SECURING LONG ISLAND’S FUTURE

Family and Children's Association
Capital/Endowment Campaign
March 2020
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A MOMENT OF UNIQUE OPPORTUNITY

In the 135 years since we were founded as an orphanage back in 1884, Family and Children’s Association (FCA) has been adapting, evolving and growing into Long Island’s premier social service agency. Today FCA is stronger than ever, and our services are more wide-ranging than our founders could have dreamed.

We are here every day for struggling families, at-risk children, troubled teens, vulnerable seniors, and adults caught up in the nightmare of addiction. Our 330 employees and 240 volunteers staff more than thirty discrete programs. In the past year alone we served more than 30,000 Long Islanders. We’re an agile and responsive agency—just as capable of addressing widespread, Island–wide needs as we are of setting up targeted programs in small neighborhoods.

And now, with a $3.5-million in-kind gift from the Treiber Family of 28,000 square feet of modern office space in Garden City, FCA has been given a unique opportunity—at last we can realize our long-held dream of a state-of-the-art program and operations hub in which to serve the needs of the families and children of Long Island.

Our vision is bold: We want to see a Long Island where a legacy of optimal health, educational success and economic security passes from one generation to the next.

Our mission—to protect and strengthen Long Island’s most vulnerable children, families, seniors and communities—demands that we adapt and grow with changing times.

And our belief is that the best and only way forward is to plan now for Long Island’s future together.

Sincerely,

Jeffrey L. Reynolds, Ph.D., CEAP, SAP
President & CEO

A Message from Dr. Jeffrey L. Reynolds, President & CEO
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OUR CAPITAL IMPROVEMENT GOAL
A New Garden City Program and Operations Hub for Family and Children’s Association.
$1,500,000

The Treiber Family has donated 28,000 square feet of office space—an entire customizable floor, valued at $3.5 million—in a modern office building on Oak Street in the Mitchel Field Complex area of Garden City. The gift comes at a time when we have outgrown our current headquarters several times over and are in desperate need of more suitable space.

The envisioned Oak Street facility has all the qualities that our current headquarters lacks. Its expansive interior can be remodeled into program spaces, individual and group therapy spaces, conference areas, meeting rooms, classrooms, and staff offices. Because it is of modern construction, it can easily accommodate the cabling and power requirements of updated electronics, computer networks, and high-speed communications. It is ADA-compliant, making it accessible for our senior and physically challenged clients. It offers easy travel access for clients, volunteers, staff and visitors—there’s a NICE bus stop in front of the building, it’s within walking distance of Nassau Community College and Hofstra University, it’s just minutes by car from Roosevelt Field, Hempstead Turnpike and the Meadowbrook Parkway, and—in sharp contrast to our present site—it’s welcoming and it has ample parking.

The potential of this new space is prodigious, and the results could truly be transformative for all of Long Island. With your help through this capital/endowment campaign, here is just some of what we can accomplish together...

Consider: When school shootings happen—in 2019 they averaged one a month—we respond by trying to find better ways to keep kids safe: safety drills, school resource officers, metal detectors, endless debates about gun safety measures. But living in constant low-level dread of being shot, reinforced monthly by graphic news reports—especially when combined with community challenges like poverty, unemployment and chaos—is affecting the mental health of schoolchildren in ways that range from increased anxiety to full-blown PTSD. We need a program to address this; probably more than one.
The facility on Oak Street can accommodate an updated electronics and communications infrastructure, is ADA-compliant, offers easy travel access with ample parking and a convenient location, and provides the bright, welcoming space we need to house our program and operations hub.
A NEW SENIOR SERVICES CENTER

Senior citizens represent a growing proportion of Long Island residents, and are more than ever facing anxiety, depression, and suicide; alcoholism; misuse of prescription drugs including opioids; financial ruin from healthcare costs—and isolation from help for all of the above.

A new Senior Services Center will consolidate much of our senior programming into one setting. For the first time, we’ll be able to provide the bulk of our on-site services to seniors in a fully accessible and ADA-compliant space.

It will include ample room for senior activities, group therapeutic and educational programs, and more. Here we’ll offer multi-lingual case management and connections to health care, entitlements, financial management, socialization, transportation, and other services.

From here, satellite operations will provide home visits throughout Long Island, serving seniors in the environs where they are most comfortable and receptive to support.

