



Community Ministry of North Augusta Campaign Case for Support

"I had no place else to go. The only option I had was to live on the street. It was really tough to tell somebody that I needed help. When I finally reached out to CMONA for help, I broke down.... not because of what I was going through....it was the fact that someone listened and understood about what was going on in my heart and life. And they showed love by meeting me where I was in the midst of my hurt and despair, and then by coming alongside of me. Now I have my own place and I'm able to care for myself. It's great to live a normal life again." Heather S., Former CMONA Client

Within the past twelve months, an average of 56 families turn to CMONA each week looking for help in their family's crisis. Although CMONA's primary service area is the Aiken 2 school district, the ministry still draws families throughout Aiken County and even a notable % from Augusta and the greater CSRA. Each family's crisis is a little different.

Unable to care for their own family's basic physical, emotional, and social needs, the ministry supports these with a continuum of compassionate care. Some families come looking for help with paying their rent or utilities. Some are struggling to get to work on time because their car broke down. Still others come to us because they don't have enough food. And even some come wanting help with medical needs like getting prescriptions. Regardless of their need, CMONA responds. We listen to their challenges and develop actions plans to navigate their crisis.

CMONA believes that meeting hurting people where they are--in the midst of their crisis--models the life that Christ displayed. The display of life-on-life ministry provides hope to those who are looking for a hand-up so that each family in need can be restored. This approach shortens the cycle of poverty. Better still, it not only reduces suffering but leads towards greater stability and wellness.

In short, CMONA believes that good can come from bad and that renewed purpose can derive from painful, chaotic, and confusing circumstances like the loss of a job or other financial crises.

A Reason to Grow

The need continues to grow and CMONA needs to grow with it in order to effectively meet that need. Unfortunately, our facility, adapted from an old mechanic's garage, is unable to support the services that we aspire to and that our neighbors deserve. Some challenges include:

- **Cramped Space**—the growing demand is so great that the waiting room space is standing room only. Client service space limits services to no more than two or three families at a time.
-

- **Flow & Accessibility**-- the current facility is not designed to provide accessible emergency based services and certainly not to large numbers of people. This also means there is not any dedicated space to house partnering agencies. Consequently, for families without transportation, just getting to these resources—I.e. WIC, Medical Assistance Program, Habitat for Humanity, Christ Community Health Services, and the Megiddo Dream Station, etc.—lengthens their cycle of poverty.
- **Privacy Concerns**—it is impossible to keep sensitive client information private given the open layout. Can you imagine talking about your financial hardships or even mental health concerns knowing that someone can hear you on the other side of the curtain?
- **Security**—the current facility and site aren't engineered in a way that makes people feel safe, particularly at night.

I realize what a great service CMONA is to our community because we're meeting the needs of the whole person and the whole family....

**Dr. Randy Cooper, Chairman
Forward in Faith Campaign**

The result of these limitations is that families have to wait longer to receive services or go without.

Stepping Forward in Faith

CMONA aspires to meet the growing need.

To do this we not only need to construct a new campus with adequate facilities, but our program approach needs to evolve. And quite frankly, what was sufficient 10 years ago for facilities and programs is now outdated and disproportionate to the increased demand and growth of Augusta Metro. In order to meet this population's needs, CMONA is growing its collaborative efforts with other support agencies.

With the exception of having adequate facilities, CMONA is uniquely qualified to combat the increased demand for short-term emergency assistance and those experiencing homelessness for the following reasons:

- It's the only organization of its kind that services North Augusta.
- There is a diverse and sustainable income stream. Over sixty percent of the basic operating budget is funded through CMONA's Thrift Store and the remaining forty percent from cash and non-cash donations. This provides so much potential to grow financially and programmatically.
- Because of its reliance upon volunteers, area churches have the opportunity to partner and provide their members with a wide range of outreach and discipleship opportunities.
- The organization is collaborative and aspires to functioning as a "one-stop-shop" that provides an integrated solution. We want our clients to experience a holistic array of services starting with a comprehensive and individualized assessment. Helping clients to navigate their way back to wholeness is what we do, who we want to further become, and what we want to do more effectively.

Current Service Areas and Need

Within the past decade, the ministry has grown 100% in the number of families that it serves. The US Census

Bureau reports that nearly 12% of North Augusta households fall below the poverty line which equates to approx. 2,750 persons who are living in poverty in South Carolina's riverfront city. Thus, it's no surprise that CMONA is serving this many people on a yearly basis.

Since 2010, North Augusta's population has grown 7.5% and is undoubtedly part of Augusta Metro's economic growth. In light of the economic development from the cyber industry on North Augusta's riverfront, it's no secret that North Augusta is projected to experience a significant increase—over 35%-- in the number of jobs brought to the area over the next 10 years. This type of prosperity warrants helping those who are disenfranchised, at risk for becoming homeless, or who are currently experiencing homelessness—not only because of our compassion but also because of the high economic price tag that comes with doing nothing.

When it comes to getting help, a river or state line isn't really a dissuading factor or an impervious boundary that prevents the crossover of services between states, cities, and municipalities. Part of Augusta Metro, North Augusta is sandwiched between Augusta and Aiken. Both cities have surging numbers of men, women, and families experiencing severe poverty and homelessness. Consequently, CMONA has become a central point of contact for those who are looking for solutions to their pain, poverty, and homelessness.

