



*Extending Hope, Extending Opportunity, Extending Recovery*

**THE CAPITAL CAMPAIGN FOR THE EXTENSION  
Women's Residential Recovery Program**

**Who --** The Extension has provided life-saving and life-changing services to homeless individuals in Cobb County and the surrounding area since 1987. Since 1995 these services have included the largest Residential Recovery Program for homeless, addicted men in the North Metro area, a comprehensive program that is unparalleled in the entire state. The Extension offers hope, opportunity and recovery through outpatient counseling and various outreach initiatives, including adult and student education and prevention activities, as well as outreach to homeless individuals through the operation of an emergency winter shelter.

**What --** A 20-bed Residential Recovery Program for Women will extend hope to Cobb-area women by renovating a former funeral home and adjacent residence. The buildings, approximately 8,000 square feet total, will provide space for long-term residential and program services for homeless, addicted women to overcome their active addiction and reintegrate into the community.

This 12-step based program will extend opportunity to women by addressing the myriad obstacles the residents face in achieving independence. Counselors will be licensed or certified and supported by health care professionals and trained volunteers from the community. Average stay for those who successfully complete the program is expected to be 12 months. The women will work in the community and participate in their therapy in the evenings.

Various services will be provided to family members, as a means of helping the entire family overcome the challenges they face. This will include a special emphasis on helping the resident successfully reunite with estranged family members.

**Where --** The facility will be located at 130 Holiday Street, in Marietta, with easy access to public transportation and employment opportunities.

**Why --** There is no program in Cobb County serving the rehabilitation needs of homeless, addicted women, except a small government funded program that serves a modest subset of those in need. The numbers of homeless women in Cobb is staggering. Myriad studies and our own experience clearly point to substance abuse as a leading contributor to homelessness. But understand that we are not establishing this program because there is a problem—we're extending promise to women — because there is a solution.

**How --** The Board of Directors of The Extension has undertaken a \$1.3 million capital campaign to provide the funds to begin the Residential Recovery Program for Women. Your financial support will help ensure the success of this critical effort to reach the most vulnerable among us. Without your help, the future is uncertain. The purchase, renovation and operation of this facility represent not only the dream of our organization but also the hope and aspirations of women in our community caught up in the throes of addiction and despair. Please join us in this vital effort to save the lives of homeless, addicted women. Thank you for your consideration and for all you do for our community.

### **The Extension -- A History of Service**

As the sun rose on a bitterly cold morning early in the winter of 1987, it sliced through the bleachers of a local high school football stadium, finding in the stillness the frozen corpse of B. R. Hogan. By mid-day the sun exposed a shocked, but determined community. It was the dawn of The Extension, an expression of life in the wake of this tragic death.

The Extension began its life in 1987 as the Marietta-Cobb Winter Shelter, with the simple resolve that no one will again die in our community from exposure to the ravages of weather. It was a rag-tag organization made up of people committed to serving and those who sought respite from the cold. It was an organization riding the eighties fervor for saving whales and saving homeless people. In the coming few years, however, the world would change, and passionate, reflex responses to problems would no longer provide the solutions we frantically sought.

By 1995 the biggest threat to a homeless man's life was not extreme cold; a devastating and virulent new assassin roamed the streets and alleyways of our community. Crack cocaine had shattered any expectation that a homeless shelter could buoy the hopes and ambitions of men struggling to escape the spiraling despair of life on the streets.

It became clear that homelessness is not a problem—homelessness is the symptom of a problem. For nearly all of the homeless men in our community, that problem is substance abuse and its causes. Saving a life meant helping change a life. Simply put, the threat expanded and so did we.

What started out as an organization with a mission to save lives from the cold, became an organization, seven years later, with boundless determination. Focusing on the predominant cause of homelessness in our community, we have developed a comprehensive residential recovery program for 47 homeless men. Led by licensed and certified counselors, this is the largest such program in the north metro area, with comprehensive services unparalleled in the entire state.

### **The Care of Homeless Women – An Unmet Need**

A recent point-in-time count of homeless people in Cobb revealed that 38% of those counted were women. We know from our history that a primary cause of homelessness is chemical dependence. According to Substance Abuse and Mental Health Services Administration (SAMHSA), in 2006 an estimated 20.4 million Americans were illicit drug users. Addiction to drugs and alcohol is a primary, chronic, progressive and fatal disease affecting many individuals. Among women, however, drug abuse may present different challenges to health and may progress differently but still produce the same negative outcome. Without proper treatment, the prognosis is poor for those suffering from addiction: the body deteriorates, the mind is damaged, and the spirit is crushed. Identification and treatment of the disease are critical to the process of arresting and beginning to mend the damage produced by addiction.

Research indicates that up to 70 percent of drug abusing women report histories of physical and sexual abuse. Data also indicates that women are far more likely than men to report a parental history of alcohol and drug abuse. Often, women who use drugs have low self-esteem, little self-confidence, and may feel powerless. In addition, minority women may face additional cultural and language barriers that can affect or hinder their treatment and recovery.

We understand the unique needs of women struggling with drug or alcohol addictions. We will extend hope, opportunity and promise, by providing a nurturing, healing and structured environment for women to begin the process of recreating their lives. Women who are by nature, nurturing, empathetic and caring, are robbed of these qualities when under the influence of drugs or alcohol. As a result, the feelings of hopelessness and humiliation in being unable to function as a spouse, a mother, or in other care giving relationships can make conquering addiction extremely difficult for women.

