



empowering,  
nurturing, building

## Frequently Asked Questions

### Campaign Overview

#### 1. What is the reason for this campaign?

The Champion Our Children campaign builds a new home for SAFEchild to expand programs, strengthen families, and protect more children from the trauma of abuse. In a new building on Kidd Road near WakeMed's Raleigh campus, SAFEchild will serve children, families, and the community in one facility designed specifically for programs, security, and confidentiality.

#### 2. What led to the decision to launch a campaign?

Vulnerable children currently wait six weeks for an appointment at the SAFEchild Advocacy Center – a dire situation – and demand for our highly effective prevention and parent support programs is increasing. Yet the locations, design, and capacity of our current buildings limit our ability to expand and evolve critically needed programming.

#### 3. What is the need?

SAFEchild has expanded our cost-free, bilingual programs as Wake County has become one of the fastest-growing communities in the nation. The county is now the most populous in the state, and our public school system is North Carolina's largest. The stress of the pandemic and a growing social acceptance that prevention and intervention help families create healthy relationships have spurred demand for SAFEchild's services. More people are seeking support for postpartum mood disorders, strategies to manage anger and learn positive discipline techniques, and programs that help children learn to protect themselves.

SAFEchild currently operates in two locations. Neither SAFEchild property has adequate space, which limits program potential and restricts mission fulfillment. The new, unified location is easy to access with ample parking and is in close proximity to health and human services and public transportation.

#### 4. What difference will the campaign make?

SAFEchild's new home supports our mission with a built-for-purpose design that meets immediate needs for expansion and is flexible for the future. The new 20,000 square foot building has been designed in partnership with SAFEchild staff and with special attention to confidentiality and a child's sense of security. The building more than doubles SAFEchild's current square footage with flexible spaces that can be configured for program needs.

Adding space for the SAFEchild Advocacy Center is a high priority. In the new building, we will be able to see up to three children at a time, tripling the capacity and reducing the wait time. Our current physical space allows for only one

child and family in the building at one time. The new facility will allow us to see up to 1,200 children annually in this space.

Operating from the new building, SAFEchild will double the number of children and families served in prevention programs to 30,000 within five years.

## 5. How did the pandemic affect the Board's decision to launch a campaign?

The need was present before the pandemic. Adding space for the SAFEchild Advocacy Center has been a high priority – children should not have to wait for our help, and we must do more to help children and families feel safe. The Board conducted a feasibility study prior to launching the campaign, heard a resounding “yes” from the community, and has continued to have confidence that the time is now. Additionally, we can take what we have learned about virtual program delivery in the pandemic and reach more families with programming from the new building.

## 6. Who is leading the campaign?

Campaign co-chairs Jennie Hayman and Mary Brent Wright are long-time supporters and were involved in the founding of SAFEchild in 1992 by the Junior League of Raleigh. Honorary chairs are Annette and Fred Anderson and Brenda and Ron Gibson.

## About SAFEchild

### 7. What is SAFEchild's mission?

Our mission is to eliminate child abuse in Wake County by helping adults and children create nurturing environments free from abuse and neglect. Our prevention programs interrupt cycles of abuse, and our nationally accredited SAFEchild Advocacy Center is the only medical program in Wake County providing comprehensive services for children who are victims of sexual abuse, severe physical abuse and/or neglect. Our accreditation is from the National Children's Alliance, which develops standards to ensure that children receive consistent, evidence-based services that help them heal from abuse.

### 8. How does SAFEchild protect children at the SAFEchild Advocacy Center?

The SAFEchild Advocacy Center is a child-friendly, community-based center coordinating evaluation, investigation, and treatment of the most serious cases of child abuse in Wake County. The Advocacy Center provides comprehensive medical evaluations for children age birth to 17 when there is concern for sexual abuse, physical abuse, and/or neglect. Appointments are scheduled by Wake County Child Protective Services and law enforcement. Each child receives a holistic, child-friendly medical exam by a pediatrician who specializes in child abuse, and a forensic interview conducted by a trained child abuse evaluation specialist.

At the Advocacy Center, SAFEchild leads the Wake County Multidisciplinary Team twice a month to address individual abuse cases moving through the justice system. Case review meetings involve law enforcement, the District Attorney's office, Child Protective Services, forensic interviewers, mental health providers, medical evaluators, school social workers, the Guardian ad Litem program, the County Attorney's office, and a child and family advocate. SAFEchild advocates for ongoing support and referrals to other services such as mental health therapy for children and their families.

Services are for children who reside in Wake County, or if the alleged incident occurred in Wake County. SAFEchild also assists child welfare and law enforcement in other North Carolina counties that do not have an advocacy center.

## 9. How does SAFEchild prevent child abuse and neglect?

Child abuse can be prevented. SAFEchild breaks harmful parenting patterns through education, support, and outreach, in both English and Spanish. In addition to the Advocacy Center, SAFEchild programs are:

- Moms Supporting Moms – Support and mentoring to expectant and postpartum mothers and their families.
- MOVE (Mothers Overcoming Violence through Empowerment and Education) – Hope and healing for mothers who have endured domestic violence in an intimate relationship.
- Circle of Security – Strengthening the parent/child bond by instilling a sense of security.
- Crianza Con Cariño – SAFEchild’s Spanish-language parent education program.
- MENS (Men Engaged in Nurturing Strategies) – Helping fathers recognize the adverse impact that domestic violence has on their children.
- Funny Tummy Feelings - A school-based child abuse prevention program for first graders in Wake County.
- The Growing Resilience Movement - A partnership of youth-serving organizations, the faith community, government agencies, and parents working together to strengthen our community and protect children by understanding and mitigating risk factors for abuse and other adverse childhood experiences (ACEs) while building resilience.

