

Why are we having a Capital Campaign?

A successful Capital Campaign will make it possible for Back Bay Mission to continue to provide much needed services to those in the margins on the Mississippi Gulf Coast. It will also enable us to make critically important, long-overdue improvements to the effectiveness and accessibility of our entire campus. We'll also be able to upgrade the Micah Day Center to provide more needed space for additional showers, bathrooms, washer/dryers, office space, and flexibility so it can be used in more effective and efficient ways. By redesigning and renewing this space, we'll create a Micah Day Center that is more relevant as it lends itself to a broader range of uses by our staff and our community.

A successful Capital Campaign will also allow us to fund and build 25 single-room "tiny homes" for emergency transitional housing. These tiny homes will be on wheels, for easy movability, and entirely solar-powered. We hope to use these tiny homes as the first step to more sustainable housing such as apartments, and to help clients re-learn everyday life skills that will ease the transition into more traditional housing.

We will also be expanding our staff and adding 3 new positions; a mental health & substance abuse navigator and counselor to help with our guests in the Micah Day Center, a facilities maintenance manager to help care for our 6 buildings on campus and to aid the housing rehab team as needed. We would also like to add a supportive services coordinator to assist in the Micah Day Center, on the streets, and in the woods with our outreach case manager to ensure that every employee is never alone where they could encounter an unsafe situation.

And finally, this Capital Campaign will help Back Bay Mission "Maintain & Sustain" going into our next 100 years of service by allowing us to purchase a gas-powered generator, so Back Bay Mission can continue to provide services even if the surrounding area has lost electricity. In addition, a large passenger van that will allow our case managers to provide services in a safe, clearly marked Back Bay Mission vehicle to those who need transportation to & from vital appointments will also be purchased. As we have all learned during the Pandemic, being able to continue operations and communications is vital. Updating our technology will allow Back Bay Mission to be prepared to continue to run our programs as efficiently and effectively as possible and continue to communicate with you, our supporters.

Over the last year, with input and insight from our entire staff, we've developed a plan of redesign, renovation, and renewal, putting us on the path to meet all these goals. Our new updated spaces, staff, tools, and tech will enable us to continue our mission of "strengthening neighborhoods, seeking justice and transforming lives" for another 100 years!

What is our campaign goal?

The campaign fundraising goal is \$3.6 million.

How can I support the campaign?

You can support the campaign by making a specific donation earmarked to the Capital Campaign (in addition to your regular contribution) by February 28, 2023, or by completing a Pledge Form. The Pledge Form is your commitment to donate funds (including stock, retirement, or other funds) to the Back Bay Mission 100 Year Capital Campaign. Pledged funds may be dispensed over the next three years.

When is the campaign happening?

The campaign will commence on Tuesday, April 12, 2022, and will conclude on Tuesday, February 28, 2023.

When will I need to make my pledge?

You can make your pledge by February 28, 2023.

How much time do I have to fulfill my commitment?

Your initial gift should be given by February 28, 2023, with the remainder of a pledge being paid in installments not later than February 28, 2025.

Is a Capital Campaign contribution separate from our regular, "Friends of Mission" giving?

Yes, it is a separate campaign and in addition to your donation to the Friends of the Mission. It is still important to the day-to-day operation of Back Bay Mission that you sustain your normal giving to Friends of the Mission. As with all donations to our Back Bay Mission, your contribution to the Capital Campaign offers tax advantages. It is always a good idea to consult your tax accountant or financial planner for details on your personal situation.

What if my situation changes and I am unable to completely fulfill my commitment?

Should your situation change at any time, please contact our CFO, Shawn Sullivan, at ssullivan@thebackbaymission.org to adjust your commitment as needed.

How do I make a pledge?

Please read the *Back Bay Mission 100 Year Capital Campaign's Ways to Give* information in the packet you will receive in August or go to the Campaign webpage: www.thebackbaymission.org . You'll return your **Pledge Form** now through February 28, 2023.

Who has access to the campaign giving records?

The executive director, chief financial officer, bookkeeper, and the director of development are the only people with access to the campaign giving records.

Can funds given to the campaign be used for anything else?

25% of all money raised for the Capital Campaign will automatically go to the Friends of the Mission (Back Bay Mission's general operating budget). All other funds will be used solely for the projects as defined in the campaign brochure.

What will happen if funds given to the *Back Bay Mission 100 Year* campaign exceed our \$3.6 million goal?

This would be a wonderful outcome! Until the project is completed, there is still the possibility that related issues needing funding may arise. Funds remaining upon completion of the entire project would be placed in the Friends of the Mission account that help fund Back Bay Mission's ongoing work.

What happens if the \$3.6 million goal is not attained?

While we do not anticipate our goal being unattainable, if we do not attain this goal, we will prioritize which projects are most important in strengthening neighborhoods, seeking justice, and transforming lives. Due to the changing needs of the population we serve Back Bay Mission must stay nimble and responsive to the needs at the time.

Why is Back Bay Mission doing a capital campaign now?

We've been thoughtfully planning and developing the idea of a capital campaign for several years now. With Back Bay Mission turning 100 years old, it was decided a bold proactive approach would be the best way to not only celebrate our past, but to also help propel Back Bay Mission to another 100 years of service. Our Capital Campaign Feasibility Study discovered that our Capital Campaign has received broad support from our supporters, and the vast majority have stated they will support moving forward at this time. Besides celebrating 100 years of service, the capital campaign will help us revision and establish Back Bay Mission stronger and more efficient, so we are better able to assist people moving forward from homelessness & poverty to a sustainable way of life. We strive, every day, to live by our motto of "strengthening neighborhoods, seeking justice and transforming lives," and this campaign will help better equip us for tackling these difficult issues head-on!

Additional questions? Reach out to our capital campaign team, Rev. James Pennington, Laura Payne Breeland, or Kevin Kotula at 100YearCampaign@thebackbaymission.org or call 228-432-0301.