



Amherst   
**SURVIVAL CENTER**  
Helping Neighbors in Need

2010 – 2013

Capital Campaign Report

## A Letter from the Campaign Chair

The building of the new home for the Amherst Survival Center is a milestone—for our organization and for our community. We asked you to re-imagine how our community provides basic assistance to our neighbors in need, and you responded with unprecedented generosity and enthusiasm.

Whereas the Center has long been known for its open door policy—welcoming one and all in need of assistance—during this campaign the Center has been on the receiving end of that same kindness. You opened your homes and establishments to host fundraisers; brought friends to hear our volunteers speak; shared our vision of a new facility; and financially supported the Amherst Survival Center at record levels.

Just as importantly, this campaign created the opportunity for more of our neighbors to enter into the Center's daily life. Some of you who are long-time supporters have now become volunteers, and those of you who are new donors have discovered a place where you can share your gifts with families and individuals in need.

Truly this campaign has demonstrated that the Amherst Survival Center community is created by and sustained by the generosity of neighbors helping their neighbors. The opening of the new building celebrates the values of compassion and giving that distinguish our community.

On behalf of the Capital Campaign Committee, I thank each of you for all that you have offered to the Amherst Survival Center over the past three years, and hope you will visit us at the new building to share in our appreciation and community.

—Lynn Griesemer, *Chair, Capital Campaign Committee*



***“The opening of the new building celebrates the values of compassion and giving that distinguish our community.”***

## A Letter from the Executive Director

When I first visited the Amherst Survival Center as a volunteer in 2003, in the cramped basement of the old North Amherst schoolhouse, I was impressed – impressed by how much could get done in a seemingly impossible space; impressed with the sense of welcome and sharing among volunteers, staff and clients; and impressed with the ambitious hopes of improving the Center's facility to reflect the spirit of dignity with which services were offered.

Little did I know during that first visit that I would have a front-row seat to the fulfillment of those hopes. One year after I came on as Executive Director we began the focused planning for new space in 2008 with a dream and determination. There were times when our quest for a new home seemed overwhelming. After all, how could a small, independent agency serving the most basic daily needs also conduct a multi-million dollar campaign and supervise the construction of a new facility?

Time and again it was the confidence of our volunteers that propelled us forward. Those volunteers have been the key to the success of this campaign.

***“Little did I know during that first visit that I would have a front-row seat to the fulfillment of those hopes.”***

Very special credit goes to John and Elizabeth Armstrong, who from the very beginning rolled up their sleeves and became indispensable members of the team, giving immense amounts of time, consideration, insight and funding to the project. Throughout they have retained a commitment to helping the Center mature and strengthen, ensuring that we can thrive not just today, but in the years to come.

Lynn Griesemer, Jan Eidelson, and Susan Lowery also need mention as the campaign's core volunteer team. They gave countless hours spearheading the Campaign Committee, orchestrating events, soliciting gifts, coordinating construction, and providing the momentum that brought us into our new home six months ahead of schedule.

So many remarkable people have given so generously of their time and their philanthropy to bring us home. Thanks to these dozens of volunteers and hundreds of donors, our new facility is all that we'd wished for during the years in our cramped basement quarters down the road.

—Cheryl Zoll, *Executive Director*

## A Letter from the Board President

It's been my privilege to serve as Board President during this momentous time for the Amherst Survival Center. Time and again during this campaign and building project I've thought of our founders, Jane Holappa and Vangie Wescott.

Jane's vision and Vangie's creation were rooted in the belief that no one in our community should have to struggle in isolation for daily survival. They understood that invisibility is perhaps the greatest pain inflicted by poverty. They also saw that many in our community, including those in need, wanted to help one another. With these insights, the Amherst Survival Center was established 37 years ago as a place where people can give and receive, and where every individual is treated with dignity.

Over the years, our dream of a new facility has been rooted in two critical issues. There was the practical and desperate need for expanded space; the center had 28,000 visits in 2012, up from 17,000 visits in 2000, and up drastically from 1980 when the center served about 20 families each month. And there was the human need basic to our mission: an environment that reflects the dignity of everyone entering our doors—a goal difficult to accomplish in a dark, cramped basement.

Like Jane and Vangie before her, Cheryl Zoll, our current director, has translated a dream into action. Under her leadership the Center planned, implemented and completed our first-ever capital campaign—all while keeping daily services running smoothly. I know I speak for many when I say that Cheryl and our staff have met the challenge of moving the Center forward while keeping it true to its founding mission.