### **The Residential Recovery Program for Women – An Opportunity to Do More**

There is not a program in Cobb County serving the rehabilitation needs of homeless, addicted women without children. There is a government funded program in Cobb for addicted women with children that is operated by an organization established by the state legislature, but this program can not meet the demand by even this segment of the adult female population in Cobb that need treatment. Without a doubt, the lack of addiction recovery services for indigent women in Cobb represents a glaring gap in services that must be addressed. The Extension is committed to serving this population with a 20-bed Residential Recovery Program for homeless, addicted women.

With a deep understanding of how the disease of addiction afflicts women, our Residential Recovery Program for homeless women will holistically address the root causes of addiction and successfully deal with the corollary issues. The program will extend hope, opportunity and recovery by serving Cobb County and the surrounding area and will be based on the concept of integrating long-term rehabilitation services with the practice of new behaviors in real life situations. After an initial period of assessments and orientation, residents in the program will obtain day-time employment in the community and participate in counseling and therapy in the evening.

Women entering the program will have the following attributes

- ◆ Addicted and express a high level of commitment to change
- ◆ Homeless
  
- ◆ Physically and mentally capable of becoming self-sufficient
- ◆ Desire to make Cobb County their home

### **Program Goals and Performance Measures**

The Residential Recovery Program for Women will provide clear evidence that their recovery will propel them to new levels of opportunity. The comprehensive nature of the program will provide for immediate, as well as short- and long-term needs.

While housing and supportive services do indeed serve two separate functions, at The Extension they serve three common goals. Upon transition, residents have proven themselves able to:

- ◆ Achieve a higher level of self-determination
- ◆ Increase their skills and income earning potential, and
- ◆ Obtain stable, permanent housing and remain self-sufficient.

The program will result in quantified measures of change in residents' abilities and performance. Quantified outcomes to date include:

- ◆ 70% of clients that complete life skills will attain a minimum of 10% increase in wages
- ◆ 85% of clients that complete the money management module of life skills will establish a regular savings account in the community and make regular deposits at a level to be determined and verified by their case manager
- ◆ 80% of clients have completed their treatment plan and maintained stable housing and employment for twenty four months following their transition, and
- ◆ 60% of clients have enrolled in GED preparation and obtained their diploma -- thereby increasing their ability to obtain better employment and increase their self-determination.

## Questions and Answers

**1. How long is the pledge period?**

A pledge period of five years has been established to facilitate the generous levels of giving necessary for the success of the capital campaign.

**2. May I make a contribution other than cash?**

Yes. Gifts of appreciated stocks and bonds, real estate, life insurance and charitable trusts will be gratefully received. A planned giving expert will be made available upon request to help you understand the benefits of different methods of giving.

**3. How much should I pledge to the campaign?**

Only you can decide how much to give. Your pledge should be based on your ability to give, your understanding of the need, and your belief in the mission of The Extension.

**4. May I apply my gift toward a particular aspect of the campaign?**

Yes. Many facets of the campaign can be supported with a named gift or a gift made to honor or memorialize someone.

**5. Will I be notified when the payments on my pledge are due?**

Yes. Regular reminders based on the pledge program you requested will be sent to you.

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*Extending Hope. Extending Opportunity. Extending Recovery*

**The Capital Campaign  
for  
The Extension's  
Residential Recovery Program for Women**

*Goal: \$1,300,000*

Gift Chart

<u># Gifts</u> <u>Cumulative</u>	<u>Range</u>	<u>Total</u>	
1	\$150,000	\$150,000	\$150,000
3	\$100,000	\$300,000	\$450,000
5	\$50,000	\$250,000	\$700,000
10	\$25,000	\$250,000	\$950,000
15	\$10,000	\$150,000	\$1,100,000
30	\$5,000	\$150,000	\$1,250,000
Many	<\$5,000	\$50,000	\$1,300,000



# EXTENSION

***Extending Hope. Extending Opportunity. Extending Recovery.***  
**THE CAPITAL CAMPAIGN FOR THE EXTENSION'S  
RESIDENTIAL RECOVERY PROGRAM FOR WOMEN**

*Pledge Form*

In response to the capital campaign needs as expressed by the Board of Directors, I (we) pledge a total of \$\_\_\_\_\_ to The Extension.

I (we) would like to complete my (our) pledge as follows:

Enclosed herewith \$\_\_\_\_\_. Balance remaining \$\_\_\_\_\_.

*Please check below how pledge balance is to be paid.*

Monthly

Quarterly

\$\_\_\_\_\_  Yearly, beginning in \_\_\_\_\_, \_\_\_\_\_, ending in \_\_\_\_\_, \_\_\_\_\_.  
(month) (year) (month)

Other \_\_\_\_\_ payment  
schedule:\_\_\_\_\_.

**Fiscal year runs from July 1 through June 30.**

Name\_\_\_\_\_.  
(Please print name as you wish to be recognized.)

Address\_\_\_\_\_ City\_\_\_\_\_ State\_\_\_\_\_ Zip\_\_\_\_\_

Home Phone \_\_\_\_\_ Business Phone \_\_\_\_\_ Date \_\_\_\_\_

Signature\_\_\_\_\_

My (our) gift is eligible for matching gift funds through:\_\_\_\_\_.

- Check here if you desire additional information regarding tax-wise ways of giving available through The Extension.
- Check here if you wish your gift to remain anonymous.

Thank you for your tax-deductible gift. Please make your check payable to:  
**The Extension**, Post Office Box 793, Marietta, Georgia 30061.  
For further information, contact Tyler M. Driver, Executive Director, (770) 590-9075.