
BUILDING PROMISE
CAPITAL CAMPAIGN

Case for
Support

The logo for Seton Youth Shelters features a stylized white house icon with a brushstroke effect.

Seton Youth Shelters
Changing Lives, Building Futures





“ I invite you to join Seton Youth Shelters’ Building Promise Capital Campaign to bring the vision of safe shelter, counseling, outreach and mentoring to our region’s most vulnerable youth at our future central Virginia Beach campus to life. Together we can save lives, change lives and build futures. ”

—JENNIFER SIERACKI, EXECUTIVE DIRECTOR
SETON YOUTH SHELTERS



BUILDING PROMISE CAPITAL CAMPAIGN THE WORK AHEAD

SITUATION

Throughout its 38-year history, Seton Youth Shelters has accomplished its mission of providing shelter, counseling, outreach and mentoring to **more than 350,000 runaway, homeless, trafficked and at-risk children 24 hours a day, 365 days a year**, by adapting three rented/leased properties located approximately 1.5 miles apart in central Virginia Beach. Staff, children and families served, donors and volunteers must travel between Seton's two gender-specific shelters for youth ages 9-17 and its mentoring, youth outreach, and administrative offices. Seton Youth Shelters' Building Promise Capital Campaign will fund an unprecedented construction project enabling the organization to combine the entirety of its programs and services on one contiguous and wholly owned property.

STATEMENT OF NEED

Following the unexpected March 2020 announcement by the Catholic Diocese of Virginia that it was terminating Seton's 38-year lease for its Boys' House shelter, a potential donor approached the organization, initially proposing assistance with a single residential structure for the Boys' Shelter operation. Following extensive talks with Seton's management, the donor and the organization determined that the long-held vision of bringing together for the first time all of Seton's programs and functions was feasible. The donor committed a \$3 million gift toward the purchase of acreage and the construction of a \$5.1 million physical campus. Additional early donors contributed another \$722,000 to Seton's Building Promise Capital Campaign. Seton is seeking an additional \$1.4 million dollars of community-based funding. The campaign, constructed in 3 phases encompasses the land purchase and the subsequent construction of the new Boys' Shelter, Girls' Shelter, and Seton's administrative and community education center.

"For me, Seton Youth Shelters was more than a shelter. For a short period of time, it was home. I was homeless, and they took me in with no hesitation."

—Former Shelter Resident



SETON YOUTH SHELTERS: AN INDISPENSABLE COMMUNITY ROLE

According to a 2018 national report on disconnected youth, approximately 4.9 million teenagers and young adults between the ages of 16 and 24 in the United States are considered “disconnected youth.” These teenagers and young adults are not in school, the military, or workforce. In Hampton Roads, an estimated 1 in 8 youth is disconnected. Disconnected youth lack ties to people, institutions and experiences that help them develop knowledge, skills, maturity and purpose in life. Adolescence and young adulthood represent a key developmental window. Every day of housing instability and the associated stress represents a missed opportunity to support healthy development and transitions to productive adulthood.



Annually, one in thirty adolescents, ages 13 to 17, endures some form of homelessness. Seton’s Residential Shelters Program has seen an increase in homeless families who are looking to place their children until they can obtain housing. These children typically stay for up to 90 days, during which their families may not have been able to secure housing and additional services they need. Over the last Fiscal Year, 47 (34 boys and 13 girls) homeless youth were served; from July 1 through April 30 of the current Fiscal Year, 33 homeless youth have been served through the Shelter Program. Shelter staff are experiencing an increase in homeless youth admissions, who are often siblings from the same families, as many as 5 youth at a time from one family.

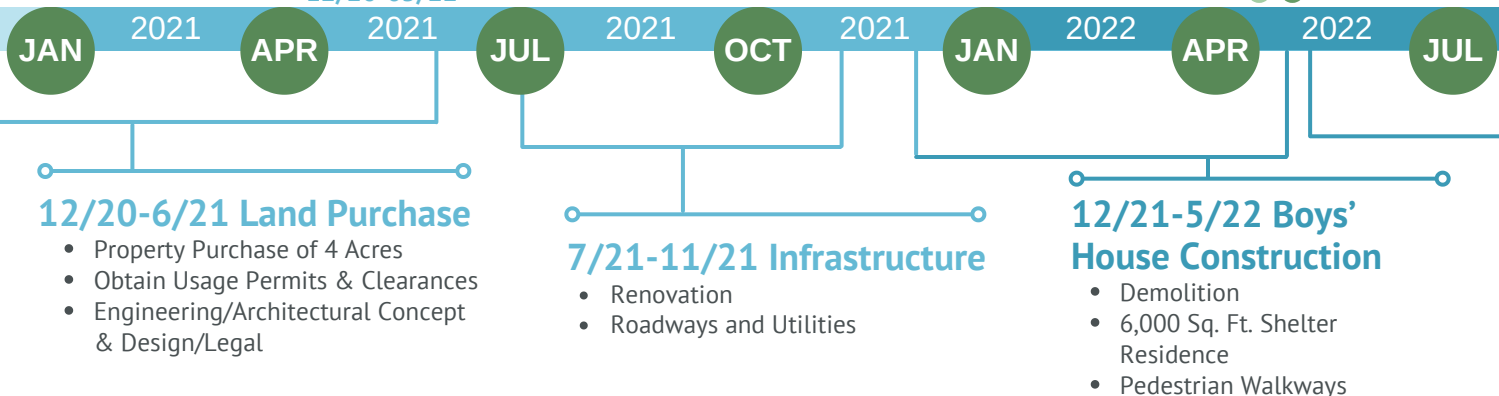
One of the most alarming trends experienced by the staff of Seton is the increased number of children who have fallen victim to human trafficking. The average age of entry into the sex slave trafficked industry is 14 years of age. Seton has sheltered three victims of sex trafficking during the past year.

