



Wedgwood Christian Services *Building Hope for Children* Campaign Media Fact Sheet

Why the Campaign?

Last year, Wedgwood initiated a major capital campaign with the vision to:

- **Strengthen our ability** to address the devastating and complex problems of abuse, neglect, teen pregnancy, substance abuse, poverty and school expulsions faced by the children in our community.
- **Meet the growing demand** for our Community, Educational & Residential services. Our services had tripled in 5 years.
- **Become more effective and efficient** at helping children. We knew we needed to transform the way we did business, improving our facilities, and consolidating programs and campuses in order to better respond to children's urgent needs and extend our ability to serve children well into the future.
- This led to the "*Building Hope for Children*" Campaign.

Fundraising Goal & Results

- Campaign **goal was to raise \$8.5 million**; active fundraising started in March 2008
- We're pleased to announce that we **exceeded our goal by raising \$9.2 million to date**.

Outcomes of Campaign/Campus Consolidation:

- **Kentwood Campus Consolidation** - All services and facilities consolidated from four campuses to the Kentwood Campus.

Five new buildings:

1. Cook-Claus Home (relocation of Wyoming programs to Kentwood)
2. Crane Foundation Lighthouse Academy relocates from Alger Heights campus to specially designed school facility. Lighthouse became a special charter school in 2008, increasing its capacity to serve 190 expelled and at-risk students.
3. McGraw Residential Center incorporates clients from Cutlerville campus into four homes: the Antonini, Van Andel, DeVos and Engen Homes.
4. Employment Training Program building expansion (needed with more programs moved to Kentwood campus).
5. Frey Foundation Wellness Center (includes aerobic/resistance training equipment)
6. Remaining Project: Counseling Center to house all community-based services, which reach 90% of clients served by Wedgwood, to be completed by end of 2009

- **Seven Remodeled Buildings and Redesigned Campus Grounds**
 1. Boelkins, Parramore, Riebel, VanderArk and Zondervan Homes remodeled
 2. Nagel Chapel & Conference Center remodeled (30 person training room, Young Life coffee house, sanctuary improvements)
 3. Huizinga Administration Center remodeled
 4. Significant addition of outdoor wellness and recreation options on campus:
 - Hendricks Family Gazebo added
 - Three basketball courts added
 - ½ mile Walking Trail added around perimeter of campus
 - William & Sally Swets Foundation Fishing Pond added
 5. Redesign of campus to create a residential look and feel, offering children a sense of community and family as opposed to a traditional institutional environment
 6. Courtyard and two sculptures added
 7. Enhanced infrastructure: (electrical sub-station installed to save 50% in costs, IT improvements, new phone and security systems, replaced and expanded parking, added surveillance cameras for client safety)
- **Improve our ability to serve more children**—with the potential to double our capacity over the next 5-10 years.
- **Provide over \$1 million in operational savings** each year—
 1. Savings enable our **CORE, public funded services** to operate on a 100% balanced budget basis
 2. Strengthens our ability to provide distinctive **VALUE-ADDED services**: Chaplaincy/Young Life, Employment Training, Wellness Services, Educational support for Lighthouse, and Community Prevention programs
 - Funded 100% by contributions
 - Critical to the quality and success of our core services, while developing children’s spiritual lives, physical health and ability to live self sufficiently in the future