There will be office and meeting space for the staff members who oversee and support satellite and home-based services such as our Alzheimer’s Caregiver Support Program, our Friendly Visitors who are trained, screened volunteers who brighten the lives of home-bound seniors, our In-Home Assistance case managers who connect seniors to resources they need to remain safely and independently at home, our Nursing Home Advocacy Ombudservice that brings volunteer advocates directly to seniors in nursing, adult and assisted living facilities, our Mental Health Support team that connects seniors to appropriate behavioral-health services in the community, and our Financial Assistance team that helps seniors with everything from managing their bills and health insurance to protecting them from financial exploitation.

Consider: Families are deeply affected as they try to do their best for multiple generations of loved ones. The “sandwich generation” problems first recognized for Baby Boomers are only increasing as the Boomer population ages. And the fastest growing segment of our local population is 85 years old or older. The populations of shut-in seniors, malnourished seniors, and abused/neglected seniors are all growing. Every hour of every day in this country, a case of elder abuse is reported to police; the victims are women and men, and the abuser may be a spouse, a relative or a caretaker. One in every five seniors reports being the victim of financial abuse. Almost one in every five seniors lives alone, and 43% report feeling lonely on a regular basis; studies show that lonely seniors are more likely to suffer and to die sooner. One in every ten seniors is living with Alzheimer’s disease or dementia. We need a program to address these varied and growing crises among our senior citizens; almost certainly more than one.
Senior activities •
Group therapy
• Educational programs • Multi-lingual services •
Case management •
• Health care •

Entitlements
• Financial management •
Transportation •
Socialization •
Home visits •
and more!
CHILDREN’S MENTAL HEALTH & WELLNESS CENTER
377 Oak Street, Garden City

Counseling • Mental health evaluations • Substance use assessments •

Emergency shelter • Therapy • Peer support services • Residential services
A NEW ADMINISTRATIVE OPERATIONS CENTER

It will require a major investment in infrastructure for FCA to continue to be an agile, adaptable agency that meets the rapidly changing needs of Long Island’s Future Together. FCA’s administrative and back-office functions, with 35 staff members, are crowded into the current outdated headquarters—and in some cases outstationed to other locations—adding unnecessary cost, inefficiency and complexity to operations. Moving these staff members into newly renovated space at the Oak Street site will not only offer the efficiency of close proximity, but also provide classrooms for staff training as well as a new staff wellness center. Larger spaces will accommodate a telecommunications-equipped board room and conference rooms.

The Oak Street site will offer a state-of-the-art, upgradeable, cabled and wireless technological environment, including videoconferencing and telehealth applications. Telehealth—the ability to provide health care from a distance through technology—is a growing means of increasing access to health care for underserved populations. Telehealth enables providers to deliver a range of services including mental-health evaluations and individual, group, and family therapy, as well as patient education and medication management. Telehealth applications will empower FCA to support clinicians, social workers and other providers in the field—and even other agencies—with behavioral health care consultation and expertise in real time through live, interactive, on-demand communication.

As we think about achieving maximum impact, Oak Street may include rental-space opportunities for other social service agencies with whom we partner, which could help offset carrying expenses.

A NEW CHILDREN’S MENTAL HEALTH & WELLNESS CENTER

Even for families in the best of circumstances, parenting is a challenge, and never more so than today. Kids are bombarded with external stimuli, influences, distractions, and even dangers unimagined less than a generation ago. For families struggling to cope with other burdens, internal or external, things can be so much worse.

Some families—too many families—are beset by poverty, or by physical or mental illness, or by substance misuse issues, or are simply overwhelmed by misfortune. Mental illness in a child is particularly a tragedy for the entire family. Some children—too many children—are scarred by neglect and abuse; many are left with behavioral and emotional problems that could follow them through life. Some adolescents—too many teenagers—fall into the traps of substance misuse, or criminality and gangs; many become homeless.

In the face of all this, to help secure the future of the next generations of Long Islanders, FCA offers these troubled children and families a growing array of proven services. Solution-focused counseling, assessments for mental health and substance-use needs, individual, group and family therapies, psychosocial rehabilitation and community psychiatric support and treatment, and family peer-support services. We operate an emergency shelter for runaway, homeless and sex-trafficked youth, transitional housing for homeless young adults, and a residence for teens with emotional impairments.

