

Client: Social Advocates for Youth

## PRG GUIDES SONOMA COUNTY NONPROFIT IN RECORD-SETTING CAPITAL CAMPAIGN

When Social Advocates for Youth (SAY) came to PRG, they had an ambitious goal. The organization, which provides counseling and jobs for young adults ages 18 to 24, urgently needed to add housing to their list of services.

Once their youthful clients age out of the foster care system they are immediately at risk for homelessness. In fact, Sonoma County has one of the highest rates of homeless youth in the US, and SAY felt an enormous responsibility to help.

As one of the county's oldest and most respected agencies, Santa-Rosa-based SAY began looking for community support. They got a giant jumpstart for their project when Sutter Health donated the former Warrack Hospital building on Summerfield Road.

### Funding the dream

PRG was brought in to guide the capital campaign led by co-chairs Connie Coddling and Bill Friedman. The goal—raise \$9.5 million to transform the vacant hospital into the Dream Center, with short- and long-term living quarters for homeless youth.

Working closely with SAY's executive director and community leadership, PRG designed the campaign, established systems for a hard-hitting initiative, and supported fundraising leaders throughout the campaign. More than 400 gifts were received, most through direct solicitation, ranging from \$1,000 to \$2.5 million.

### Achieved in record time

In just 14 months, SAY surpassed their campaign goal of \$9.5 million, ultimately bringing in more than \$9.8 million. This was the fastest achieved large-scale capital campaign in recent Sonoma County history.

The pace of the campaign allowed SAY to quickly make the Dream Center a reality. The new housing and counseling facility is set to open its doors January 2016.

Matt Martin, SAY's executive director says, "We were dedicated to making this past winter the last winter for young people in our community to be without the Dream Center. While the campaign was a successful mobilization of many generous donors, PRG was the glue that connected our vision to the realities of a major campaign. They were at our side at every step, helped us to course-correct when we needed it and truly put everything they had into our success."

For more information on SAY and the Dream Center go to [SAYDreamCenter.org](http://SAYDreamCenter.org).

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