A $6.5 million capital campaign for the Society of St. Vincent de Paul Georgia
A doorbell rings ... 

Two volunteers listen for the sound of footsteps inside the apartment as they wait to meet a recently unemployed mother and her two small children. With a box of food in hand and compassion in their hearts, these volunteers, known as Vincentians, are ready to provide whatever assistance is required to help this family through a challenging time.
Dear neighbors and friends:

These unassuming moments of human connection are the starting points for every relationship St. Vincent de Paul has with its neighbors in need. Every door that opens holds the possibility of hope, an opportunity for a life transformed.

St. Vincent de Paul Georgia brings help, hope, and healing to 130,000 Georgians annually, regardless of religion, race, or background, so that they may achieve stability and move toward self-sufficiency.

And yet, you will see no fanfare or publicity for the Vincentian next door. No buildings are named after him. No letterhead announces her name. Since 1833, these humble volunteers have performed countless home visits, acting in the spirit of charity and love. It is this personal approach, involving a simple willingness to help, that results in life-changing impact every day.

It is now time for SVdP Georgia to secure and shape its own future by embarking on Hope Transformed, its first-ever capital campaign to reimagine the way it serves neighbors in need.

The Society of St. Vincent de Paul Georgia is poised to both broaden and deepen its impact with an extraordinary opportunity at hand to purchase and transform its main service center in Chamblee. As the Conference Support Center, it is the hub for statewide programming efforts and the heartbeat of SVdP’s mission in Georgia. This campaign will dramatically change the way St. Vincent de Paul supports 72 conferences and more than 5,000 volunteers throughout the state. It will provide for a space that welcomes, educates, and empowers those who are ready to take the next step in their lives. Most importantly, it will allow us to answer more calls for help, open more doors of opportunity, and help more neighbors find their paths to self-sufficiency and fulfillment.

The need is great, but the transformative power of our hope in action is greater. Please join us.

Your humble neighbors,

Joseph O. Blanco  
Campaign Co-Chair

Michael T. Petrik  
Campaign Co-Chair
For nearly two decades, St. Vincent de Paul Georgia has operated its programs and supported 72 conferences from a commercial building at 2050 Chamblee Tucker Road, two blocks from the Chamblee MARTA station. SVdP Georgia initially leased 5,000 square feet in this 50,000 square-foot facility, and has quietly responded to a rising demand, expanding its footprint to 20,000 square feet as operating funds allowed. St. Vincent de Paul Georgia now has an exciting and time-sensitive opportunity to buy this building, make 2050 Chamblee Tucker Road its permanent home, and ultimately transform how and to what degree it can serve neighbors in need.

**After more than a century of service, SVdP Georgia is seeking $6.5 million from the philanthropic community to:**

- **Secure** the property at 2050 Chamblee Tucker Road;
- **Transform** the building to amplify mission-critical programming; and
- **Sustain** the life-changing impact of St. Vincent de Paul Georgia’s work into the future.
securing
A HOME FOR HOPE  [$2.3 MILLION]

PURCHASE OF 2050 CHAMBLEE TUCKER ROAD
For the St. Vincent de Paul Georgia Board of Directors, financial prudence is a top priority to ensure that neighbors in need consistently receive critically important services. When SVdP Georgia’s landlord began getting interest from prospective buyers four years ago, the board studied its options and negotiated a favorable sales price—a price the owners are honoring years later. To validate this decision, the board engaged experts at Goizueta Business School to confirm that the purchase of this property is a sound financial decision for the following reasons:

Location
• St. Vincent de Paul Georgia has established itself in the Chamblee community, who is highly supportive of SVdP’s mission.
• The property’s proximity to MARTA and major interstate highways make it easily accessible for both neighbors and volunteers.

Economic Opportunity
• The space can be transformed cost-effectively to support much-needed program growth.
• The property will provide a steady stream of rental income.
• The building currently qualifies for New Markets Tax Credits.

Moreover, real estate values in Chamblee are rising by nearly seven percent every year. If SVdP Georgia does not move to purchase the property now, it will not be able to secure its future in Chamblee.

In light of the urgency of this opportunity, the St. Vincent de Paul Georgia Board of Directors negotiated a $2.3 million sales price with the broker—a price that reflects strong support for SVdP’s mission and a desire to keep the Conference Support Center in Chamblee—and will move forward with a favorable lease purchase while continuing to seek support from the philanthropic community. After the transformation of the space, SVdP Georgia will occupy half of the 50,000 square-foot building and will rent the remaining 25,000 square feet to longtime tenants, providing a stable earned income stream.
The transformation of the St. Vincent de Paul Georgia Conference Support Center will include:

- Reimagining the function of the facility to more than quadruple the square footage dedicated to people and programming;
- Designing an updated and dignified atmosphere that makes guests and volunteers feel valued; and
- Reinforcing sound infrastructure throughout the building.