Thanks to this campaign, we now have a building that is large, efficient and suited to our programs. We've also brought ourselves, and everyone we serve, out of the basement into the light. The new, above-ground Center reflects hope, aspiration and care. As a more visible presence, we hope to be a reminder not just of existing hardships, but of the positive impact that we can have when we come together.

—Jan Eidelson, *Board President*



***“The new, above-ground Center reflects hope, aspiration, and care.”***

## THEN and NOW

For 35 years,  
in the North Amherst school basement:

- Cramped dining room had seating for 30, creating long waits and forcing some people to stand while eating.
- Minimal food storage space limited the amount of fresh and locally produced food available for people in need.
- No delivery entrance, so canned goods and USDA foods were lowered in through a window.
- Free Medical Clinic was squeezed into our Executive Director's office, which also served as our conference room.
- Children's area consisted of milk crates where children read or drew while waiting for their parents.
- People in crisis sharing intimate details of their lives had to be interviewed in closets, the shower room, or boiler room.
- Lack of a large, multi-use space limited the possibilities for new programs or additional services to clients.
- No space dedicated to volunteer training or support for over 200 vital volunteers.
- Office space was inappropriate and ill-suited for our nine professional staff.
- Limited parking and difficult basement access made coming to the Center challenging for visitors and donors.
- No green space of our own.

Today, thanks to  
our community's generosity:

- Large multipurpose community dining room seats 110, creating elbow room and a place for everyone at our tables.
- Walk-in cooler and a separate fresh food room allow us to keep and distribute more fresh food.
- Trucks back up to our covered, ground-level delivery entrance with food that is sorted directly to our Kitchen or Pantry.
- Medical Suite with two well-equipped examination rooms provides private, dignified care.
- Colorful Kids' Nooks in Free Store and Food Pantry are full of books and toys.
- Dedicated consultation room ensures that clients receive privacy and respect during challenging moments in their lives.
- Flexible community and conference rooms create space to offer more programs and services for more people.
- More offices and a new conference room provide space to train and support our treasured volunteers.
- Private offices give our outstanding staff an organized, comfortable work environment.
- Separate donation entrance, more parking spaces, and a bright, accessible facility make visiting an easy, pleasant experience.
- Outdoor dining patio and community garden connect us to nature and create spaces for relaxing outside.

## CAPITAL CAMPAIGN DONORS

The following list reflects gifts and pledges made to the Amherst Survival Center Capital Campaign between October 2010 and January 2013. The compassion and caring of our community is reflected in the levels of support shown to this campaign, and we are deeply grateful.

### VISIONARIES (\$200,000+)

Anonymous  
Elizabeth and John Armstrong  
Mimi and Sol Berg  
Janet and William Gorth

### INNOVATORS (\$25,000 – \$199,999)

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Allen and Judy Davis

## Elizabeth and John Armstrong

Several years ago Elizabeth and John Armstrong were invited to the Amherst Survival Center. They were struck by the hardship they saw and the impact of the services being provided in the cramped space. As John describes it, "Elizabeth and I look for several things as we consider becoming involved with a nonprofit. We look for need, an effective response to that need, and strong leadership. We saw all that in the Amherst Survival Center."

The Armstrongs became generous annual donors and were the first funders of the Center's weekly family night. When the Center decided to look for expanded space, the Armstrongs welcomed the invitation to chair the Facilities Planning Committee. And when it came time to launch a capital campaign, the Armstrongs responded again without hesitation, providing the lead campaign gift. Their contribution reflects their understanding of the importance of bringing the community together as donors: they created matching opportunities that encouraged nearly 200 others to give to the campaign.

"We were gratified to see the extent of heartfelt positive responses to the capital campaign on the part of the Amherst community. Having been involved in philanthropic work in other communities before our move to Amherst, we knew not to assume how the community would respond. When the Center reached its \$2.5 million goal at the end of 2012, we were humbled by the extent of community support. The magnitude of it was dazzling."





## Mike and Carol Bete, Channing Bete Company

**M**ike and Carol Bete have been dropping off donations for the Amherst Survival Center Free Store for over 25 years. But when their daughter, Laura, began volunteering as a teenager, they gained new insight into the Center. Laura sorted clothes in the Free Store and helped with lunch preparation. At the end of the day, she would rave to her family about the wonderful sense of community and the environment in which there was no firm distinction between clients and volunteers. "It

was her firsthand experience that really sold us on the organization," said Mike. Since then the Betes have been loyal annual donors to the Center.

