

Building on a Legacy of Excellence:

A Campaign for The Children's Home of Cincinnati

February 2009



Inside this Issue:

Page 1: *Building on a Legacy of Excellence*

Page 2:
-Master Plan
-Lead Gifts

Page 3:
-Urgent Needs
-It's About the Children

Page 4: Leadership from a Unique Perspective

First Building Campaign Transforms The Children's Home

The Children's Home of Cincinnati has launched the first building campaign in its 144-year history, *Building on a Legacy of Excellence*, to support an extensive campus improvement plan to transform our services and facilities. The campaign aims to raise \$5 million in support of a \$10 million Master Plan to expand, consolidate, and upgrade the campus facilities on Madison Road. The plan allows us to continue our legacy of services for children and families in more appropriate and modern facilities with more efficient operations.

Setting the pace for campaign success is an extraordinary commitment on the part of The Children's Home Board of Trustees, whose combined campaign gifts total over \$1.3 million. Additional campaign gifts bring the total raised to date to \$3.3 million. With these incredible gifts in hand, we are now seeking gifts of all amounts from the broader community.

In addition to the generosity of our dedicated board members and others, the *Building on a Legacy of Excellence Campaign* is further strengthened by the devoted leadership of campaign co-chairs, Jim and Darla Wainscott. A member of the Board of Trustees, Darla Wainscott shares that she and her husband, Jim, feel strong compassion for children who do not have the same advantages as their own. "As we watch our own children grow," says Darla, "we are reminded that we have a responsibility to all children. We must care for the children who otherwise have limited opportunities to succeed."



Jim & Darla Wainscott,
Campaign Co-Chairs

The Children's
HOME
of Cincinnati

5050 Madison Road
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Building Campaign Puts Plan into Action



New Community Services Center

Master Plan

Phase I (completed fall 2008)

New Community Services Center

Phase II (began winter 2008)

Elementary School Expansion
Gymnasium Renovation
Playground Renovation
Infrastructure improvements:

- additional parking
- driveway upgrades

New Adolescent Services Building

- Hope Academy moves to Madison Road campus



Campaign Cabinet

Tony Buehler, Bank of America

Jack Cassidy, Cincinnati Bell

Michael Coombe, Legg Mason
Investment Council, LLC

Tony Dellecave, Cincinnati Bell

John T. Lawrence, UBS Financial
Services, Inc.

James E. Schwab, US Bank

Tom Williams, North American
Properties

Have you noticed the new building at the back of our property on Duck Creek Road?

Our new Community Services Center is now home to nearly 100 staff, most of whom were formerly in leased space at another location. The center offers a safe, convenient location for outpatient counseling and other mental health services, and improved access to over 20 additional programs and services.

The completion of the center represents Phase I of our Master Plan for the Madison Road campus.

Design/construction firm 2enCompass facilitated the process to complete the multi-faceted, comprehensive plan to make the most of our resources and maximize the tremendous assets of the campus.

There are three primary objectives:

1) Consolidate operations in one location for greater efficiencies and use of resources.

Before Phase I was completed, we were operating in three locations and realized the need to bring all programs and services to one location at Madison Road.

Consolidation eliminates the high cost of leasing space and avoids huge capital expenditures at the distant and outdated Hope Academy facility.

2) Upgrade facilities for current programs and their growth.

Built in 1917 and woefully overcrowded, our campus facilities restrict our ability to do more of what we do best – transform the lives of vulnerable children. Antiquated cottages and former office spaces have been retro-fitted as makeshift classrooms and day treatment centers.

As a result, classrooms are too small, group rooms too large, and inefficiencies abound in all spaces devoted to programming.

3) Expand to meet increasing demand.

Since 1980, the number of children served on campus each day has increased from 46 to 300. From 2004 to 2007, the number of children and families served has grown 89.5%. Staff increased by 50% and the number of weekly visitors has grown ten-fold.

Drive-ways and parking facilities once used by five to ten trucks and busses per week must now accommodate 150 weekly.