To ensure that the infrastructure of the building is reliable and efficient, the foundational goals are to modernize the electrical, plumbing, and HVAC systems throughout the entire facility. Minor updates will also be made to the exterior of the building, including masonry restoration, asphalt repair, curbing, and paving. Signage, shade trees, and modest landscaping will enhance the building’s façade and the streetscape along Chamblee Tucker Road.

In the center of the building a new brick entry vestibule will create a more visible main entrance, and the south-facing offices along the front of the building will benefit from new energy-efficient windows and shade canopies to reduce solar glare and heat gain.
As a disabled United States military veteran, I would like to say how much I sincerely appreciated the hospitality and professionalism of St. Vincent de Paul. The Journey program’s facilitator and instructor were outstanding, and the material was extremely helpful. The entire program has been a great blessing to myself and to all those who attended, and I enjoyed building comradery with the other students. I can’t give enough accolades to express my gratitude and appreciation for the Journey program.”

TEARCHED SCOTT
Journey Program Graduate

The heart of the transformation is more than quadrupling the square footage dedicated to mission-critical programming.

EDUCATION CENTER
St. Vincent de Paul Georgia’s Education Center will provide a permanent home to the Journey program, a robust series of educational opportunities designed to prepare clients for long-term success such as managing finances, developing a personal mission statement, and building a network of peers and mentors. The campaign will provide for a large flexible learning space that allows for various-sized group meetings and training sessions. The space will be open and bright, with windowed walls and a walk-up entrance that offers access to the Education Center from the rear parking lot.

CONNECTED CLASSROOM
Situated next to the Education Center in the epicenter of the redesigned building, the Connected Classroom will seat 25-50 people and be equipped with audio, video, and computer capabilities to allow SVdP Georgia to deliver webinars and other trainings to clients and volunteers throughout the state. The classroom will also contain state-of-the-art recording capability to create content that can be stored and shared on a variety of digital platforms. These technological resources will eliminate transportation as a barrier to training and services for neighbors living in rural areas.
JOBS CENTER

Earning a living-wage salary with benefits is often the first step toward true self-sufficiency, and St. Vincent de Paul Georgia looks forward to dedicating approximately 1,500 to 2,000 square feet to a new Jobs Center where clients can identify and secure employment. This will allow SVdP Georgia to provide skills training, counseling, and access to computers for resume writing, job searching, and other pre-employment needs. The Jobs Center will offer a meeting space, private interview rooms, a resource center, and computer workstations.

These education and employment spaces will create exciting opportunities for St. Vincent de Paul Georgia to collaborate with local partners to connect more people with jobs. For example, SVdP Georgia is currently forging a social entrepreneurship program with Kennesaw State University, along with a skills-based training in partnership with Atlanta Technical College and the Atlanta Center for Self Sufficiency.

St. Vincent de Paul Georgia’s activities dovetail with our recent initiatives to develop a social entrepreneurship program here at KSU. We anticipate being able to further build on our partnership in the future.”

RAJARAM VELIYATH
Associate Dean for Research & Graduate Programs, Coles College of Business at Kennesaw State University
St. Vincent de Paul Georgia operates five Family Support Centers, including the main one in Chamblee. Here, volunteers and certified staff caseworkers give personalized attention to clients, providing **general intake counseling to screening for state and federal benefits such as SNAP, TANF, PeachCare, and Medicaid**. The Centers also offer free income tax preparation through the Volunteer Income Tax Assistance Program, access to computer labs for job search assistance, financial literacy classes, nutrition counseling, and other valuable services.

The campaign will provide for a reimagined Family Support Center that occupies a larger footprint and offers a more functional layout to deliver the best possible guest experience. The space will have private interview rooms instead of cubicles to ensure confidentiality during discussions about earned benefits, information about SVdP Georgia’s offerings, and service referrals. A portion of the space will be converted into a comfortable community gathering spot, where computers will be accessible and walk-ins will be encouraged for clients to spend time learning about resources that are available to support their needs.

In addition, the campaign will help St. Vincent de Paul Georgia prepare to launch a Community Pharmacy that will fill maintenance medications to treat diabetes, high blood pressure, arthritis, and other chronic conditions at no cost. Designed to complement the services offered by the neighboring Mercy Care Clinic, SVdP Georgia is working to separately secure funding to support ongoing operations of the pharmacy.

Through long-standing partnerships in the community, St. Vincent de Paul Georgia plays a pivotal convening role in the system of care to those in need; connecting people directly to the right partner organizations for additional, specialized support beyond SVdP Georgia’s expertise. Thanks to the organization’s breadth of services and state-wide geographic reach, it is one of the state’s top referral agencies for United Way 211 calls.”

**MILTON J. LITTLE, JR.**
President and CEO, United Way of Greater Atlanta
Respecting the dignity of each person, St. Vincent de Paul Georgia brings hope and help to those in need so they may find stability and move toward self-sufficiency.
EXPANDED FOOD PANTRY
One in five Georgians—including one in four children—live in food-insecure homes where there is constant worry about putting food on the table. To address this need in a systemic way, St. Vincent de Paul Georgia created its Food Recovery and Distribution Program (FRDP) in partnership with the Atlanta Community Food Bank and local grocery retailers. Through this program, SVdP Georgia collects more than 18 tons of food every month from 45 grocery stores and places it on the shelves of 38 client-choice food pantries, including one in each of the five Family Support Centers.