In the spring of 2010, Mike and Carol were pleased to read of the Center's purchase of the former Rooster's restaurant on Sunderland Road. They followed the news stories of the Center's ambitious effort to create a new home on this site. When Executive Director Cheryl Zoll reached out to them in September 2010, the Betes responded enthusiastically, making the Channing Bete Company the Center's first capital campaign donor.

It was a bold step for Mike, Carol and the Channing Bete Company family. "As a small company with limited funding to give, we must carefully choose how best to distribute our philanthropy," says Mike. "We like to give where we see strong leadership and feel like we can have an impact and make a big difference in the community. The Amherst Survival Center capital campaign allowed us to do just that."

### *Sustainers (\$1,000 – \$24,999) continued*

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*"We like to give where we see strong leadership and can have an impact in the community. This capital campaign allowed us to do just that." — Mike Bete*

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## Mary Ann Cofrin and Laura Sandler Reichsman

Long-time friends, Mary Ann Cofrin and Laura Sandler Reichsman have both had a significant impact on the Amherst area. Mary Ann is a generous philanthropist and has supported many causes in the Pioneer Valley. Laura helps provide direct services to families in need through Family Outreach of Amherst. Mary Ann chose to honor their friendship, and Laura's deep commitment to the community, by naming a space for Laura in the new Amherst Survival Center.

"I was glad to support the capital campaign," said Mary Ann. "The building is so perfect—the design, the application of all the programs' needs. I believe it's going to serve their purposes really successfully." Mary Ann's generous gift named the Free Store Donation Entrance for Laura. "I so admire her dedication to helping people in need. The Survival Center has the same mission, and this gift seemed like a fitting recognition of that work."

In her 21 years with Family Outreach of Amherst, first as a caseworker and now as Director, Laura has served thousands of individuals and families during their times of crisis. "I feel good seeing families who have struggled finally succeed. Witnessing moms who truly want a better life for their children and are really working hard to achieve it—it's one of the best parts of my work."

"And the Survival Center makes our job much easier; if somebody calls needing food, or if they've had a fire and don't have any clothes, or if they need free medical care, there is a caring place in Amherst where we can send them. And the Center can call us if a struggling family has more chronic needs."

"I deeply appreciate Mary Ann's gift in my honor. Years ago when she named a room for Jean Hosmer at Forbes Library I was absolutely floored. I couldn't believe that I knew somebody who had so much heart and integrity to recognize others through her giving. To be honored by her in this way means so much."



*"I was glad to support the Survival Center capital campaign. The building is so perfect—the design, the application of all their programs' needs. I believe it's going to serve their purposes really successfully."  
— Mary Ann Cofrin*



## Francis Mozea

**O**n a Friday morning in early 2012, Francis Mozea walked into the basement space of the Amherst Survival Center, as he did most Fridays. Always generous of spirit, Francis readily offers inspiration and motivation to those around him. On this particular Friday, he came to the Center with an additional gift.

Francis sought out Executive Director Cheryl Zoll and told her that he'd heard that the Center was raising funds to build a new, better facility. Francis told Cheryl that as a member of the Survival

Center community, he wanted to help create the new building. And with that he handed Cheryl a jar holding thousands of pennies—a collection he'd been building for many years. "It's not much, but it's what I can do."

Francis has been a longtime visitor to the Center, sometimes seeking services, sometimes offering to help, and always encouraging others. "It is a great place in the life of human beings. It feels good to help and to give, especially when you see how people are suffering. Even one dime. It is something. If I have the money to give, I give. If I have the time, I volunteer. If I can do more, I do."

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*"It feels good to help and to give, especially when you see how people are suffering." — Francis Mozea*

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## North Congregational Church, United Church of Christ, Amherst

**F**or 35 years North Congregational Church and the Amherst Survival Center served as partners in service to the community. In part because of their proximity across from one another at the North Amherst intersection, they came together time and again to help friend and stranger.

Church members collected food at Church services and outside local supermarkets, organized collections of warm clothes at Christmas, and volunteered in the Free Clinic. They provided storage for pantry overflow, helped Center clients create resumes, and held cooking classes bringing together Center clients and Church members. As Church Moderator Barbara Jenkins recalled, "There was always a sense of collaboration between the two until the time that the Church needed to close."

