

Gladys & Henry  
**crown**  
**center**  
for Senior Living

# FUNDRAISING CASE STUDY

Crown Center for Senior Living has taken on an ambitious – and necessary – project to replace and renovate some of their facilities. As they prepared for a capital campaign, they retained The Rome Group to do the planning and preliminary work required, such as the creation of a case statement and identification of major gift donors. Initially, this work proceeded on schedule; however, Crown Center soon received notification that they had been awarded Low Income Housing Tax Credits, which would provide the majority of funding for the new resident apartments. This changed the timeline.

Recognizing the government funding stipulations for construction to begin in a relatively short timeline, The Rome Group recommended that Crown Center conduct a condensed feasibility study to determine the potential financial support that major gift donors would provide. The 6-week feasibility study also allowed Crown Center the opportunity to educate potential donors about the campaign and construction timeline. As a result, Crown Center launched its campaign immediately upon completion of the study and secured its first seven-figure gift. Opportunity mandated a quick pivot from campaign preparation to feasibility study to campaign implementation. The Rome Group was with Crown Center every step of the way, providing support, guidance and the tools required to successfully launch the effort.

*A few months before the pandemic, Crown Center for Senior Living launched a capital campaign. With guidance and support from The Rome Group, Crown Center was able to continue making solicitations and has exceeded the original goal. The Rome Group's assistance has been invaluable from keeping us on track, providing strategies for major solicitations, and drafting proposals and letters as needed.*

— **Nikki Goldstein**  
Executive Director



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