clockwise from top left)

Frank Batten, Jr.,  
Honorary Campaign Chair

Helen Dragas

Thaler McCormick  
CEO, ForKids

Paul and Susan Hirschbiehl

George Birdsong

