



THE CAMPAIGN FOR MADCAAP



AS NEED GROWS, HOPE GROWS



Since 1985, MadCAAP has provided life-changing assistance to low-income families in Madison County, Mississippi.

In addition to food, clothing, and housing assistance, MadCAAP offers educational programs that equip and inspire its clients to build better lives for themselves.

In 2011, MadCAAP launched HOPE Today, a capital campaign that funded the construction of its 8,900-square-foot education and resource center in Canton. Over the past decade, the education center has served more than 2,750 Madison County families.

As the need continues to grow, MadCAAP continues to respond.

MadCAAP is excited to announce the launch of HOPE Grows, a capital campaign to expand its physical space and its services for the most vulnerable among us.

Funds raised through HOPE Grows will allow MadCAAP to add 3,600 square feet to its education and resource center.

The new space will include features specifically designed to expand MadCAAP's programming for low-income children and senior adults – those most cruelly affected by poverty.

Through HOPE Grows, MadCAAP will help children break the cycle of generational poverty and help older adults live out their golden years with dignity.

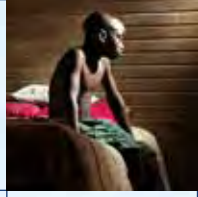
BUILDING ON MINISTRY AT "THE JOE"



In 2015, MadCAAP began a children's ministry at The Joe Prichard Homes, also known as "The Joe," a federally-subsidized apartment complex for low-income residents.

MadCAAP's vision is to duplicate and expand this programming to include more children and senior citizens registered with MadCAAP. These new and expanded programs would be housed in the new space.

GROWING HOPE FOR CHILDREN



*Children don't ask to be born into poverty
and they have no control over their circumstances.*

Too often, poverty robs children of their childhoods, forcing them to become self-sufficient at a very young age or pushing them into caretaking situations that many adults would find difficult to manage.

The COVID-19 pandemic further compromised these children's futures. Lack of reliable access to broadband internet made virtual education challenging. Their parents, many of whom were frontline workers, didn't have the ability to homeschool or the means to pay a tutor. These children are still trying to catch up from what was essentially a year of lost learning.



MadCAAP's after-school and summer enrichment programs help children keep up with their schoolwork, emphasize the value of education as a way out of poverty, and provide guidance from caring adults. MadCAAP's goal is to lift them up spiritually, emotionally and academically.

Perhaps most importantly, MadCAAP's programs show these children that they are loved and valued and that their futures can be bright



GROWING HOPE FOR SENIOR CITIZENS



Mississippi ranks as the worst state in the country for older Americans.

Mississippians 65 and older have the shortest life expectancy among seniors in the country and are at the greatest risk for financial insecurity. More than 13 percent of Mississippi seniors live below the poverty level – the second highest percentage in the nation.

Many of Mississippi’s senior citizens worked hard all of their lives, only to retire into poverty. Paying for housing, food, and medication on a fixed income is a constant struggle. Poverty among seniors is linked to an increased risk of disability, physical and cognitive decline, and homelessness.

Too often, Mississippi’s low-income elderly are a forgotten population.

MadCAAP is changing that. The HOPE Grows campaign will allow MadCAAP to expand its programs for the elderly and serve more of Madison County’s “forgotten” seniors.

Above all, HOPE Grows will remind seniors that they are valued and their lifelong contributions are appreciated, and help provide dignity and security in their golden years.



THE HOPE GROWS GOAL

The HOPE Grows Campaign will allow MadCAAP to:

- ◇ Add 3,600 square feet to its education and resource center
- ◇ Add five new, well-equipped classrooms, including a computer lab
- ◇ Add a cooking demonstration center where clients will learn to prepare nutritious, affordable meals on a budget

Benefits for Children

- ◇ Weekly lessons by grade level that meet spiritual, emotional, physical, and academic needs
- ◇ Creative stimulation through arts and crafts, games, puzzles, music, guided play, and free play
- ◇ Connections with encouraging volunteers who become trusted mentors
- ◇ Nutritious snacks and evening meals

Benefits for Senior Adults

- ◇ Weekly lessons that promote spiritual, physical, and financial wellness
- ◇ Exercise program
- ◇ Critical social engagement
- ◇ Mental stimulation through arts and crafts, games, and word puzzles
- ◇ Connections with encouraging volunteers who become faithful friends
- ◇ Nutritious snacks and occasional meals

PLANNED FOR GROWTH

MadCAAP's education and resource center was built with future expansion in mind. The building's intentionally flexible design will allow the addition to be completed efficiently and as economically as possible.

THE HOPE GROWS FUNDRAISING GOAL IS \$600,000

Yes, it's an ambitious goal. But with the support of MadCAAP's visionary and compassionate donors, it's a realistic goal.

Benefits Beyond MadCAAP's Walls

An increase in the stability, education level, and quality of life for Madison County's most vulnerable residents means a healthier tax base, lower crime rate, more community involvement, and a better standard of living for all of Madison County.