After its buildings were sold in 2012, the Church wanted to use a sizeable portion of the legacy funds to continue its mission in the community. As Barbara describes it, "We realized that the Survival Center's new home would enable its dedicated staff and volunteers to serve more fully the needs of challenged community members, and we wanted to provide a significant Capital Campaign gift to help the Center do that. We also recognized that this support would be a way that North Church could continue to play a role in North Amherst."

"We're delighted to have the partnership between the Church and Center forever remembered in the naming of the workshop room – a space that truly represents the Church's efforts to reach out to and serve the community."

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*"The Church realized that the Center's new home would enable its dedicated staff and volunteers to serve more fully the needs of community members."  
— Barbara Benda Jenkins*

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Robert Mazur  
John and Emily McDermott  
Janet McGowan and Thomas Webb  
Steve McKelvey  
Ann McNeal  
Becky and Roy McNiven  
Molly Mead and Carole Bull  
Jacqueline and Jonathan Melick  
Daniel and Ellen Melley



## Kale Wenczel

Five years ago, Kale Wenczel decided he'd had enough of birthday gifts. For his 9th birthday, Kale asked friends to each give a donation that he could pool and pass along to two nonprofits, one of which was the Amherst Survival Center.

For years, his parents had encouraged Kale and his sister Stella to drop their spare change or holiday cash gifts into the family's tzedakah jar as a means of encouraging their children to think about community and consider how they might personally contribute to it in a positive way. Each January, they empty the jar and divide the money between two organizations. Fourteen-year-old Kale selects one and 11-year-old Stella the other. As with most teenagers, many of his other interests have changed since Kale was 9. One that hasn't is his generosity to the Amherst Survival Center. Last January, Kale directed his gift to the Survival Center's Capital Campaign.

Of all the terrific local organizations, why has Kale so consistently supported ours? "I like food," he jokes. More seriously, Kale explains that he likes the idea that his gift is staying in the community. And he recognizes that "I may know some of the people getting help at the Survival Center."

### Contributors (\$1 – \$999) continued

Locardia Patenaude  
Ronald Patenaude and David Roy  
Stephen Peck  
Amira and Peter Pellett  
Ellen Persio  
Lynn Peterfreund  
Sandra L. Petersen  
Electra Petropulos  
Maureen Pezzementi

Carlton and Lisa Pickron  
Judith Pierce  
Christopher and Ellen Pile  
Hossein Pishro-Nik  
Barbara and James Pistrang  
Alexander and Harriet Pollatsek  
David and Rosalie Porter  
Andrew and Jocelyn Potter  
Prausnitz-Weinbaum Family  
Marietta Pritchard

Lisa Queenin  
Eleanor Quint  
Arthur Quinton  
Joan and Monroe Rabin  
David and Nancy Ratner  
Meredith Raymond  
Wendy Redfield  
Drs. Todd and Paula Rees  
John Reiff  
Karen and Robert Rice  
Kathleen and Tom Rice  
Marian Rice  
Virginia Richardson  
Bart and Pamela Rietkerk  
H. Gilmore Rinard  
Jean and Bob Ritchie  
Lorna Rivers  
Laura Roberts  
Laura Robinson  
Pete and Sophie Rogers  
Stephan Rogers  
Romney Associates, Inc.  
Barbara and Sheldon Rosenblatt  
Florence Rosenstock and  
James Van Luik  
Melissa Roser  
David and Myra Ross  
Rachel Roth  
Drs. Amy Rothenberg and Paul Herscu  
Linda Rotti  
Margery Roy

Carol Rundberg  
Dennis and Norma Ryan  
Michael Sampson and Rev. Steven Wilco  
Stephanie Sandler and Austin Swift  
Yolanda Sansone  
Nancy Sardeson and Jane Simonds  
Anne Scarff and Peter J. Snedecor  
Elaine and Thomas Schneider  
Kenneth Schoen and Jane Trigere  
Stephen Schreiber and Jane Thurber  
Charlene Scott  
James and Nina Scott  
Irv Seidman  
Michael Serduck  
David Sharken  
Anurag and Mary Sharma  
Lee Sharpe  
Paul Sheren and Miguel Romero  
Earle and Jeanne Shumway  
Eleanor and Robert Shumway  
Jane and Jon Sicks  
Lawrence Siddall  
Emily Silvestro  
Jodi Simpson  
Rahul Singh  
Zachary Sklar  
Patricia Smallman  
Margaret Cox Smith  
Charles and Jean Smyser  
Judith Solsken  
Karen and Paul Sorrentino