A recent article featured in the Charlotte Observer on November 22, 2017, revealed that there are 216 children in Aiken County who are considered homeless. And the annual "Point in Time Study" shows that Augusta typically has 300-400 persons who are experiencing homelessness which is the third highest in the state of GA.

Whether from the cities of North Augusta or Augusta, or Aiken County or other parts of the CSRA, the fact is that 84% of these who are experiencing homelessness are only temporarily homeless, so crisis intervention to homeless families and especially "at-risk" families pays incredible dividends. **And CMONA has been experiencing a large "market-share" produced from the demands of local and regional poverty and homelessness...and these are in direct proportion to the population and economic growth of the region.** In sum, more opportunities and resources attract more people of all social classes and backgrounds which in turn creates more challenges and opportunities to make a difference.

The Solution

CMONA is conducting a \$2.0 million capital campaign to raise community support from private donors, businesses, and foundations that are part of the CSRA in order to build this new campus for families who are at risk of becoming homeless and even for families and community members who are already experiencing homelessness. However, your participation is vital. The campaign budget breaks down as follows:

Campaign Budget	
Purchase of Land	Completed
Hard Construction Costs	\$1,300,000
Site Preparation, Furniture & Fixtures, Architectural Fees	\$390,000
Contingency	\$170,000
Fundraising	\$140,000 (7%)
Total Campaign/Project	\$2,000,000

The CMONA Board of Directors believes that through expanding the current footprint to encompass 5,000 sq. ft. of space dedicated to conducting client assessments, client services, and referral services, and an additional 15,000-sq. ft. of space dedicated to the Thrift Store and donation center, that CMONA stakeholders and community partners will see a greater return on their investment.

The key quality improvements include:

- **Better Accessibility and Security**—the land for the new campus is a more strategic location that is closer to the center of CMONA’s service area. The shift in location alone will greatly improve accessibility. And having an adequate parking lot and better plot of land will allow for increased security and visibility of clients and customers.
- ***Larger Client Space**—there will be adequate and sufficient space for partnering agencies to meet with CMONA clients while they’re onsite.
- **A Larger Food Pantry**—in the new facility, CMONA can now receive donations from businesses in bulk. The larger pantry will significantly reduce the number of pantry items that CMONA must currently purchase.
- **Client Dignity**—having semi-private spaces for interviewing clients in a confidential manner is a key part of the architectural designs.
- **Retail Efficiency**—the new Thrift Store design is twice as large as the current Thrift Store. The added floor space will improve store sales and simplify the handling and receiving of donations.

Listed below are the primary outcomes that can be expected:

- Increased quality of care to a greater number of people in CMONA’s service area of the CSRA.
- A fuller array of services will be provided making CMONA a turn-key social service solution. This will shorten the journey towards stability and wellness for an increased number of persons.

- Because of added floor space and improved efficiencies in getting donated items sorted, priced, and on the sales floor, 25% increased topline revenue is expected during the first three years of occupancy.

Your Stepping Forward in Faith

Friends and supporters of CMONA play a meaningful role in advancing the mission of providing compassionate love and restorative services to those in need. You are invited to make a significant impact to our low-income neighbors and families experiencing homelessness with your leadership gift. Such gifts provide momentum in two ways: they quickly move us toward achieving the goal, and they inspire others to invest their own gifts.

Our goal is to raise \$1.4 million in leadership and major gifts before reaching out to the broader community for support. These community donors and business partners will join the campaign to provide the remaining \$600,000 needed to reach the goal.

Construction will begin once a grand total of \$1,400,000 has been received in cash, pledges, or commitments made from non-cash assets. Ideally, donors will pledge their gift and fulfill over three to five-years. Naming opportunities are available to partners who would like to make a leadership or legacy investment. To complete the campaign, the gift table depicted above shows what commitments are needed.

We hope you will make an investment to bring life to this effort, and help us to shorten the cycle of poverty for men, women, and families from North Augusta and CSRA who want to find their way back.

Join the **Forward in Faith Campaign** to ensure North Augusta’s projected economic growth includes those struggling with poverty and homelessness; because reducing poverty and homelessness for a couple thousand people, increases the prosperity for everyone.

CMONA's Estimated Chart of Gifts - \$2.0 Million Fundraising Campaign				
	Gift Amount	# Gifts	Total Amount	% of Goal
TOP TIER	\$250,000	1	\$250,000	13%
	\$150,000	1	\$150,000	8%
	\$100,000	2	\$200,000	10%
	\$75,000	2	\$150,000	8%
Subtotal		6	\$750,000	38%
MAJORS	\$50,000	3	\$150,000	8%
	\$35,000	5	\$175,000	9%
	\$25,000	7	\$175,000	9%
	\$15,000	10	\$150,000	8%
Subtotal		25	\$650,000	33%
MID-LEVEL	\$10,000	15	\$150,000	8%
	\$5,000	20	\$100,000	5%
	\$2,500	25	\$62,500	3%
	\$1,500	30	\$45,000	2%
	\$1,000	35	\$35,000	2%
Subtotal		125	\$392,500	20%
General Gifts <=\$1,000		Many	\$207,500	10%
TOTAL		156	\$2,000,000	100%