

# Frequently Asked Questions

## Campaign Overview

### **Q. What are the driving forces behind the \$4M Building Strong Foundation campaigns?**

**A.** Our purpose propels us forward in addressing the major challenges experienced by our neighbors living in poverty. This campaign will provide our first permanent building to accommodate the increased need for food assistance and programs geared towards helping families achieve stability in their lives.

### **Q. What factors influenced the timing of this campaign?**

**A.** NRM has outgrown its current space at the Crisis and Development Center. Staff members are sharing offices, our Food Pantry is overflowing, and there is not adequate, private space for the prayer, guidance, and counseling services we provide. We want our program participants to flourish, but there is simply not enough room to serve everyone seeking services within the confines of our current building.

### **Q. Why did NRM decide to pursue the purchase of a building rather than leasing new space?**

**A.** Because our programs address specific challenges, they also require unique solutions. Due to the limitations that come from leasing, our food assistance programs would not be able to function as efficiently. For example, the NRM Food Pantry requires extensive trash and recycling, and delivery services that are not normally available in leased office space. Additionally, our research has shown based on the square footage needed, it is more cost effective to purchase rather than lease.

### **Q. Who is leading the campaign?**

**A.** The Board of Directors and its Community Engagement & Fundraising Committee will oversee communication plans, gift acceptance policies, and development strategies for the Board and staff. The Executive Director and key leadership staff will provide daily direction for the campaign.

### **Q. What is included in the \$4M goal for NRM's Building Strong Foundations campaign?**

**A.** The \$4 million Building Strong Foundations campaign allows for the purchase, renovation, and furnishing of a permanent and accessible building. We will relocate our Crisis & Development Center including an expanded full-service food pantry, a functional kitchen, and counseling and training rooms for client services.

### **Q. Who will be involved in the campaign?**

**A.** Everyone will be invited to participate in the campaign. Friends and partners are crucial to the campaign's success.

## NRM Operations

### **Q. Will the purchase of a building increase operating costs overall?**

**A.** Some operating costs, such as utilities and maintenance, will increase along with the increase in square footage. But, by achieving our campaign goal of \$4 million these costs will be minimal over a period of years.

**Q. Does North Raleigh Ministries have a strategic plan?**

**A.** Yes. The Board of Directors has mapped out a bold strategic plan for the organization. Understanding how we can help build an even stronger community drives us to move towards meeting the increased need for services in Raleigh. NRM plans to strategically grow in three key areas in a way that will honor its mission. This campaign will help to expand transformational program offerings, increase our community reach, and find the space to thrive.

**Q. Will your Thrift Shoppes be relocating as well?**

**A.** NRM's Harvest Plaza and Stony Brook Thrift Shoppes require highly visible retail space to accomplish their goals; therefore, each will remain in their current locations. Visit [northraleighministries.com/thrift](http://northraleighministries.com/thrift) for more information.

**Q. When the Crisis and Development Center moves to a new location, what happens to the space they're currently occupying on Strickland Road?**

**A.** The current space being vacated by NRM's Crisis & Development Center's move to a new location will either be subleased to another organization, utilized by the Thrift Shoppe which is also in need of additional space, or a combination of both.

**Q. Will groups and individuals need to bring their food donations to the new location or will food donations continue to be accepted at the Harvest Plaza location?**

**A.** We will encourage all food donations to be dropped off at the Food Pantry at its new location. In cases where food donations are left at the Harvest Plaza Thrift Shoppe, transportation arrangements can be made to deliver food to the newly relocated Food Pantry.

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## Campaign Pledges and Payment

**Q. How do I make a gift or pledge to support the campaign?**

**A.** Pledges can be made by completing the Building Strong Foundation's Campaign Commitment Form. Payments can be made by check, credit card, cash, and stock/securities. Other giving options are available via the Campaign Commitment Form.

**Q. Do I need to pay my campaign pledge all at once or are multi-year gifts accepted?**

**A.** Gifts can be made in a single transaction or over a period of five years. Staff are available to help you determine options that are best for you. Please see enclosed Building Strong Foundations Campaign Commitment Form to make your gift.

**Q. Are there naming opportunities?**

**A.** Yes, we have numerous naming opportunities available starting at \$5,000. Please see enclosed Building Strong Foundations Naming Opportunities or visit [buildingstrongfoundations.org](http://buildingstrongfoundations.org) for more information.

**Q. Whom should I contact if I have questions about the campaign?**

**A.** The Board invites you to make a financial gift and help make Building Strong Foundations a reality. For more information contact Joshua Starling, Director of Development at (919) 844-6676 (ext. 161) or [joshua@northraleighministries.com](mailto:joshua@northraleighministries.com).