## Anneliese and Leo Chang

Leo and Anneliese Chang came to Amherst a year and a half ago, after living in the Boston area for decades. Wanting to participate in their new community, Leo began volunteering at the old Amherst Survival Center basement, doing lunchtime set up and serving food to clients. He was struck by the Center's tight quarters and admired how much was accomplished there. More than anything, he was amazed at the strong sense of community. "There's a spirit of true sharing in the Center that I wish was more widespread in our society and in the world."

When the Center launched its capital campaign, Leo and Anneliese saw another way to participate meaningfully in their new hometown. They made a generous three-year commitment to the capital campaign, knowing that a building designed specifically for the Center's many tasks would improve the organization's ability to fulfill its mission to help our neighbors.

Leo says he and Anneliese live a simple life here in Amherst. Their young grandchildren are a chief focus of their life. "The Center makes creating community the heart of its activities. I keep in mind a vision of a society of less and less greed, of more and more sharing. The Amherst Survival Center shares this aim as well."



*"There's a spirit of true sharing in the Center that I wish was more widespread in our society and in the world." — Leo Chang*

*"I may know some of the people getting help at the Survival Center." — Kale Wenczel*



Greenfield Savings Bank  
Representative Kathy Rice

Over three decades ago, Kathy Rice worked as an art teacher in the North Amherst schoolhouse. She was glad to be invited back to the building years later as Branch Manager of Greenfield Savings Bank. This time she was visiting the basement home of the Amherst Survival Center.

On that visit, she saw “a lot of good work going on in very small space.” Knowing Greenfield Savings Bank’s desire to help the community support low-income families and address food insecurity, Kathy offered to get her bank more involved. Today Greenfield Savings Bank supports the Center annually through grants and sponsorships.

From the start of the Center’s capital campaign Kathy was a strong advocate, encouraging the involvement of local businesses. Thanks to her efforts Greenfield Savings Bank made a generous grant to the campaign and also provided financing for the building project. Kathy also assisted in securing a campaign gift from the Amherst Rotary Club. That Rotary gift served as a match to dozens of local businesses that contributed to the campaign.

When asked why she has been so committed to the Amherst Survival Center, Kathy says, “I wish more and more people would walk in there and take a little tour and experience themselves what the Survival Center is doing for people. They’ve done so much with so little, and now they have a wonderful new space to do even more.”

Pictured above: (left to right) Lisa McKenna, Associate Vice President, Regional Manager; Kathy Rice, Manager, Amherst Branch; and Carmen Bassett, Vice President, Regional Manager

*“The Survival Center has done so much with so little, and now they have a wonderful new space to do even more.” — Kathy Rice*

*Contributors (\$1 – \$999) continued*

- Judith Souweine
- Elizabeth Souza and William Stapleton
- Anne and Ed Stanek
- Anne and Howard Stedman
- Jane Stein
- Diane Steingart and Jonathan Woodbridge
- Peter Sterling and Sally Zigmund
- Ann Swanson Stern
- Arthur and Susan Stern
- Elizabeth Stern
- Helen and Morton Sternheim
- Ellen Story
- Elizabeth Stuart
- Surner Heating Company, Inc.
- Gertrude Swain
- Joanne and John Swanson
- Joanne Swift
- Donald and Kathleen Teagno
- Adrienne and Anthony Terrizzi
- Rene and Susan Theberge
- Marylou and Ward Theilman
- John and Peg Thibbitts
- Delsey Thomas
- Thomson Financial Management
- Jeannette Tokarz
- Edward Toole