At client-choice food pantries, people can select their own items at no cost, choosing meat, produce, baked goods, and non-perishables. The client-choice model not only reduces waste from unwanted food items but also reinforces the dignity of each person—a fundamental tenet of the Society of St. Vincent de Paul.

To respond to escalating demand, SVdP Georgia is increasing the size and functionality of its Chamblee food pantry and its FRDP warehouse, with an emphasis on increasing the amount of fresh produce and other healthy alternatives provided to clients by 65 percent. Drawing from the expertise of Atlanta-based nonprofit partner Food Well Alliance, St. Vincent de Paul Georgia will develop a new layout for the client-choice food pantry to maximize the guest experience and streamline its operations.

In the expanded food pantry area, the campaign will provide for new refrigeration units with front and rear access for easier shopping and stocking. The storage areas will be updated to enhance efficiencies, and at the rear of the building, SVdP Georgia will maintain two loading bays for food deliveries.

NEW TEACHING KITCHEN
To complement the reimagined food pantry, a new Teaching Kitchen will feature semi-commercial, energy-efficient appliances and serve as a classroom space for educational programs on topics such as healthy eating, simple recipes, and feeding a family on a budget.

St. Vincent de Paul Georgia was one of the Atlanta Community Food Bank’s first partner agencies, dating back to when I started the Food Bank in 1979. With its newly renovated food pantry and warehouse on Chamblee Tucker Road, SVdP Georgia will take its services to the next level of excellence to provide a holistic approach to supporting families in need—helping to distribute fresh foods, promote healthier lifestyles, and build stronger communities.”

BILL BOLLING
Founder, Atlanta Community Food Bank and Board Chair, Food Well Alliance
VOLUNTEER RESOURCE LIBRARY
St. Vincent de Paul Georgia is excited to provide a welcoming, central gathering space for its 5,000+ hard-working volunteers. This area will be outfitted with computers, training materials, and other resources.

Dedicated volunteers view involvement with SVdP Georgia as a vocation, deeply investing their time and talents through person to person service, and engaging in regular training, bi-monthly meetings, and annual conferences to more effectively serve those in need.

INSPIRED ADMINISTRATIVE SPACE
While the amount of space devoted to administrative offices will decrease in the reimagined facility to make room for mission-critical programming, the floorplan will be more open, collaborative, and efficient. Throughout the entire facility, upgrades will bring the building to a higher standard of environmental efficiency, with new HVAC systems, low-flow plumbing, and other green infrastructure improvements.

The Society of St. Vincent de Paul Georgia
SUMMARY OF SERVICES 2016-2017

130K+ People Served
72 Conferences in Council
2K+ Members
5K+ Volunteers
289K+ Total Volunteer Hours
$6.9M+ Estimated Value of Volunteer Hours
729K+ Estimated Miles Driven for Home Visits
Endowment funding is critical to the long-term health of any institution. It allows a nonprofit organization to gain greater financial stability by providing a reliable stream of income to support annual operations, and it often helps to bridge the fluctuations in revenue that may occur throughout the year.

St. Vincent de Paul Georgia currently has a modest endowment of $250,000, and funding from this campaign will be used for conference support as well as emergency assistance for food, clothing, shelter, and other basic needs, helping to keep service delivery consistent through good times and bad.

**Sustaining A Vibrant Future [$400,000]**

**Endowment**

- **Estimated Value of Unreimbursed Miles**: $394K
- **Expenditures in Service to the Poor**: $6.3M+
- **Estimated In-Kind Value: Food, Clothing, Furniture, Cars**: $3.6M+
- **In-Kind Value: Professional Services**: $12K+
- **Total Value of Vincentian Service**: $17.3M+
Guided by the example of St. Vincent de Paul—the 17th century priest known as the Apostle of Charity—the Society has an incredible legacy nearly two centuries in the making. Serving more than 14 million people in 150 countries each year by offering food, clothing, shelter, tutoring, financial aid, and spiritual support to those living in poverty, the Society of St. Vincent de Paul is the humble hand that knocks on your door in your greatest hour of need.

It is now time to lend a hand to St. Vincent de Paul Georgia. To your neighbors in need.

By supporting St. Vincent de Paul Georgia’s capital campaign, you are helping build a reimagined home for hope, one that opens new doors of possibility and creates a strong sense of place for those we serve. You are walking alongside your neighbors as they embark on a journey toward a brighter, more sustainable future.

You are helping transform lives, one door at a time.

“Charity is the cement which binds communities to God and persons to one another.”
— St. Vincent de Paul
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**SECURE**
$2.3M + **TRANSFORM**
$3.8M + **SUSTAIN**
$0.4M = **HOPE**
$6.5M

Purchase of 2050 Chamblee Tucker Road
Facility Revitalization
Endowment

CAMPAIGN TOTAL