

FAQs

1. What is the Mental Health Association of Frederick County's Making Room for Mental Health Capital Campaign?

The MHA Capital Campaign is an effort to raise capital funds to purchase and renovate an 11,000 square foot facility at 226 S. Jefferson St. in Frederick, MD. The new facility will enable MHA to provide additional and enhanced services to existing clients and the ever-growing numbers of people requesting help (a 75% increase since 2004). Once renovations are complete, MHA will move its headquarters to this new facility and have all of its programs and services located under one roof.

2. What is the campaign's fund-raising goal?

The entire MHA Building project totals \$3.4 million, of which more than \$2.3 million has already been donated or financed. The Phase I funds purchased the building on Jefferson St. in March 2010 and will begin some of the initial renovations. MHA needs to raise an additional \$1.1 million through this capital campaign to complete the renovations and move the MHA headquarters into its new facility by Spring 2012.

3. Why is the campaign needed?

Since 2004 the demand for MHA's services has increased by 16,000 people (a 75% increase) and we believe this upward trajectory will only increase. In 2009, MHA served over 41,000 people through its 15 mental wellness and treatment programs. In the current MHA rented facilities (two older row houses on W. Patrick St.), there is not enough room to effectively serve all of the people requiring services now, let alone new clients in the future. At present, some MHA programs must be offered at other locations throughout the community. The new 11,000 square feet facility will provide adequate room for all current MHA programs and allow for program and service expansion with an additional 4,000 square feet as needed.

4. What will be the impact of the campaign?

Once the campaign and project are complete, the Frederick County community will have a highly visible, accessible, permanent, centrally-located, and ample center of operations to serve as a *first stop for help in Frederick County*. Clients of all ages and income levels needing mental health and wellness services, as well as other emergency and community services, will have an organization that can help them receive appropriate and compassionate care both through MHA programming and programs provided by collaborative and partnering agencies within the community.

MHA staff will have the space necessary to accommodate the growing numbers requesting help and to provide services in a more timely and efficient manner, as well as provide offices and group therapy/training/conference rooms onsite to better serve its client base. Staff will also have adequate office space to do their work and provide a greater level of privacy and confidentiality to their clients.

Donors to the campaign project will have an opportunity to make a vision into a reality for many people in this community suffering complex and challenging needs and to make an investment in people, not just a building or an organization, but neighbors, friends, family members and the community-at-large who need assistance to lead healthier, productive and fulfilling lives. Investing in people greatly impacts the people receiving help, and perhaps as much or even more so, the donors who realize what a tremendous gift giving of themselves and their resources really is.

5. How will money for the campaign be used?

This \$3.4 Million project consists of two phases. The first phase was to purchase the building and provide funds for architectural plans and renovations to the office portion of the building. The second phase, which we are currently in, is to raise needed funds to renovate the Community Service Wing of the building where the majority of client services will be provided in a handicapped accessible space.

6. MHA receives public funds for its programs. Why are you seeking private gifts?

MHA is a private nonprofit 501(c)(3) organization and is not affiliated with a government agency. Certain MHA programs are funded through public funds (state, county and city government) provided through grants, and others generate revenue from services provided to clients. MHA also actively solicits funds from individuals, families, businesses, mental health professional membership, civic organizations and foundations, as well as through the Catoctin Affair, an annual gala dinner dance and auction. Through this diverse revenue stream, MHA has been able to keep our programs flexible, affordable, efficient, collaborative and relevant to changing community needs.

7. What types of giving opportunities are there?

Donations are being solicited for outright cash gifts, pledges over a two-year time period, and gifts of stock. There are numerous naming opportunities available at varying prices – from one office, to a program suite, to the entire building. Campaign Giving Categories enable donors at varying giving levels to receive benefits and permanent recognition for their gift in a manner fitting the value of their investment.

8. If I make a pledge to the MHA campaign, how soon will it need to be paid?

As a donor to the campaign, you have the option to make a one-time gift or to make a pledge that is payable over two years. We are requesting that all pledges be paid by October 1, 2013. If required, arrangements can be made for an extended payment deadline.

9. Who is being asked to contribute to the campaign?

The MHA Capital Campaign Committee and its many volunteers are asking individuals, families, large corporations, small businesses, local and national foundations, local and state government entities and the entire Frederick County community to make an investment in this campaign project.

10. Who were some of the early donors to the campaign?

Initial funding for this project was received through numerous sources: The MHA Board of Directors gave \$100,000 and the MHA staff gave \$5,000 to Phase I. The Board then solicited its peers for another \$100,000 to meet the first of two \$200,000 challenge grants from The Ausherman Family Foundation. The Ausherman Family Foundation also gave MHA a \$25,000 grant to enlist the help of fundraising and marketing counsel for the operation of the campaign. MHA received a \$250,000 State Bond Bill, two Community Development Block Grants (\$50,000 and \$54,000) from the city and a Federal earmark of \$42,000. Blue Ridge Bank in Frederick provided financing at a very generous rate for the remainder of Phase I funds.

The Ausherman Family Foundation proved a second \$200,000 matching grant in Phase II. We will match this grant through individual and corporate gifts as well as apply for foundation grants and public funds.