- Ken and Pam Toong
- Allen and Sylvia Torrey
- Arnold and Elaine Trehub
- Frederick Treyz and Enhua Zhang
- Carrie Turkot and Stephane Willocq
- Jeanne Tuthill
- Joel and Sara Upton
- Janet Van Blerkom
- Ron and Linda VandenDolder
- Jennifer and Kevin Vanderleeden
- Dan and M.J. Viederman
- Denise and James Vincent
- Helen Von Schmidt
- JoAnne and John Walker
- Johannah and Mitchell Walkowicz
- Jacqueline and Roger Wallace
- Cathie Wood Walz
- Cynthia Ware
- Susan Ware
- Dee Waterman
- Waterplow Press
- Anne and Bob Weaver
- Webber and Grinnell Insurance
- Laura, Brett, Rose, Ariel, and Sidney Weinbaum
- Judith Weinthal
- Kale Wenczel
- Janet West
- Georgia Westervelt
- David and Miriam Whitney
- Whole Foods Market Hadley
- Carol J. Wigg
- Shirley Wildman



- Edith Wilkinson
- Eric and Jessica Wilkinson
- Laura Williams
- Philip and Rebecca Witt
- H. Martin and Judith Wobst
- Catherine and Steven Wolf
- Peggy and Thomas Wolff
- Ann Wood
- Suewilla Woodfork

- Mary Jean Wright
- Rae and Sol Yellenberg
- Barbara and K. Sigfrid Yngvesson
- Younger USA, LLC
- Arthur and Heide Zajonc
- Marjorie Zoll
- Jacqueline Zuzgo



#### HONORARY GIFTS

We gratefully recognize gifts made in honor of the following individuals.

Amherst Survival Center  
Capital Campaign Committee  
Amherst Survival Center Staff  
John and Elizabeth Armstrong  
Brock Joseph Barnes  
Sarah Barr

William Brillhart  
Vance Chatel  
Anne Clarke and Tim Baker  
Richard Cohen  
Maryrose Condon, RN  
Jan Eidelson  
Julius Fabos  
Barry Farber  
William Gillen  
Lynn Griesemer

Tracey Levy  
Michael Lis and Vera Broekhuysen  
Susan C. Lowery, MD  
Maerowitz-McMahan Family  
Donna Mellen  
Abe and Laila Phelps  
Sarah Redfield  
Laura Sandler Reichsman  
Kate Rindy  
Virginia and Jim Rudder  
David and Kathleen Scott  
Sami and Sarah Van Horn  
Carol Vincze  
Jonah and Aviva Page Weinbaum  
Evangeline "Vangie" Wescott  
Cheryl Zoll

#### MEMORIAL GIFTS

We gratefully recognize gifts made in memory of the following individuals.

Hal Armon  
Marian Brown  
Mary Jane Lindsay Burris  
Alex Chajes  
Marie Cleary  
Alexandra Dawson  
Nina DeWitt  
Barbara Eddings  
Enid Eidelson  
Richard Fogel  
Charlotte Friman  
Linda Berg Goodman

Angel Mae and Owen Christian Haley  
Phil Hasbrouck  
Peter C. Hereld  
Nellie R. Ismond  
Jasper  
Thomas Krinopolis  
William L. Levine  
E. Bruce MacDougall  
Ann Morgan  
Rose Quinton  
Randy  
Joan Rising  
Barbara Laurin Rogers  
Frank Sherwood  
Dorothy N. Swanson  
George and Mary L. H. Taylor  
Isabel Williams  
Jesse and Josephine Williams  
Samuel Zoll

This list reflects gifts and pledges to the Amherst Survival Center Capital Campaign made from October 1, 2010 to January 22, 2013.

#### George and Ann Levinger

Retired University of Massachusetts faculty Ann and George Levinger have long been donors to the Amherst Survival Center. "We've been impressed with the dedication of the Survival Center staff and the feeling of community there. We also appreciate that it is a small local organization with low overhead."

When Ann and George were invited to get involved with the capital campaign, they were inspired by the clear goal and the dedicated people who were already connected to the campaign. The confidence and generosity of those others inspired them to make a campaign gift and to help spread the word among their own friends.

Following the example of their former colleague and long-time Survival Center volunteer Kay Fite, the Levingers invited numerous colleagues to a special lunch at the Center, encouraging them to support the vision for a new home. In doing so, the Levingers helped the campaign raise many gifts in addition to their own generous contribution. "We were delighted to see the goal reached. And the new building is so dramatically different from the previous space. We've been glad to be donors to it."



