Diamond Anniversary Capital Campaign
Since 1943, 201 23rd Avenue has been the home of Family & Children’s Service. We have invested in two buildings over the years, both at this address. The latter of these two, the Werthan Building, served us well for nearly a quarter century. But over the past few years, we have grown rapidly to the needs of a fast-growing city. And now we need a new home.

Everyone needs a place—a home.
The Diamond Anniversary Campaign

Our Diamond Anniversary Campaign celebrates 75 years of Family & Children’s Service history and launches us into the next 75 years of service to our community. This new facility, which will be called The Honey Alexander Center, will include much-needed additions of space, functionality, parking, and utility for FCS.
The new facility will do more than accommodate the growth needs of FCS. The Honey Alexander Center will contain significant investments in space and functionality that will allow us to more deeply invest in our many nonprofit collaborators, and to provide new and better services to children and families in need in our community.

Highlights of the new home of Family & Children’s Service include:

- The 6,000+ sq. foot CASA Conference and Training Center that will accommodate 250+ individuals for CASA volunteer trainings (they currently do not have a training space), FCS and partner agency trainings, and community meetings.

- Separate, secure entrances to accommodate a ‘Safe Exchange’ program for separated and divorced parents sharing custody of children.

- A state of the art Crisis Call Center that will increase our capacity to more than 40,000 calls per year and allow for collaborations with other hotlines and resource lines.

- Increased space for clinical and counseling services, including group, play and art therapy spaces.

- 50% more office and meeting space, including much-needed small and mid-sized meeting space, a catering kitchen suitable for events, and staff break area.

- Modern HVAC, lighting, windows, appliances, insulation, and building materials that will reduce operating costs.

- Ample parking for staff, clients and visitors. (We had just 32 parking spaces and 90 employees at our former facility.)

A Truly New Spirit of Collaboration and Partnership
Three years after graduating from Smith College and working for Texas U.S. Sen. John G. Tower in Washington, D.C., Honey Alexander moved to Nashville in 1970 with her husband and eleven-month-old son. “I’ve always been involved with programs and institutions serving families and children,” she has said. “Strong families make strong children.” As Tennessee’s First Lady she led the statewide Healthy Children Initiative (1982-1986) with the goal of providing pre-natal health care for every child. She was a member of the 1985-1986 Southern Regional Task Force on Infant Mortality, the Governor’s Task Forces on Day Care and on Youth Alcohol and Drug Abuse, and the U.S. Health Secretary’s Council on Health Promotion and Disease Prevention.

In 1987 she and her husband along with Marguerite Sallee, Brad Martin and Bob Keeshan—television’s Captain “Kangaroo”—founded Corporate Child Care, Inc. which in 1997 merged with Bright Horizons, Inc. to become the world’s largest provider of employer-sponsored day care.

She has served in numerous other civic activities. In 1976 she co-founded Leadership Nashville. She has been active with the Adventure Science Center, Vanderbilt’s Kennedy Center, the Junior League of Nashville, the Dede Wallace Center and the Hermitage. Nationally, she has been vice-chairman of the Corporation for Public Broadcasting and board member of Family Service America and the National Archives Foundation.

The Alexanders have been generous supporters of Family & Children’s Service for four decades. Honey has served as President of our board and chaired multiple events.

Family & Children’s Service is truly grateful to the Alexander family for their extraordinary support of the Diamond Anniversary Campaign, and it is with great pleasure that we honor Honey Alexander for her commitment to Family & Children’s Service by naming our new home The Honey Alexander Center.
One of Nashville’s oldest and most respected nonprofits, FCS often ‘fills in the gaps’ in the social services safety net, ensuring our community’s most vulnerable citizens receive the services they need to stay safe and healthy, and get connected to the resources they need to get back on their feet. FCS administers a wide range of programs including a 24/7 crisis call line, child and family counseling, health navigation, language interpretation, relative caregiver support, welfare-to-work, suicide loss and prevention, and more. On average, FCS provides services to more than 40,000 clients each year.

**Case Statement:** FCS last completed a capital campaign in the mid-1990s and built the Werthan Building at 201 23rd Avenue North. That facility had just 14,000 square feet of office space with 32 parking spaces. There was one large meeting room, a 700-square-foot board room, which was not large enough for our 30-person board of directors to meet, let alone our 90+ person staff. To meet space demands, FCS over the years has leased extra space around town at great cost. We held staff meetings at the Red Cross. Because of the limited parking, we parked next door at the Centennial Sportsplex, and when we had client events or board meetings, everyone had to move cars. We had more than a dozen offices that held two or more occupants. We have for at least the last eight years needed substantially more space than we had at the Werthan Building.

In April 2017, FCS sold the Werthan property and our staff moved to temporary offices (in a school building) at St. Vincent’s Catholic Church. Construction on our new facility is expected to begin in early 2018 and be completed by late 2018.

FCS now has more staff members working at community-based partner nonprofit and government agencies than it does working in its own offices. Our co-located staff provide counseling, case management, health navigation, and consulting services to tens of thousands of Tennesseans statewide each year.