The HOPE Grows campaign will improve life for all of Madison County.

**To support HOPE Grows or for more information, scan the QR code or contact:
Karen Robison at 601-421-6729 or madcaap.ms@gmail.com**



HOPE GROWS

NAMED GIFT OPPORTUNITIES

Areas and features are available for naming at certain donation levels. These areas may be named in honor of the donor, a friend or family member, or another honoree specified by the donor and approved by MadCAAP.

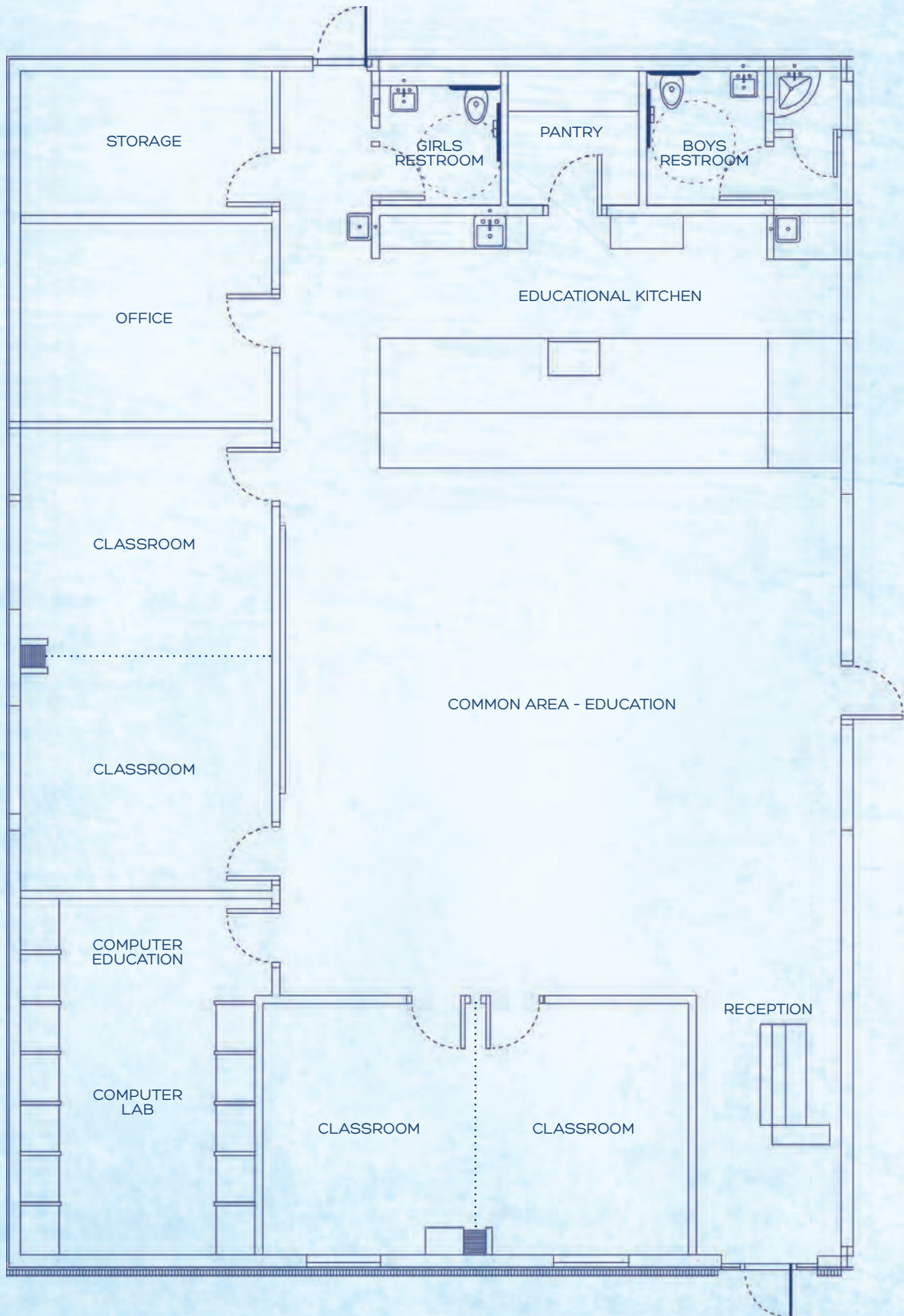
The New Addition	\$ 300,000
Common Area for Vacation Bible School and summer camps	\$ 95,000
Kitchen, including appliances and cooking lab	\$ 85,000
Computer Lab/Classroom, including computers and technology	\$ 55,000
Classrooms (4)	\$ 35,000 each
Reception area	\$ 15,000
Restrooms (2)	\$ 7,500 each
Pantry	\$ 5,000

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HOPE GROWS

BUILDING EXTENSION





MadCAAP

Madison Counties Allied Against Poverty

181 Watford Pkwy Dr.
Canton, MS 39046
601.407.1404 • madcaap.org

This brochure was made possible through in-kind donations from MadCAAP supporters.