*"The new building is so dramatically different from the previous space. We've been glad to be donors to it." — George Levinger*



# NAMED SPACES

## Administrative Area

Generously donated by Florence Savings Bank

## Coffee Corner

Generously donated by Lynn Griesemer, Bryan Harvey, and Sasha Harvey in honor of the dedicated staff of the Amherst Survival Center

## Community Dining Room

Generously donated by John and Elizabeth Armstrong

## Computer Station

Donated by Sandra and Mark Parent

## Consultation Room

Generously donated by Sol and Mimi Berg to honor the life of their daughter Linda Berg Goodman

## Dry Goods Room

Generously donated by PeoplesBank

## Examination Room

Generously donated by John McCarthy and Ellen Woolford in honor of Maryrose Condon, RN

## Executive Director's Office

Donated by Randi Stein in memory of her father, Peter C. Hereld

## Finance Office

Donated by Irene and Norton Starr

## Free Store Donation Entrance (Laura's Lane)

Generously donated by Mary Ann P. Cofrin in honor of her best friend Laura Sandler Reichsman's years of service to low-income families

## Free Store Kids' Nook

Generously donated by Leo and Anneliese Chang

## Fresh Food Distribution Area

Generously donated by Greenfield Savings Bank

## Jasper's Pet Food Shelf

Generously donated by Mary Ann P. Cofrin

## Kitchen

Generously donated by The Rotary Club of Amherst

## Kitchen Office

Generously donated by The Beveridge Family Foundation

## Lockers and Laundry Area

Donated in honor of our dedicated architects Carol Vincze and William Gillen

## Medical Preparation Room

Generously donated by Katherine Vorwerk and Robert Feldman

## Medical Suite

Donated by Janet and William Gorth in honor of Susan C. Lowery, MD

## Outdoor Dining Patio

Generously donated by The Howard E. Stark Charitable Foundation

## Pantry Reception Area

Lovingly dedicated to the memory of Barbara Laurin Rogers

## Program Director's Office

Generously donated by Eli Kwartler and Barbara Benda Jenkins

## Reception Area

Generously donated by the Employees of the Channing Bete Company

## Workshop Room

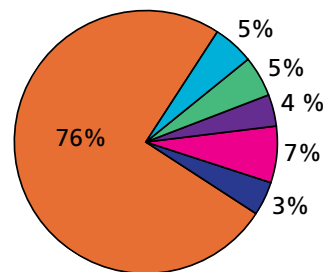
Generously donated by North Congregational Church, United Church of Christ, Amherst, to commemorate our years of partnership

# CAPITAL CAMPAIGN STATISTICS

## OVERVIEW

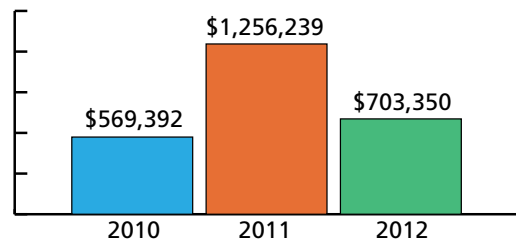
<b>GOAL:</b>	<b>\$2,500,000</b>
TOTAL RAISED:	\$2,528,981 (101.2% OF GOAL)
TOTAL GIFTS:	765
TOTAL DONORS:	685
DONORS GIVING MULTIPLE GIFTS	80
NEW DONORS	292 (43% OF TOTAL)

## GIVING BY DONOR CATEGORY



- \$1,936,758 - INDIVIDUALS AND FAMILIES
- \$172,500 - FOUNDATION GRANTS
- \$119,500 - BANKS
- \$116,426 - BUSINESSES
- \$93,135 - TOWN OF AMHERST COMMUNITY BLOCK GRANTS
- \$90,662 - SCHOOLS, RELIGIOUS & SERVICE ORGANIZATIONS

