



Capital Campaign Committee

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July 15, 2021

The Honorable Joe Chow and City Council
Town of Addison
5300 Belt Line Road
Dallas, TX 75254

Dear Mayor Chow and Council,

Thank you for your continued partnership with Metrocrest Services as we provide support for individuals, families and seniors in need. We have been fortunate to serve the Metrocrest community for 50 years because of generous and committed partners like the Town of Addison. The Town and its leaders have been a big part of the key to our success and we look forward to continuing to serve our community hand in hand with you for the next 50 years.

As you know all too well, the Metrocrest community has seen a staggering need for social services as a result of the COVID-19 pandemic. The increased level of need during the past 16 months has made it even more evident how essential our services and programs are for our neighbors on the brink of poverty and homelessness. Since March of 2020, we have focused our efforts on rent assistance and hunger relief as the most urgent needs as well as employment preparation for those who were laid off as a result of the pandemic. From February 2020 to March 2021, we responded to the following needs:

- 33,998 individuals served (a 155% increase year over year)
- 3,795 rent payments (a 305% increase year over year)
- 346% increase in nutritious food distribution (compared year-over-year)

While we were already operating at full capacity going into 2020, the pandemic stretched our staff in ways that could not have been imagined and changed the way we operate. The most visible example of this is our drive-through Food Pantry, which is set up in the parking lot behind our current facility to accommodate social distancing and to repurpose the space that previously served as our client choice Food Pantry to be dedicated to a 576 square-foot freezer cooler unit. Due to the significant increase in need and limited on-site storage capacity, we will not be able to return to the preferred client choice model in our current facility.

As the only agency providing a comprehensive approach to social services in the Town of Addison, with 76 percent of client households reporting that Metrocrest Services is the only nonprofit serving their family, we are uniquely positioned to provide the tools and resources for those in need to respond to crises, leading them on a path out of poverty. With inadequate space for increased staff support and expanded programs, and elevated levels of need into the future, we must invest in a new facility if we are to provide our neighbors with the best chance of escaping the cycle of poverty and provide emergency relief when it is needed most. Plans to accomplish these goals in a new facility at a more easily-accessible location have been in



process for several years. Following a fundraising feasibility study in the summer of 2019, which indicated a campaign of this size could be successful, and a brief delay due to COVID, Metrocrest Services has embarked on a \$12,700,000 **Building Our Future** capital campaign with plans to increase capacity and improve services and programs through the construction of a new Center for Community Support.

Positioned on 4.6 acres of property at the intersection of Josey and Belt Line in Carrollton, the 48,000 square-foot Center for Community Support will be a hub of activity and resources at the epicenter of need in our community. Here, our holistic approach will be augmented by more adequate space that is customized to fit clients' needs and provide flexibility as new needs arise, such as disaster recovery efforts.

In the Center for Community Support, Metrocrest Services will be able to provide clients with direct access to a full menu of comprehensive and complementary services to support them in their journey to better health and financial independence. The design of the space and program expansion have been informed by a recent community needs assessment and client feedback and will feature:

- Expanded Client Choice Food Pantry and warehouse with a Volunteer Center
- Expanded case management services
- Center for Employment and Continued Education
- Shared Space for complementary wrap around services delivered by health-related partners
- Teaching Garden available for community engagement events and for special programming

Considering that access to and affordability of transportation is already a top concern for clients, Metrocrest Services is highly motivated to bring all these services and direct service providers to a central location that will remove barriers to accessing support associated with the current location and other partners, many of whom are located outside of the service area. When complete, Metrocrest Services anticipates the number of clients served to increase by 214 percent (12,806 clients served in FY19; 40,331 estimated clients to be served in FY23) and nutritious meal distribution to increase by 727 percent (664,045 meals distributed in FY19; 5,492,741 estimated meals distributed in FY23).

For individuals, families, and seniors coping with crisis situations or need help stabilizing their lives, Metrocrest Services is an essential resource in the community where they are treated with dignity and respect; it is a place of hope, encouragement, and provides a path to independence. ***Because of the Town of Addison's commitment to fostering a strong community, we respectfully request your consideration of \$120,000 to our Building Our Future capital campaign.*** We will be making similar fair share requests to the other three cities in our service area for a total combined commitment of \$2,000,000.

To date, we have secured \$6,352,134 for our capital campaign with another \$1,500,000 in our pipeline of requests through September 1. Although Metrocrest Services enjoys generous and consistent support from donors throughout the service area, there are a limited number of resources for the major gifts we are seeking for the campaign. This combined commitment from all of the cities in our service area will bolster our fundraising efforts and ensure that this social services safety net is secured well into the future.

We appreciate the opportunity to present this information to you and look forward to continuing conversations about our capital campaign and plans to better serve our neighbors in need in Addison.

Sincerely,



Tracy Eubanks, CEO
Metrocrest Services