As of fiscal year 2016-17, FCS had 50 of its 90 employees co-located part or full time at partner nonprofit and government sites. These nonprofit and government partners include the Martha O’Bryan Center, Nurses for Newborns, Conexion Americas, the YWCA Domestic Violence Shelter, the Elam Center, Metro General Hospital, TN Department of Human Services (in 26 counties), Siloam, Salvus Clinic, the Nashville Metropolitan Police Department, five Nashville public schools and two charter schools—just to name a few. FCS also operates the ACA outreach and enrollment program (Get Covered Tennessee) for the entire state. These co-location/collaboration agreements reduce costs, streamline service delivery, decrease barriers to service, and improve client outcomes—and we have the data to prove it.
FCS and CASA Nashville: In July of 2016, FCS formally affiliated with CASA Nashville, a longtime nonprofit partner. CASA provides professionally trained volunteer advocates for children in foster care. These children have been abused, neglected, and/or abandoned by their parents. CASA volunteers acquire an in-depth knowledge of each child’s case, advocate for the child’s best interest, and act as watchdog for the child during the child’s time in foster care. The affiliation with FCS gives CASA access to the resources of a much larger nonprofit, including a CFO, a senior Program VP, HR, a full fundraising team, clinical and training resources, and much more. FCS benefits by staying closely connected to the adoption and permanency work that has defined the agency since its founding in 1943.

One of CASA’s primary activities is to train and provide oversight for its volunteer advocates. Each year CASA’s goal is to train 30 new advocates and to provide continuing education to over 180 active advocates. CASA has a wonderful home in a repurposed house on Woodland Street in East Nashville. The location is very near Juvenile Court, where CASA does most of its work. However, the largest meeting space in this facility is the size of a typical home living room, meaning CASA must secure training space at a cost to conduct its trainings and meetings, and is vulnerable to cancelations. Permanent, dependable training space is what they need.

Case Statement: FCS does not currently have the space to convene meetings for groups larger than 30 people. With the new CASA Training and Conference Center, FCS will be able to actively convene its partners for training and planning sessions, and CASA Nashville will have a permanent, dependable space in which to train its volunteers. Moreover, we will be able to plan and host public events to raise awareness of important social issues that affect our community. There are precious few spaces of this size available to social service nonprofits in Nashville, and additional capacity is truly needed. Moreover, our Crisis Call Center is increasingly in demand from nonprofit partners, particularly at smaller agencies that do not have the budget to support a crisis line of their own. By investing in one call center, we will work with others to consolidate costs from smaller centers, reducing the overall burden on the charitable community over the long term. FCS is also creating a counseling suite that will offer new counselors free rent in exchange for seeing FCS clients. The counselors will also be able to participate in training and other group activities with our experienced counseling team. This is a win-win for FCS, our clients, the counselors and the community. These are just a few of the benefits that the new facility will bring.

“The Honey Alexander Center will be more than a new home for FCS. It will be a locus of innovation, training, collaboration, and productivity for social service agencies across Nashville and the region.”
Nashville is the “IT” city and land is in increasingly short supply as prices soar. So we are very excited to have found the property we have identified as our new home. It is located at 2400 Clifton Avenue, next to Mt. Nebo Baptist Church, about a block and half off of Charlotte Avenue near 25th Avenue. The property is visible from Charlotte Avenue and is behind the new Lentz Public Health Center (a frequent program partner with FCS).

This location is close to bus lines, and close to many of our nonprofit and government partners. It is less than a mile from our current location, and about a mile from downtown Nashville, where we have been for 75 years.

The property includes a steel-frame warehouse structure that will be used for the final facility, saving more than $1 million in building costs.

*Family & Children’s Service spent nearly two years searching for land on which to build its new home.*
## Project Data Points

### The Honey Alexander Center
- Total Square Footage: 32,000 sq. ft.
- Total Offices: 60
- Total Meeting Space: 7,500 sq. ft.
- Total Parking Spaces: 95

### FCS Werthan Building (sold 4/2017)
- Total Square Footage: 14,000 sq. ft.
- Total Offices: 40
- Total Meeting Space: 700 sq. ft.
- Total Parking Spaces: 32

### New Amenities
- 6,000 square foot CASA Training and Conference Center (that can be divided into two smaller meeting rooms), additional meeting spaces for smaller groups, separate Safe Exchange entrances, ample secure parking, catering kitchen, state-of-the-art Crisis Call Center, energy/cost saving design and materials.

## Project Budget & Campaign Goal

### Project Expense Budget

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2017-18 FCS Board of Directors

John Steele, President
Jim Kelley, Vice President
Herman Hicks, CASA Board Treasurer
Kelly Holmes, Secretary/Finance
Anne Elizabeth McIntosh, Governance
Meg Rush, CASA Board President
Nancy Stabell, FCS Board Representative
Evette White, Immediate Past President

Members at Large

Rachel Albright
Beth Alexander
Olatayo Atanda
Mary Lee Bartlett
Maggie Bond
Brett Barrell
Todd Carter
George Cate
Jane Corcoran
Cullen Douglass
Missy Eason
Sarah Ann Ezzell
Matt Harris
Don Holmes
Ellen Jacobs
William Liles
Vicki McCluggage
Marlene Eskind Moses
Courtney Necessary
Beth O'Shea
Perri duGard
Owens
Aylin Ozgener
Shawn Pelletier
Tony Rose, Jr.
Alex Ryerson
Tracey Silverman
Earle Simmons
Chad Tuck
Joyce A. Vise
Joni Werthan
Rev. Neely Williams
Battle Williford
Whit Wilson

Campaign Leadership

Capital Campaign Chairs:
Marlene Eskind Moses and John Steele

FCS & Campaign Staff

Michael McSurdy, President & CEO
Annabelle Cruz, Vice President of Operations
T. Allen Morgan, Vice President of Advancement
Carly Southworth, Vice President of Programs
Kathy Tompkins, Campaign Consultant
For 75 years, Family & Children’s Service has been here to serve our community’s most vulnerable people. This has only been possible due to the support of our community’s most generous people and institutions.

Thank You.