As with the Senior Services Center, a new Children’s Mental Health & Wellness Center will consolidate much of our programming for children and youth into one central, comprehensive and fully accessible setting. It will include ample room for family and youth-oriented activities, family and group therapy sessions, support groups, and recreational and educational programs, management of our off-site programs, and more. The energy and synergy generated by colo-locating our best, most innovative professionals and programs will guarantee that our services for children will continue to adapt and evolve to meet whatever challenges the future brings for us—and for the kids who need us.
Consider: When addiction to opioids or to alcohol or other drugs strikes a family, the “collateral damage” done to children can be horrifying. A lack of effective parenting can often spiral into hunger, abuse, neglect or homelessness—or all of the above. When one thinks about it, it’s obvious that early and effective specialized intervention for these kids is desperately needed—but few people outside of the social services community are thinking about it. We need a program to address this; probably more than one.

FCA has led heroic efforts in our region to address the opioid crisis. Through innovative partnerships with law enforcement agencies, healthcare providers, schools and community groups, we’ve gained a national reputation for launching and sustaining game-changing and life-saving initiatives that address substance use disorders across the lifespan. We can build on our successes by doubling down and expanding our programs, broadening our scope, reaching out to a larger population, and pivoting to meaningfully combat the incredible damage being wrought not only opioids but by alcohol and other drugs as well. We are well positioned to make this move because our THRIVE program in Suffolk County, opened in 2017, has served as proof-of-concept for a transformative new approach. THRIVE is a recovery community and outreach center, a free and non-clinical center opened in response to the heroin and opioid epidemic. It has succeeded so well in Suffolk that we opened THRIVE Nassau in June 2019.

The next step will be THRIVE Everywhere, an interconnected system of individuals, families, social agencies and professionals who support people in recovery, blended with two other FCA programs that we began in 2018. Because a crisis can come at any time of day for people with addiction, FCA provides “after hours” crisis intervention, followed seamlessly by guided referrals to long-term treatment. And FCA’s SHERPA program brings trained peer and family advocates into local hospital emergency departments to help substance use disorder patients access treatment and support services.
A NEW STANDARD OF CARE

FCA developed this groundbreaking continuum of care—SHERPA, Family Counseling and Treatment Centers, and THRIVE Recovery Centers—in the midst of the opioid crisis. It now has the potential to be something much more—it can become the new standard model for substance use treatment, one that will live on and be emulated across our state and nation. To do that will require hiring and training many new staff members, offering a growing network of sober social and educational opportunities throughout Long Island, and—most important—establishing a sophisticated outreach and marketing campaign using advertising and social-media approaches to educate, engage and enroll those struggling with substance use disorders.
Consider: Suicide is now the second-leading cause of death among New Yorkers 15 to 19 years old. Seventeen percent of high school students report that they’ve seriously considered suicide in the last year. More than half of New York’s children with a behavioral health condition don’t get the treatment or counseling they need, leading to alcohol and drug abuse, arrests, psychiatric hospitalizations, foster-care placements, and premature death. In short, a full-blown children’s mental health crisis. We need a program to address this; probably more than one.

**OUR ENDOWMENT GOAL**

_A robust endowment to secure Long Island’s Future Together._

$2,000,000

Endowments are built through charitable gifts of cash, property and stock, as well as through funds from bequests, trusts and annuities. These gifts are invested, and the investment earnings then provide annual support to allow us to plan more confidently for the future. An agency with a strong endowment is plainly and simply more financially stable and a better investment.

As our name states and as even a quick review of our existing programs shows, at its heart Family and Children’s Association serves children—and the families who struggle to nurture them. Yet there are emerging and urgent needs that we know must be met but are not being met yet—not by FCA, not by government, and not by other Long Island providers.

Doubling FCA’s endowment from two million to four million dollars will not only provide us the financial stability to weather future economic fluctuations, it will equip us in a sustainable way with the resources we need to remain agile and adaptive and responsive—today and in the coming years.

