

## **Kroc Center Launches Public Phase of \$25 Million Campaign**

The Kroc Center of Memphis announced the launch of the public phase of its \$25 million capital campaign, with just \$3.9 million left to raise until the Salvation Army can begin breaking ground on its new facility at the Mid-South Fairgrounds. Upon completion of construction, the approximately 100,000-square-foot facility will be home to recreation, education, worship and cultural arts opportunities that will foster collaboration, mentorship and personal growth for all Memphians.

“We are blessed to have received such generous and selfless donations from so many different individuals, organizations and businesses throughout the Mid-South,” said Steve Carpenter, Executive Director of the Kroc Center of Memphis. “Our donors come from all different walks of life, but they share our conviction that the Kroc Center will have a profound impact on this city.”

The launch of the public phase of the campaign uses traditional vehicles such as print and television advertising and billboards to get the Kroc message to the public. Significant emphasis is also being placed on grassroots and social media tools to raise awareness of the Kroc Center and its mission and to close out the fundraising campaign. Visitors to the newly redesigned [www.krocmemphis.org](http://www.krocmemphis.org) will be able click through an interactive site plan, see the newest television ads, and get connected to the Kroc Center’s Facebook and Twitter accounts to stay informed about the latest Kroc news and developments in real time.

“We have designed the launch of the public phase to be as broad and far reaching as possible so that it really mirrors what the Kroc Center will ultimately accomplish in Memphis,” said Kerry Hayes, project manager at carpenter | sullivan | sossaman, the local advertising, marketing and public relations agency assisting with the campaign’s launch. “Whether you are following Kroc updates on Twitter or displaying a sign in your front yard, we’re excited that people are going to have tangible ways to show their commitment to and support of Kroc and the amazing things it can do for our city.”

In 2004, the Salvation Army received a gift in excess of \$1.5 billion from the estate of Joan Kroc, wife of McDonald’s founder Ray Kroc, which stipulated that the money should be used to build and partially endow several state-of-the-art Ray and Joan Kroc Corps Community Centers across the United States.

Kroc Centers are safe, caring and exciting places, where residents of all ages, races, educational backgrounds and economic means converge to learn, to explore their potential and to experience God’s love in the process. These centers serve the needs of low-, moderate- and upper-income families, and are located between diverse economic, ethnic and racial neighborhoods.

In 2005, after undergoing a rigorous application process, Memphis was selected as one of only 25 cities across the nation to receive a matching gift from the Kroc Trust to build a Kroc Center. This is a once-in-a-lifetime opportunity for Memphis to earn \$50 million, if \$25 million can be raised locally. And with just \$3.9 million remaining before building can begin, local supporters of the center are working to spread the word about the short- and long-term positive impact that the Kroc Center will have on Memphians.

“In the short term, the Kroc Center’s construction is going to invest more than \$26 million dollars into our local economy,” said Meg Crosby, co-chair of the campaign with husband Scott. “It’s Memphis’ own mini stimulus package, but the impact will go far beyond dollars injected into our community.”



“Entering the public phase of our fundraising efforts gives us a chance to really educate the Memphis community about the amazing things that are going to take place here. This facility will touch the lives of every single Memphian, young and old, black and white, rich and poor. And by working together to build and operate the Kroc Center, we can make a visible and long-lasting statement of our resolve to change our environment.”

By raising the \$25 million required to earn the \$50 million gift from the Kroc Trust, the Kroc Center’s supporters not only will bring a world-class facility to life, but also they will do so knowing that operating expenses for the facility will be covered by a \$50 million endowment. There will be no need for additional fundraising campaigns to raise operating capital.

“We are in a very unique position in the non-profit community, because the structure of the Kroc grant ensures that we will be entirely self-sufficient from an operating standpoint from here on out,” said Carpenter. “Our donors know that by investing in the Kroc Center now, they are ensuring a significant return on those dollars for year to come in the form of programs and activities for the entire community in perpetuity.”

The Kroc Center will be located on 15 acres at the Mid-South Fairgrounds, just south of Central on East Parkway. The highly visible and easily accessible location represents the crossroads of neighborhoods that help define the character of the city, and will engage Memphians from Central Gardens to Orange Mound, from Beltline to Binghampton and from Chickasaw Gardens to Cooper-Young.

For more information about the Kroc Center of Memphis and its mission or to donate, visit [www.krocmemphis.org](http://www.krocmemphis.org) or call 901-543-8586.