As the only local nonprofit child abuse prevention organization, SAFEchild empowers families with respect and dignity while fostering positive parenting behaviors and breaking generational cycles of abuse. We connect families to community resources that can help address health inequities, food insecurity, maternal health, and other issues that create stress in a family’s life.

## 9. How is the annual operating budget funded?

Operating income for SAFEchild’s \$2 million annual budget comprises loyal support from state and local governments, foundations, civic and service organizations, businesses, and individuals.

## Building Details

### 10. Why build a new building rather than rent an existing structure?

The Board decided the best path forward for two primary reasons: service to meet increasing demand and an ideal location offered by WakeMed Health and Hospitals. 1) Neither of the current SAFEchild properties has adequate space, resulting in a lengthy waiting list at the Advocacy Center and limiting program potential and mission fulfillment. The new, unified location is designed for purpose and meets immediate needs for expansion, with flexibility for the future. 2) WakeMed Health and Hospitals, a long-time healthcare partner, is leasing a perfectly located new property for \$1 per year and is covering costs to prepare the four-acre site for permitting and construction.

### 11. How is the building designed for purpose?

The new 20,000 square foot building has been designed in partnership with SAFEchild staff with special attention to confidentiality and a child’s sense of security. The child-friendly facility has safe, confidential spaces for medical exams, expanded space for programs and for convening key Wake County partners for Multidisciplinary Team meetings, welcoming entry and play spaces, more room for volunteer training and storage, and improved technology-enabled spaces for program delivery.

## 12. How long will it take to build?

Approximately 1.5 years from the start of construction which we anticipate will commence in 2022 as fundraising goals are achieved.

## Fundraising Details

### 13. What resources has SAFEchild used to plan for the campaign?

Generous champions have already led the way with significant contributions to the project, knowing our needs and understanding the impact this project will have in the community.

In addition to the generosity of WakeMed Health and Hospitals in leasing the property at \$1 per year and covering costs to prepare the four-acre site for permitting and construction, we appreciate the early work of firms such as Gensler, Stewart, Heritage Properties, and Whiting-Turner to develop designs and realistic building cost estimates. Local fundraising consulting firm moss+ross developed the campaign plan.

### 14. How will SAFEchild handle increased operational costs in a larger facility?

To plan for the expanded facility, the SAFEchild Board of Directors developed a pro-forma budget to plan for expanded operations, including projected operational efficiencies, staffing needs, expenses, and income needs. The multi-year budget plan builds an expanded medical team and robust staffing model to be in place when the new building opens and includes a gradual increase in annual fundraising to cover expanded operations. In years to come, with new visibility and expanded services, SAFEchild will engage new volunteers and community members to support operations.

### 15. Has operational fundraising been affected by campaign fundraising?

Yes - in a positive way. The campaign has raised awareness of SAFEchild's important mission in our community. Donors and funders have responded to support today's operational needs as they have learned more about families who are in need and the effectiveness of SAFEchild's programs. In the fiscal year just ended (FY22), the operational fundraising income exceeded budgeted goals by more than 27%.

Growth in annual funding continues to be critical as construction starts on the new building, and the FY23 operational budget reflects this need with an increase of 30% to \$2.7M. SAFEchild is doing the preparatory work now to make sure expanded programs are staffed and running on Day 1 in the new building and that families know that more services are available. SAFEchild continues the dual focus on operational and campaign fundraising for the needs of today AND tomorrow.

## Campaign Pledges and Payment

### 16. Do I need to pay my campaign pledge all at once?

No. Pledges may be paid over three years. SAFEchild staff are available to work with you to structure your donation within those three years.

Note: Planned gifts will not count toward the Campaign total, nor qualify for naming opportunities. These gifts are deeply appreciated; please contact us if you would like to discuss how they sustain SAFEchild for the future.

### **17. Are naming opportunities available?**

Yes. Numerous naming opportunities are available starting at \$25,000. In addition, campaign donors of \$10,000 or more will be listed on a campaign donor display, unless a donor wishes to remain anonymous.

### **18. How do I make a gift or pledge to the campaign?**

Gifts and pledges can be made by completing the Champion Our Children Campaign Commitment Form. Payments can be made over a period of three years by: check, credit card, automatic draft, stock/securities, and other assets such as donor-advised funds. If you need further assistance, contacts are listed on the Commitment Form.

### **19. Is my donation tax deductible?**

SAFEchild is a 501(c)3 organization and issues receipts with every donation for tax purposes. Our Federal Tax ID is 56-1817816. Gifts are tax-deductible to the extent permitted by law.

### **20. Whom should I contact with questions?**

Contact Campaign Coordinator Anna Jackson at [ajackson@safechildnc.org](mailto:ajackson@safechildnc.org) or 919-455-8393.