



April 21, 2020

Dear Friends,

Greetings! We hope this finds everyone safe and in good health. This is a challenging time for us as individuals and a nation. It's imperative to do what's in our power to help our country as it strives to return to normalcy as soon as possible.

As we wait for that time, Home Board leadership recently voted unanimously to put the *Inspired by Our Past, Building for Our Future* Capital Campaign on pause. The handcuffs we now face, as a result of the COVID-19 virus, led to this decision. Social distancing limits our ability to meet and interact making it difficult to effectively work with others. Besides, the health and safety of everyone is most imperative.

Obviously, this decision disappoints all of us associated with the campaign, but we look forward to that time when we are running again. We imagine you share in our frustration but ask for your continued patience. Our needs remain and we still must address the shortcomings of an outdated facility.

During this hiatus, we will continue to meet and strategize with our consulting firm, the Steier Group, focusing on campaign details such as grant writing and communication. Doing this now, ensures we position ourselves to make a quick and smooth transition out of the pause.

In the meantime, we encourage you to contact us if you have questions. We remain eager, optimistic and devoted to seeing this project to conclusion.

Sincerely,

Sue Ochsner
President, Sutton Community Home Board

Tory Duncan
President, Sutton Community Home Foundations



WHY DID LEADERSHIP DECIDE TO PAUSE THE *INSPIRED BY OUR PAST, BUILDING FOR OUR FUTURE* CAPITAL CAMPAIGN?

After considering the current state of our world, and of course, the health and safety of everyone involved, Sutton Home Board leadership determined that pausing the campaign is in the best interest of its supporters, leaders, campaign volunteers and, of course, its residents. The effects of the COVID-19 virus introduced social distancing which limits our ability to interact with others. The personal connection between a campaign leader and a prospective donor is key in any campaign and leadership prefers the opportunity to have that interaction if possible.

WHEN DO YOU ANTICIPATE A RE-START?

We are unsure when we will move again. As our country works its way through these challenging times and normalcy returns, we will get a better sense of when it's best to resume the campaign. For now, we'll continue to work with our development firm, the Steier Group, to make certain we are ready.

WHAT WILL BE THE FOCUS UPON THE RE-START?

Our pause comes in the campaign prep phase when our emphasis is on completing tasks such as recruiting leaders and producing communication materials. When we return, we'll need to finalize our case statement, print campaign materials and train our volunteers on how to respectfully ask for campaign support.

HOW DOES THIS PAUSE EFFECT THE GOALS?

It doesn't. Regardless of when the campaign resumes, the needs will remain. We house our residents in a facility constructed in 1964 that's weathered the last 55 years without any significant improvements. That means individual rooms fail to meet current building standards, our kitchen cannot properly prepare and distribute meals, while other amenities such as the laundry and physical therapy room are antiquated or inadequate. As we look to continue serving current and future residents, we must address the issues in a financially sound and responsible manner.

WHAT CAN I DO TO HELP?

Working a campaign is a great way to get to know the citizens of our community. If you wish to join our campaign team when we resume our effort, we'd welcome your support. Please contact Tory Duncan at the Clay County News.