

FAQ

Frequently Asked Questions

WHAT IS THE CHAMPION FOR GIRLS CAMPAIGN FOR GROWTH?

At its core, the Champion for Girls Campaign for Growth is a movement to nearly triple the number of girls served by Girls Inc. of Memphis. In order to dramatically impact the girls of Memphis we must build our infrastructure--financial and facilities.

WHAT WILL THE CAMPAIGN ACCOMPLISH?

Our projected growth is strategic and impactful. The strategic priorities by 2021 are:

1. Grow the number of girls receiving the Girls Inc. Experience from 1,040 to 3,080.
2. Invest \$5.1M in renovation and new construction projects in 38107, 38111, 38126 and 38127 in order to more boldly advocate for girls.
3. Implement a funding model to support growth and sustainability.

HOW MUCH WILL IT COST?

We are committed to raising \$8M (\$5.1M in capital expenses and \$2.9M in growth investments) to meet our goal of serving more girls in Memphis.

WHAT IS THE TIMELINE FOR THE PROJECT?

We aim to meet or exceed the campaign goal of \$8M by June 2020. Renovations for our current South Park and LDT Centers and the future South City Center are underway. However, the board of directors will not proceed with new construction until adequate operation and reserve funds have been raised above and beyond the capital funding.

WHAT WILL THIS PROJECT MEAN FOR MEMPHIS AND THE MID-SOUTH?

At Girls Inc. of Memphis we have been helping girls build life skills that drive their aspirations for more than 70 years. The success of this project will make it possible for thousands of girls each year to beat the odds and realize they are strong, smart and bold. Their lives will be better and in turn our communities will be better for it.

HOW WILL THIS CAMPAIGN IMPACT YOUR ANNUAL FUNDRAISING?

This is more than a capital campaign—it's a growth campaign that runs in concert with our annual fundraising goals. The Campaign for Growth is a holistic approach to improve our infrastructure and facilities in addition to growing our financial strength to serve more girls. Donors are encouraged to maximize their giving by making both an annual gift to Girls Inc. of Memphis in addition to supporting the Campaign for Growth.

WHO WILL BE ASKED TO GIVE?

We are beginning with 100 percent participation from the board, campaign committee and leadership of Girls Inc. of Memphis, then we'll move on to our closest supporters and friends. Additionally, we'll be asking the community at large to join us in this important endeavor.

HOW LONG WILL I HAVE TO PAY MY COMMITMENT TO THE CAMPAIGN?

Commitments to the campaign should be paid over a maximum of three years. You can make payments annually, quarterly, monthly or as you have funds to pay.

HOW WILL MY GIFT BE RECOGNIZED?

A variety of recognition opportunities have been developed for campaign gifts to provide recognition for donors. Additionally, all donors who make a gift to the campaign will be acknowledged in prominent areas in each of the Girls Inc. of Memphis centers.

HOW DO I MAKE A GIFT OR GET MORE INFORMATION ABOUT THE CAMPAIGN?

Thank you for your interest! We invite you to be a Champion for Girls and help us grow.

**For questions or to schedule a meeting contact:
Lisa Moore, Girls Inc. of Memphis President,
at (901) 523-0217 or
lmoore@girlsincmemphis.org**

CAMPAIGN STEERING COMMITTEE

Kathy Buckman Gibson
Campaign Chair

Willie Gregory
Mary McDaniel
Erin Phillips
Jonathan Scharff
Monica Wharton
Adriane Johnson-Williams

Lisa Moore
*President and CEO
Girls Inc. of Memphis*

WITH YOU IN HER CORNER, she will win.