



Opportunities for Investment

PLEDGES: Invest in the **STAND UP for CHILDREN: The Campaign for Children's Place** with a payment schedule of your design. When payments are stretched out over the course of several years, donors find it easier to make larger, more impactful gifts. Pledging also allows you to determine a schedule for making payments. In turn, Children's Place benefits by knowing it has a solid, predictable base of support.

MATCHING GIFTS: Many corporations will match an employee's gift to Children's Place. If your business fits this category, Children's Place will award campaign credit to you for both your gift and its match. The donor must obtain the company's matching gift form, complete, and sign it, and then send it to Peggy Ford at Children's Place.

GIFTS OF STOCKS OR SECURITIES: Contributing securities under certain circumstances may provide you with significant tax advantages. To initiate a gift of stocks or securities, please contact Peggy Ford, Executive Director, at peggy.ford@childrensplaceinc.org or (803) 641-4144.

OTHER WAYS TO GIVE: We want to help you reach your philanthropic goals while also maximizing the impact of your gift. Consult your personal financial advisor to find out more about the opportunities below.

BEQUESTS - Donors are encouraged to make bequests to Children's Place under their wills, and to name the organization as the beneficiary under trusts, life insurance policies, commercial annuities, and retirement plans.

CHARITABLE REMAINDER TRUSTS - Children's Place will accept designation as a remainder beneficiary of charitable remainder trusts.

CHARITABLE LEAD TRUSTS - Children's Place will accept designation as an income beneficiary of charitable lead trusts.

CHARITABLE GIFT ANNUITIES - Children's Place will accept Charitable Gift Annuities.



Children's
PLACE, INC.

310 Barnwell Ave, NE
Aiken, SC 29801

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Gift Recognition Opportunities

Area	# Available	Room	Gift Amount
CLASSROOM AREA	1	INFANT/TODDLER ROOM	\$25,000
	2	2 YEAR OLD ROOMS	\$25,000
	2	PRESCHOOL ROOMS	\$25,000
	1	KINDERGARTEN ROOM (PHASE 3)	\$25,000
	2	CLASSROOMS (PHASE 3)	\$25,000
THERAPY/ COUNSELING AREA	1	PARENTS' PORCH/WAITING AREA	\$50,000
	3	TREATMENT ROOMS	\$25,000
	1	OBSERVATION ROOM	\$25,000
	2	GROUP ROOMS	\$25,000
	4	OFFICES	\$15,000
CHILDREN'S SPACE	1	OUTDOOR PLAYGROUND (<i>Older Children</i>)	\$150,000
	1	OUTDOOR PLAYGROUND (<i>Younger Children</i>)	\$100,000
	1	INDOOR PLAY SPACE	\$100,000
	1	OUTDOOR DINING AREA	\$75,000
ADMINISTRATION	1	BOARD ROOM	\$100,000
	1	LOBBY	\$100,000
	4	OFFICES	\$15,000
	1	WORK ROOM/COPY ROOM	\$10,000
OTHER SPACES	1	KITCHEN	\$75,000
	1	LAUNDRY ROOM	\$15,000
	1	STORAGE	\$10,000
	1	PANTRY	\$7,500
RESERVED SPACES	1	DIRECTOR'S OFFICE	
	1	CHILDREN'S PORCH	
	2	PRESCHOOL ROOMS	
	2	AFTERSCHOOL ROOMS	
	2	OFFICES	
	1	WORK ROOM	





Conceptual Floorplan

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Frequently Asked Questions

WHY DOES CHILDREN'S PLACE NEED TO MOVE?

Children's Place's current location consists of a former church building and a structure originally built as a house. Both were built in the early twentieth century and total approximately 5,000 square feet. On any given day, more than 100 children and up to 45 staff come and go through buildings that were not designed for the care they provide.

Children's Place regularly has to turn away children and families for their therapeutic pre-school and after-school programming because of capacity issues. In the past few years, the largest programming growth has been in family services—working with parents through classes, counseling, support, and empowerment programs—to keep families together. There is simply no more physical space to accommodate these successful programs.

HOW WAS THE NEW LOCATION AT BEAUFORT STREET/WILLOW RUN SELECTED?

