



2022 Capital Campaign

Be the Light





Imagine you are a child without basic needs such as food, clothing and shelter or your home is not a safe place to live. Imagine you are a child who has lost the light in their life.

Child and Family Charities helps to provide a glimmer of hope for children, youth, and families facing insurmountable challenges. Today and every day, Child and Family Charities and our supporters serve as the guiding light for those in need throughout Michigan.

Each year, Child and Family Charities serves over **15,000 individuals** of all ages and needs. We walk alongside them every step of the way until they can reach stability, recovery, and hope. Through our **6 divisions** and **30 programs**, we work together in partnership with people like you to address the needs of our ever-evolving community.

Throughout the pandemic, Child and Family Charities has been instrumental in helping families stay together and thrive — even in the midst of this national crisis.

We ask that you join us today as we pursue the vision of a comprehensive services campus! Your support will ensure that we will be able to expand our services and our reach and be more readily accessible to those in need both locally and throughout Michigan.

Our goal is to raise **\$11.5 million** to secure the property for our services to be consolidated onto one campus at the former McLaren Greenlawn site.

Together, we will shine a light so that others can have a brighter tomorrow.

Thank you,
Julie Thomasma

HISTORY

What started as a small spark has turned into a significant guiding light for children and families throughout mid-Michigan. For over 110 years, Child and Family Charities has provided hope and vital services to strengthen and support children, teens, and families.

Child and Family Charities ignited as the Ingham County Branch of Michigan Children's Aid. This was in response to orphan trains bringing homeless children to overcrowded cities. Our founders' sole purpose was to secure every child with the same love and opportunities we would want for our children if they were orphaned.

Over the years, Child and Family Charities has expanded to meet the mission of the organization which is to evolve and grow with the changing needs of the community. Our programs include Behavioral Health, Child Abuse Prevention, Child Welfare, Gateway Youth Services, Juvenile Justice, Angel House residential, and Mid-Michigan Trauma Collaboration. These programs focus on the mental health and wellbeing of local families, youth, and children.

The Plan:

Together, with your help, we will brighten the path for all who come to Child and Family Charities for assistance at times of crisis and need.

The plan is to move the agency onto one centrally located campus. This will promote continuity of services between programs for those most vulnerable and provide for their needs in one easy-to-reach location.

Our vision is to be a leader in human services, recognized for excellence in practice, collaboration, and advocacy on behalf of vulnerable populations.

You can Be the Light for children, youth, and families by joining us today!

THE NEED

Child and Family Charities honors and deeply appreciates those who make contributions to our life-changing services. Pledges to the Be the Light campaign may be designed for personalized recognition, to honor a friend or loved one, or to recognize a business or organization.

Our goal is to raise \$11.5 million!

Naming rights of designated locations at the new Child and Family Charities at the new Child and Family Charities' facilities are also available.

Contact Demphna Krikorian, senior director of development, at **517-816-9139** or **demphna@childandfamily.org** for more information.



LEVELS OF GIVING

Torch: \$500,000+

- Naming opportunity of:
CFC Program Services Building or the CFC Administration Building.
- Prominent recognition on the building—all recognition artwork approved by both sponsor and CFC.
- Name recognition at Grand Opening Celebration Ceremony with opportunity to speak.
- Logo with link recognition on website, digital newsletter and news releases.
- Logo with link recognition on social media promotions.
- Be the Light commemorative keepsake.
- Four VIP reservations to CFC's winter gala, Red Nose Ruckus (year of pledge or paid)
- Eight tickets to the Grand Opening Celebration

Blaze: \$250,000 - \$499,000

- Naming Opportunity for one of the following:
 - Welcome Area #1
 - Family Visit Wing
 - Therapy Wing
 - Collaboration Areas
 - Connection Space (client intake area)
 - Provision Wing (food pantry, clothing, and supplies area)
- Name recognition at Grand Opening Celebration Ceremony.
- Prominent recognition on each area, wing or space (where appropriate)—all recognition artwork approved by both sponsor and CFC.
- Logo with link recognition on website, digital newsletter and news releases.
- Logo with link recognition on social media promotions.
- Be the Light commemorative keepsake.
- Four VIP reservations to CFC's winter gala, Red Nose Ruckus (year pledged or paid)
- Six tickets to the Grand Opening Celebration.

Flame: \$100,000 - \$249,000

- Naming Opportunity for one of the following:
 - Welcome Area #2
 - Outdoor Spaces
 1. Children's Playground
 2. Family Visit and Picnic Area,
 3. Recreational Area, Quad Area
 - Collaborative Partner Area
 - Development Space.
- Prominent recognition on each area, wing or space (where appropriate)—all recognition artwork approved by both sponsor and CFC.
- Name recognition at Grand Opening Celebration Ceremony.
- Logo with link recognition on website, digital newsletter and news releases.
- Logo with link recognition on social media promotions.
- Be the Light commemorative keepsake.
- Four VIP reservations to CFC's winter gala, Red Nose Ruckus (year pledged or paid).
- Six tickets to Grand Opening Celebration.

Sunbeam: \$35,000 - \$99,000

- Naming Opportunity for one of the following:
 - Jackson House Kitchen #1
 - Jackson House Study & Den (Upper and Lower levels)
 - Jackson House Patio #1
 - Education Center Room #1 and #2
 - Therapy Rooms
 - Family Visitation Rooms
 - Boardrooms
 - Conference Rooms
 - Family Visit Rooms.
- Name/Logo recognition on signage at Grand Opening Celebration.

Sunbeam: *contintued*

- Prominent recognition on the Be the Light donor artwork (where appropriate)—all recognition artwork approved by both sponsor and CFC.
- Logo with link recognition on website.
- Name recognition on social media promotions.
- Be the Light commemorative keepsake.
- Two VIP reservations to CFC's winter gala, Red Nose Ruckus (year pledged or paid).
- Four tickets to the Grand Opening Celebration.

Flicker: \$20,000 - \$34,000

- Naming Opportunity of the following:
 - Jackson House Bedrooms
 - Jackson House Kitchen #2
 - Jackson House Patio #2
 - Main Buildings:
 1. Staff Mothering rooms
 2. Staff Breakrooms
 3. Small Kitchens
 4. Meeting Spaces and Small Collaboration Areas
 5. Administrative Work Areas.
- Recognition on the Be the Light donor artwork (where appropriate)—all recognition artwork approved by both sponsor and CFC.
- Name/Logo recognition on signage at the Grand Opening Celebration Ceremony.
- Name recognition on website, digital newsletter and news releases.
- Be the Light commemorative keepsake.
- Two VIP reservations to CFC's winter gala, Red Nose Ruckus (year pledged or paid).
- Four tickets to the Grand Opening Celebration.

Ember: \$5,000 - \$19,000

- Name Recognition on the Be the Light donor artwork.
- Name recognition on website, digital newsletter and news releases.
- Be the Light commemorative keepsake.
- Two VIP reservations to CFC's winter gala, Red Nose Ruckus (year pledged or paid).
- Two tickets to the Grand Opening Celebration.

Spark: \$1,000 - \$4,900

- Name Recognition on the Be the Light donor artwork.
- Be the Light commemorative keepsake.
- Two tickets to Grand Opening Celebration.

Ignite: \$10 - \$900

- Name Recognition on the Be the Light donor artwork.
- Be the Light commemorative keepsake.

Until Completed: All gifts are doubled through an Ingham County match grant and will be considered in the final donation amount.



Learn more at
www.ChildandFamily.org

