

## Frequently Asked Questions

### **What is the Campaign for the Northampton Survival Center?**

The Campaign for the Northampton Survival Center (The NSC) will allow us to expand and renovate our main location so that we may put more food on the tables of our neighbors most at risk of hunger. This is the first capital campaign in our 30-year history, an unprecedented and exciting opportunity for long-time friends and new supporters to invest in the NSC and the community we serve.

### **How much money will the NSC raise during the Campaign? From whom?**

Our fundraising goal for the Campaign is \$850,000. Through early 2010, we have raised over \$483,000 in Campaign gifts and pledges, more than half of our goal. We are inviting all members of the community who value the NSC's work to participate in our Campaign.

### **How will the NSC use the money raised by the Campaign?**

We will renovate, expand and re-design our current facility to better meet the needs of our clients and their families. We will increase our capacity to store, manage, and distribute more nutritious food—including more fresh, locally produced foods—to our neighbors who are most at risk of experiencing hunger. We will also create a more welcoming atmosphere for our clients, including private meeting space for consultations. Our renovated facility will provide a more spacious, comfortable workplace for our staff and the over 300 volunteers who are the heart of the NSC.

### **Why should I give to the Campaign?**

As a community, our response to the needs of our most vulnerable neighbors is a measure of

our compassion and helps define the quality of life we cherish in this region. For 30 years, with the help of thousands of donors, friends, and volunteers, the NSC has been a leader in caring for our neighbors. The Campaign for the NSC will help us expand and improve our physical facility so that we can continue to respond compassionately and effectively to our neighbors in need.

Hunger, and the risk of hunger, continue to impact far too many members of our community. Before the current economic crisis became so widespread, the NSC was already seeing more individuals and families struggling with food insecurity. The people we serve are people you recognize—neighbors, co-workers, church members, and schoolmates. You might never imagine that hunger was a reality in their lives, but we know because we see their faces at our door. When an emergency happens—sudden job loss, illness, death or abandonment—our clients seek the NSC's help until their situations stabilize. Others depend on us for longer periods as they grapple with deeper, more chronic life challenges. In every case, the NSC is here to help—to provide nourishing food, to guide them to additional resources, to offer support and encouragement—and in all we do, to reflect dignity and respect to every person we serve.

### **Why does the NSC need this now?**

A series of critical factors have combined to create an extraordinary opportunity for the NSC to improve and expand our physical facility. As we saw demand for food growing rapidly even before the recession's full force struck, the NSC's leadership asked our clients about their needs and how we could better meet those needs. Their response: more food, especially fresh food, less crowding

in our pantry, and shorter waits to receive that food. Then, while working with the city of Northampton on a new lease for our Prospect Street home, we envisioned a way to re-design and expand our facility to respond directly to the needs our clients had articulated. At that point, as a catalyst for the Campaign, we received the largest gift in the NSC's history. Now we are reaching out to the community to ask others who value our work to join us in making the NSC better able to fight hunger among our neighbors.

**Who is Richard Moodie and why is he so special to the NSC's Campaign?**

Richard Moodie is a resident of Northampton, a retired custodian, and former volunteer at the NSC. He recently made the largest gift in our 30-year history. In addition to providing the impetus for the Campaign, Mr. Moodie's extraordinary gift was intended to honor his mother and the memory of his late father and to inspire others who share his commitment to the NSC's work to follow his example. In recognition for his generosity, the NSC will name the *Eben C. and Jane P. Moodie Food Pantry* as the centerpiece of our newly renovated home.

**What about my annual donation to the NSC?**

Annual gifts to the NSC are more important than ever. While gifts to the Campaign for the NSC will create a bigger, better pantry,

ongoing annual contributions will ensure that our pantry is always fully stocked with wholesome, nourishing, culturally appropriate foods for our clients and their families.

**Can I make my gift in more than one payment?**

Yes. Many donors find that they can make a larger gift to the Campaign by pledging a total amount and spreading out payments for up to three years.

**Can I charge my gift to a credit card?**

Yes. You can use your Visa, MasterCard, Discover, or American Express card to make a single gift or pledge payments to the Campaign for the NSC.

**Can I make my gift in stock?**

Yes. Making your gift or pledge payment with appreciated stock can benefit you as well as the NSC. Contact us for information on how to complete a stock transfer to the NSC.

**Is my gift tax deductible?**

Yes. Gifts to the NSC are deductible to the full extent allowed by law. Our Federal Tax I.D. number is 04-2774166.

**Whom can I contact for more information?**

Heidi Nortonsmith, Executive Director of the Northampton Survival Center at 413-586-6564 or heidi@theNSC.org