

# forward together

A Campaign for Campagna Center

For over 75 years, Campagna Center has been a cornerstone of our community. Our programs span the education continuum and reach more than 2,000 children, teens, and adults each year. We firmly believe our community is stronger when each person has access to the opportunities, support, and education they need to thrive.

Named for a bold, visionary leader, Elizabeth Ann Campagna, the organization has served as a beacon of hope and opportunity for children and adults seeking opportunities to learn and grow. While our programs have evolved and changed over time, we have remained steadfast in our commitment to foster connections that build community and improve lives. Today, our leadership, staff, and volunteers are as committed as ever to these enduring ideals.



***We envision a Campagna Center for the future—  
one that serves more Alexandria residents with the  
programming and resources they need to succeed  
and thrive while we all grow forward together.***

## Our Programs

As Alexandria's oldest nonprofit and the only organization that serves children and families from cradle to career, Campagna Center is honored to serve over 2,000 people every day. Some of our program highlights from 2020 include:



77%

of children served in our Early Childhood programs met or exceeded expectations across language, literacy, math, physical development, and social and emotional growth.



91%

of parents who enrolled students in Campagna Kids before- and after-school care noted that their child benefitted from program activities. 95% of parents would recommend Campagna Kids to other families.



95%

of New Neighbors English-language learner students reported that learning English has helped them develop a greater sense of self confidence, independence, and self sufficiency in the community.



71

tutors in the Wright to Read program volunteered 2,355 hours of time working on literacy skills with students. On average, each student received 33 hours of one-on-one instruction and support with their reading.

## Caring for the Community through COVID-19

At the onset of the coronavirus pandemic, the creative and resourceful Campagna Center team sprang into action to keep our children and families connected, engaged, and supported. Together with our generous donors, volunteers, and community partners, we were able to go above and beyond the call of our mission:

- Expanding our before- and after-school childcare program to serve as a technology partner with Alexandria City Public Schools, offering 12 hours per day of learning space during virtual school days.
- Delivering over 600 books into the hands of children so they could continue their love of reading even when libraries were unable to serve families in person.
- Distributing \$20,000 in grocery store gift cards to families facing food instability.
- Providing 360,000 diapers to community members through our emergency diaper bank.

The challenges of the COVID-19 crisis continue to test our country and our community. The lessons we have learned and the obstacles we have overcome guide us in the tireless pursuit of Campagna Center's mission. *But we cannot wait for the world to return to the pre-pandemic normal.*

Now is the time to expand our reach across Alexandria to serve all those in need of our support. Now is the time to revive and renovate our space to better serve our constituents. **Now is the time to grow forward together.**



“Campagna Center has always been a beacon of hope in Alexandria. In the aftermath of COVID-19, we are resolute in our determination to stay the course and expand our impact to help ensure a brighter future for children and families across our great city.”

—Tammy L. Mann, PhD, President & CEO

## Strength in Service, Short on Space

For over three decades, Campagna Center has served our community well from our location on S. Washington Street. But the present-day realities of an aging building with no dedicated program space is impeding our ability to deliver our mission to its fullest. The temporary fixes and creative adaptations we have made to the building—built in 1888 and last renovated in 1993—are no longer suitable. Staff often meet with program participants in hallways and lobbies, lacking the privacy any family would want as they seek our services. The limited space also hampers our ability to add the staff and volunteers needed to meet increasing demand for our vital resources.

These challenges are a threat to our programmatic stability and success, so we must pursue thoughtful, long-term solutions. Our future—and the future of the people we serve every day—depends on it.

## Vision for the Future

In recent years, our Board led an extensive planning and evaluation process that included a wide range of stakeholders. The findings concluded overwhelmingly that the Campagna Center space must align with its mission and the needs of our community. We explored several possibilities, including the sale of our current building and purchase of a new one, and have concluded that investing in our current building through renovation is the best way to responsibly and purposefully build for our future.

Therefore, we are embarking on **Forward Together**, a \$6.7M fundraising effort that will expand our programs and ensure our building matches the quality of care we provide—today and for generations to come.

This renovation will transform our entire first floor into a dynamic program space—bringing the signature programs of Campagna Center back under the roof of our South Washington building for the first time in the organization’s history.

- Participants will meet with staff in private meeting rooms to discuss their needs and learn about the array of programs offered.
- Large and small classrooms will be available to support various programs, conduct staff trainings, volunteer activities, and other uses consistent with the programs we provide.
- Our second floor will consolidate administrative areas, allow staff across programs to work together to better serve our participants, and include flexible work spaces.
- Not only will our renovations secure our presence within the community, it seeks to build for the future by funding an endowment.

## INVESTMENT IN FORWARD TOGETHER WILL FUND



### CAPITAL IMPROVEMENTS

\$4.2M

Complete renovation of three floors at the historic 418 S. Washington building, refreshing all spaces to be ADA compliant and accessible, with new building systems including HVAC, technology upgrades, and outdoor space.



### PROGRAM INVESTMENT

\$1.5M

A first-floor Welcome Hall with over 1,500 square feet of classroom space for all programs, allowing for personalized, onsite assistance to children and families.



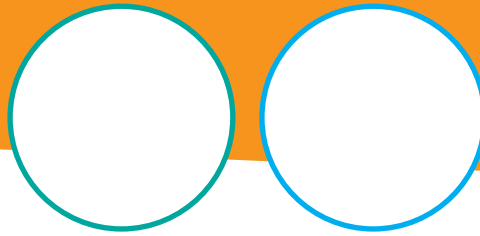
### ENDOWMENT

\$1M

To safeguard our longstanding success and secure our sustainability, the endowment will allow Campagna Center to enhance our long-term vision beyond the constraints of an annual operating budget.

“ Forward Together offers the opportunity for thousands of children, teens, and adults to access education and needed resources that fosters success in school and life. We can't think of an organization better positioned to deliver on that promise than Campagna Center. We are honored to serve as chairs of the Forward Together campaign at this moment in Campagna Center history. ”

—Walter Lukens & Alden Philbrick  
Campaign Co-Chairs and Former Board Chairs



## Timeline



## Help Us Move Forward Together

We believe so strongly in the vision and potential of this project that we are investing \$1.2M from our own reserves to jumpstart the campaign. Coupled with 100% giving from our Board of Directors, we are ready to grow forward together.

Your generous donation is vital to our success—and to the success of those we serve every day. We need to raise **\$5.5M** to complete the Forward Together campaign.

With you, families learn how to help support school readiness in the earliest years of their child's life. Working parents have peace of mind knowing that their children are safe and engaged in meaningful activities after school. Teens access tutoring and career development services to get the additional support, resources, and encouragement they need as they apply to college. Immigrant and refugee adults learn English and gain access to other supportive and employment resources that foster self-sufficiency in our community.

**Together, we are changing lives.** Your investment will ensure we can be there for people who need us next month, next year, and well into Alexandria's future.

All campaign gifts above \$10,000 will be included on our Forward Together donor plaque. Select naming opportunities are available for gifts above \$25,000.

Pledges may be paid through 2024.

**Join Campagna Center in helping our community learn, grow, and thrive.**

## Contact Us

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