Children's Place's leadership has worked strategically with a group of volunteers for more than two years to explore

options for new and/or additional space. This group considered many possible solutions but ultimately decided the building shell on the corner of Beaufort Street and Willow Run was the best option. The new location is close to our existing location—it provides accessibility and familiarity to the families needing Children's Place's services today and into the future.

The building is a shell, which provides Children's Place with a blank slate to design an interior that meets the specific needs of children and families. It has nearly 30,000 square feet of space and is located on approximately nine acres of land. This space will allow Children's Place to meet the needs of today as well as future growth.

Through reserve funds and the generosity of a small group of donors, the building was purchased in 2016. It will provide an open interior and ample room outside for playgrounds, parking, and access. Children's Place is excited about the potential for this building to serve even more children and families.

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Frequently Asked Questions

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WHAT ARE THE PLANS FOR THE BUILDING?

The design plans include meeting rooms for individual counseling and therapy, classes & support groups, infant care, after school programming, offices, and classrooms. The classrooms will be uniquely designed to maintain much of the collaborative teaching and interaction that currently occurs. There will be openings within walls and alcoves in rooms to allow teachers the ability to assist one another while maintaining each class's individual dynamics. Outdoor playgrounds will be designed with easy access from the building. Finally, natural light will be incorporated within the design to bring warmth to the nurturing environment.

HOW MUCH WILL CHILDREN'S PLACE GROW AS A RESULT OF THE MOVE?

The two greatest areas of growth will be in the care for infants (newborns up to 2 years old) and family services. Several years ago, Children's Place had to discontinue the infant care due to space restraints. The new building is planned to include a room that will allow for 10 infants in total.

In addition, spaces specifically designed for families and groups will allow classes, support groups, and empowerment programs to meet. Within the current location families gather in a large office-space.

Finally, the additional square footage will allow the existing therapeutic preschool and after-school programs to grow by up to 25%.

HOW MUCH WILL THE CONSTRUCTION COST?

Construction estimates are between \$2-\$3 million to complete all aspects of the project. In 2016, Children's Place conducted a feasibility study to determine the potential for our community's investment in this project. The study recommended a campaign goal of \$1.5 million. Plans for the construction allow the **project to be completed in phases** depending on the success of the Stand Up for Children campaign. Additionally, Children's Place is fiscally secure and can finance a small portion of the construction costs, if needed. However, the more that can be raised, the more Children's Place will be able to invest in programming to care for children.

WHAT IS THE TIMING OF THE CAMPAIGN?

Initial gifts towards the campaign were secured in the spring of 2017. The plan is to reach, and exceed, the campaign goal of \$1.5 million before the end of 2017.

HOW CAN I INVEST IN THE CAMPAIGN AND IN THE CHILDREN OF AIKEN?

An investment in the children and families Children's Place serves is an investment in our community's future. There are many opportunities to be involved in the Stand Up for Children campaign. Please contact Peggy Ford at peggy.ford@childrensplaceinc.org or (803) 641-4144 to learn more. **Thank you for your interest.**



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Pledge Form

I/WE DO PLEDGE TO CONTRIBUTE THE SUM OF

\$ _____

to **Children's Place** in conjunction with the **STAND UP for CHILDREN** Capital Campaign.

This contribution will be made over a period of _____ years, with a first payment beginning in _____ (month) of _____ (year).

I/We prefer to pay the balance as follows: MONTHLY QUARTERLY SEMI-ANNUALLY ANNUALLY

PAYMENT METHOD:

- CHECK ENCLOSED: \$** _____
(payable to Children's Place)
- I WILL CONTINUE TO PAY BY CHECK, or**
- I WILL SET UP AN AUTOMATIC PAYMENT OPTION WITH MY BANK, or**
- I WILL PAY BY CREDIT CARD, or**
- I WILL PAY BY STOCKS OR SECURITIES.**
Please contact me to initiate this process.

- MY EMPLOYER** _____
WILL MATCH MY GIFT. I will initiate the procedure right away by completing the matching gift form(s).

- PLEASE SEND ADDITIONAL INFORMATION ON PLANNED GIVING OPPORTUNITIES.**

In recognition of my/our gift, I/we would like to receive permanent recognition in the following location:

Signature(s): _____

Date: _____

Print name(s) as you wish to be acknowledged in recognition signage/campaign materials:

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

E-mail address: _____



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ATTENTION: Peggy Ford, Executive Director, 310 Barnwell Ave. NE, Aiken, SC 29801
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