Government funding for new programs can take decades to become available, and even then is restrictive. Government is notoriously slow to pivot toward emerging social crises. Grant funding from voluntary philanthropical sources can take years to become available; foundations and other givers must be careful and diligent with their limited funds. We bend every effort to access government funding and grant funding; those efforts take time. Months, years—sometimes more.
THE FOUNDATION FOR THE FUTURE

The interest alone generated by a four million dollar endowment will provide us with seed money to establish pilot programs, even fully functional demonstration programs, addressing the need for services to the child victims of parental addiction, the child victims of gun-violence proliferation, and other needs yet to be identified. Other initiatives could also benefit—dedicating a portion of interest income to expanding our college scholarship program for deserving youngsters with no other path to higher education, for example.

An enhanced endowment will enable us to continue to be nimble, responsive and entrepreneurial in our approach to our mission.
OUR PLAN OF ACTION

Consider: As in the population overall, the opioid crisis affects older adults, as does alcoholism, but the complications are different, and often more intense. Benzodiazepines like Xanax, used to treat anxiety, pain and insomnia, are widely prescribed for seniors—and highly addictive. We need a program to address the effects of addiction among our senior citizens; probably more than one.

The total needs that we have identified require an investment of some $4,000,000 in new money to equip Family and Children’s Association to serve this and future generations. We envision a Long Island–wide comprehensive capital/endowment campaign with all agency board members, leaders, members, community partners, and local funders giving and working together to achieve this goal. This collaborative model will enable all FCA stakeholders, working together as one, to succeed in an undertaking that none could achieve independently.

OUR NEEDS

1. Renovate the new Oak Street program and operations hub: $1,500,000
2. Build an addiction treatment continuum: $500,000
3. Create a robust and sustainable endowment: $2,000,000

After a great deal of thoughtful and careful strategic planning, Family and Children’s Association is embarking on this major capital/endowment campaign to address the needs we have identified. The plan will involve a three-phase approach to gift solicitation, and most pledges will be sought through personal visits from campaign leadership. These phases will be...

THE LEADERSHIP (QUIET) PHASE
Gifts to be solicited in the range of $100,000 and above. Solicitation in this phase will begin immediately and end in early April.

THE MAJOR GIFT PHASE
Gifts to be solicited in the range of $10,000 and above. Solicitation in this phase will begin in early April and end in mid-May.

THE SPECIAL GIFTS PHASE
Gifts to be solicited in the range of $1,000 and above. Solicitation in this phase will begin in mid-May and end in late June.
METHODS OF GIVING

PLEDGE GIFTS
Pledges payable over five years are easiest for most people—and are essential to meeting our goal. Gifts may be made on a quarterly, semiannual or annual schedule.

NAMING OPPORTUNITIES
The Securing Long Island’s Future Together Capital/Endowment Campaign offers named giving opportunities in support of the campaign. Specific facilities and programs are listed for your consideration. Some donations will be recognized at their individual sites; all will be prominently recognized in a central location and in printed/online materials.

› Oak Street Program and Operations Hub: $1,000,000
› Oak Street Senior Services Center: $500,000
› Oak Street Children’s Mental Health & Wellness Center: $500,000
› THRIVE Everywhere Program: $500,000
› Oak Street Board Room: $250,000
› Oak Street Conference Rooms: $50,000 ea.
› Additional naming opportunities available for discussion

GIFT LEVEL
$1,000,000
$500,000
$250,000
$100,000
$50,000
$25,000
$10,000
$7,500
$5,000

QUARTERLY PAYMENTS
$50,000
$25,000
$12,500
$5,000
$2,500
$1,250
$500
$375
$250

SEMI-ANNUAL PAYMENTS
$100,000
$50,000
$25,000
$10,000
$5,000
$2,500
$1,000
$750
$500

ANNUAL PAYMENTS
$200,000
$100,000
$50,000
$20,000
$10,000
$5,000
$2,000
$1,500
$1,000

GIFTS OF CASH
The simplest way to make a gift is to contribute cash, usually accepted in the form of checks or credit card transactions. Checks should be made payable to Family and Children’s Association. American Express, Visa or MasterCard credit card payments are accepted.

GIFTS OF APPRECIATED SECURITIES
The deduction for outright gifts of appreciated long-term securities is equal to the fair-market value of the securities on the date the donor relinquishes control of the assets to Family and Children’s Association.

PLANNED GIFT OPTIONS
Other gift options include gifts of closely held stock, personal property, real estate, life insurance, life-income arrangements (charitable remainder trusts and lead trusts) and disbursements from individual and family endowments.