Fortunately, our 40-acre campus allows for significant expansion without damaging the natural, serene atmosphere and eliminates the need for (and considerable expense of) leasing or purchasing additional property elsewhere.

Corporate and Foundation Gifts

Early commitments from corporations and foundations are setting the pace for a successful campaign. We are deeply grateful to the following donors:

\$500,000 & Above
Anonymous

\$250,000 & Above
Harold C. Schott
Foundation

\$100,000 & Above
Anonymous

Cincinnati Bell
Farmer Family
Foundation

The John A. Schroth
Family Charitable
Trust, PNC, Trustee

Louise Taft Semple
Foundation

The Western &
Southern Fund

\$75,000 & Above
Macy's Foundation

\$50,000 & Above
William P. Anderson
Foundation

Anonymous

The Greater Cincinnati
Foundation

The Sutphin Family
Foundation

\$25,000 & Above
Bank of America

Urgent Needs Must Be Addressed

Ellen Johnson, CEO and President of The Children's Home, explains our urgent facilities needs best: *"Since 1998, we have experienced an extraordinary increase in demand for our services which continues to grow at an astonishing rate. Our facilities must accommodate this rapid growth to meet the needs of children and their families now and well into the future."*



Ellen Johnson

Urgent Need #1

Our main campus at 5050 Madison Road was last updated in the mid-1980s to serve a few dozen children at a time. Now, we have over 300 children on site daily and 150 employees serving nearly 7,000 children throughout the community.

Solution:

Upgrade and expand facilities for current programs and growth.

Urgent Need #2

Hope Academy, our therapeutic high school for at-risk students, is in Mt. Healthy. Its six buildings are in dire need of renovation and have been temporarily replaced by portable classroom units. It would require large capital expenditures to bring the structures to an adequate condition.

Solution:

Construct a new Adolescent Services Building and move Hope Academy to our Madison Road campus.

Urgent Need #3

Our Mental Health Department was in leased office space in Roselawn. We exhausted the space at that location as staff tripled and quadrupled in offices designed for one or two persons.

Solution:

Last fall, we consolidated staff and functions into a new Community Services Center on our Madison Road campus.

It's All About the Children

Everything that happens at The Children's Home centers around the vulnerable children of Greater Cincinnati and helping them overcome social, behavioral and learning problems. They come from all corners of the community ranging from birth to age 18 years.

One such child is Ryan, who entered The Children's Home school after his angry outbursts and aggressive behavior prevented him from remaining in his district school. His daily interactions were negative and often threatening. Ryan's difficulties were compounded by borderline autism, which hampered his ability to communicate and process information.

Without a structured, therapeutic environment to help Ryan manage his emotions and behaviors, he simply could not learn or improve. Now, after three years of participation in The Children's Home programs, Ryan has learned new coping skills, has new friends, and is doing well in school. In fact, Ryan returned to his home school district this fall to begin his 8th grade year!





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"Better facilities boost a child's ability to learn and thrive..."

So says Dick Durand, who has a unique appreciation for both the work of The Children's Home and its need for improved facilities to better serve vulnerable children and their families. *"Providing a comfortable, clean, bright atmosphere helps lift a child's self-esteem, enhances the desire to participate, and encourages achievement,"* he says. Dick knows what a difference the right environment and support can make. He was adopted through The Children's Home at the age of one, and his mother was manager of adoption services during the 1970s. He now serves as a member of the Board of Trustees.

After 26 years with Messer Construction, Dick retired and began serving as director of facilities for Cincinnati Country Day School. He now lends his expertise to The Children's Home through his roles as Co-Chair of the Board's Facilities Committee and Chair of the Master Plan Committee. *"Facilities,"* he says, *"are vital to quality programming."*

A Board member for seven years, Dick says the thing he enjoys most about working with The Children's Home is the involvement with people who thoroughly enjoy what they're doing. "I've been on other boards," says Dick, "and this one is special. The people are fun and many have been involved for a long time. It's a real pleasure to work with the Board and staff at The Children's Home."



"Facilities are vital to quality programming," says Dick Durand, adopted through The Children's Home at the age of one and now Chair of the Master Plan committee.