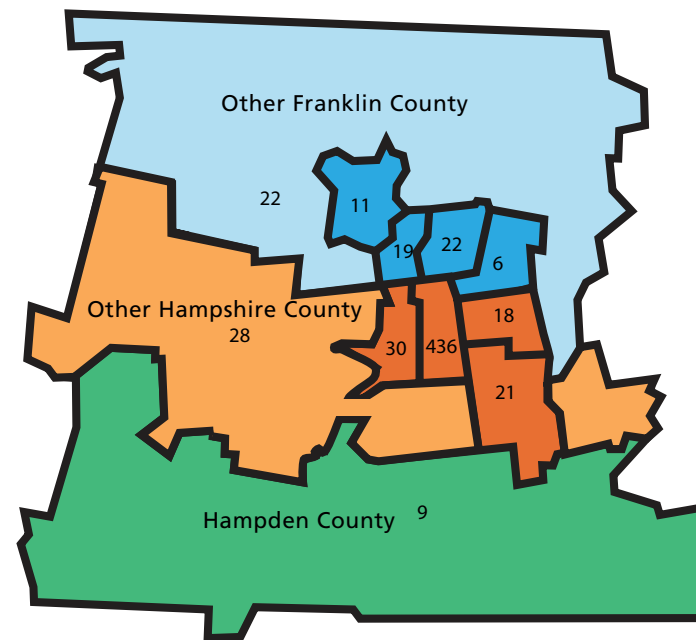
## CAMPAIGN PROGRESS BY YEAR



## GIFTS BY LEVEL

LEVEL	GIFTS RECEIVED
\$100,000+	5
\$50,000+	7
\$25,000+	16
\$10,000+	30
\$5,000+	26
\$1,000+	90
\$100+	313
Under \$100	278

## GIFTS BY LOCATION



- Amherst 436
- Belchertown 21
- Hadley 30
- Leverett 22
- Pelham 18
- Shutesbury 6
- South Deerfield 11
- Sunderland 19
- Other Hampshire County 28
- Other Franklin County 22
- Hampden County 9
- Elsewhere in Massachusetts 14
- Other States 43
- Unknown 6

## FINANCES

Architect & Professional Services	\$140,000
Construction	\$1,705,000
Furniture, Fixtures & Equipment	\$210,000
Property Acquisition	\$265,000
Campaign Expenses	\$180,000
<b>Total</b>	<b>\$2,500,000</b>

All data is current through January 22, 2013.

# CAMPAIGN LEADERSHIP

## BOARD MEMBERS

Jan Eidelson, *President*  
Roderick Anderson  
Sarah Barr  
Robert Brainin  
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Richard Cohen  
Larry Crook  
Aron Goldman  
Sabine Holub  
Kara Kharmah  
Gail Lansky  
Susan C. Lowery, MD  
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Ann Poole  
Amy Rothenberg  
Tini Sawicki  
Marcie Sclove  
Manju Sharma  
Kenneth Toong  
Susan Ware

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David Scott, *Vice Chair*  
Josh Simpson, *Honorary Chair*  
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Katherine and Stephen Atkinson  
Eric Bachrach  
Sarah Barr  
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Ellen Grobman  
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Dolly and Gerald Jolly  
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Pearl-Anne Margalit  
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Kathy Rice  
Rep. Stan Rosenberg  
Tini Sawicki  
Kathleen Scott  
Andrew Sinauer  
Diana Spurgin  
Rep. Ellen Story  
Cheryl Zoll

## CAMPAIGN STEERING COMMITTEE

Lynn Griesemer, *Chair*  
Jan Eidelson  
Jennifer Haley  
Susan C. Lowery, MD  
Cheryl Zoll

## FACILITIES PLANNING COMMITTEE

Elizabeth and John Armstrong  
Jan Eidelson  
William Gillen  
Lynn Griesemer  
Carol Johnson  
Niels la Cour  
Barry Roberts  
Tini Sawicki  
Ruth Wade  
David Williams  
Cheryl Zoll

## BUILDING COMMITTEE

Jan Eidelson  
Kay Fite  
Carol Johnson  
Barry Roberts  
Andrew Webster  
Cheryl Zoll

## KEY CONTRACTORS

KirschLeuchs Consulting, *Campaign Consultant*  
Ford Gillen Architects, Inc., *Architecture Firm*  
Carol Vincze, AIA, *Lead Architect*  
Western Builders, Inc., *General Contractor*

## STAFF

Cheryl Zoll, *Executive Director*  
Tracey Levy, *Program Director*  
Shelly Beck, *Pantry Coordinator*  
Linda Brooks, *Kitchen Coordinator*  
Timothy J. Kennedy, *Free Store Coordinator*  
Jennifer Haley, *Campaign Coordinator*  
Blaire Robey, *Maintenance Coordinator*  
Kara Schnell, *Financial Controller*  
Felicia Sevene, *Clinic Care Coordinator*

*“We look for need,  
an effective response to that need,  
and strong leadership.  
We saw all that in the Amherst Survival Center.”*

*— John and Elizabeth Armstrong, Capital Campaign Committee*

The **CAPITAL CAMPAIGN** for the

Amherst   
**SURVIVAL CENTER**

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