CAMPAIGN OUTCOMES/RESULTS

The material outcome of Seton Youth Shelters’ completed capital funding campaign and single campus construction project includes: 1) a wholly owned, contiguous, debt-free campus housing shelters, programs and administration, at a cost savings of more than \$49,000 per year; 2) reduced hazard insurance costs; 3) the addition of green space with improvements including playground and basketball recreation areas, stem activity areas, and restored natural environments; 4) The construction of a dedicated conference classroom will enable Seton to both conduct its free community education programs to a larger student base, and also offer the space for continuum partners as available.

TIMELINE

Phase I:
12/20-05/22



ORGANIZATION BACKGROUND

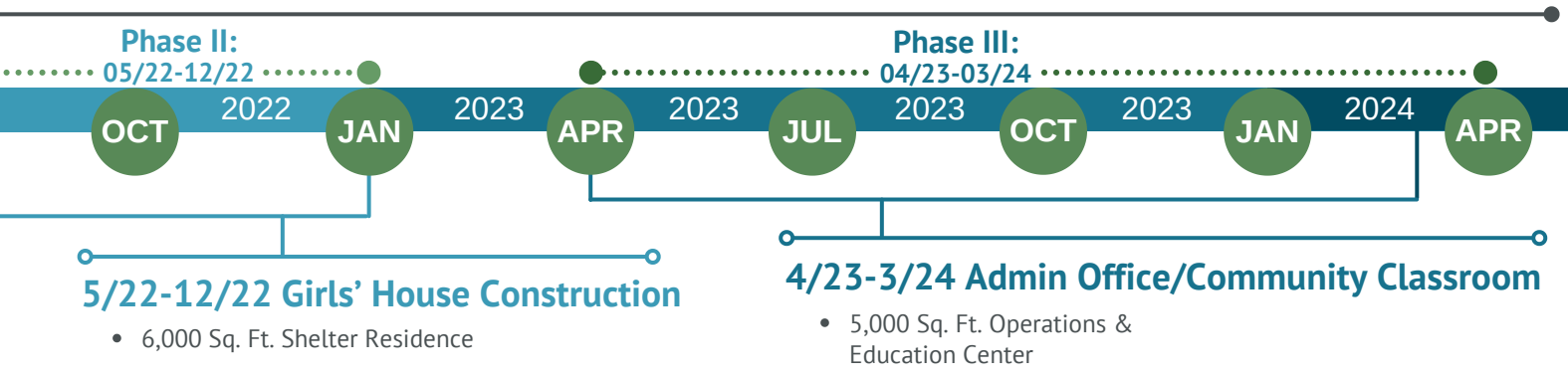
The mission of Seton Youth Shelters (Seton) is to provide a safe haven, counseling, street outreach, and mentoring, 24 hours a day, without charge, to assist children and teens in crisis throughout Hampton Roads, with the goal of reuniting families. Seton measures success each year through established measurable objectives. The organization has a strong history of meeting and exceeding its goals to ensure that youth live in a safe, appropriate environment and have the resources they need to reach their full potential.



Designated a 501(c)(3) nonprofit corporation in the Commonwealth of Virginia in 1984, Mother Seton House, Inc., was initially established to serve vulnerable runaway and homeless girls living on the streets. A boys' shelter and a van-based Street Outreach Program were added in 1999. Shelter services include 24-hour shelter, food, clothing, educational assistance, counseling, and case management for youth ages 9 up to 18. Seton's Youth Outreach Program (formerly Street Outreach Program) continues to extend its reach to educational and human services professionals, parents and youth through new/updated in-services and classes. The Mentoring Children of Prisoners Program, established in 2006, is a mentoring program for children, ages 4 up to 18, affected by the incarceration of a loved one.

Seton is the sole licensed National Safe Place organization in Southeastern Virginia, providing 24-hour crisis intervention services and access to immediate emergency shelter for any boy or girl in crisis, including disconnected, runaway, homeless, trafficked or street youth. As when the organization opened its doors in 1985, Seton Youth Shelters remains committed to providing all three of its programs—and related services—free of charge to children served and their families.

Among the intangible but invaluable outcomes of the campaign and construction project are: 1) the security of a specifically-designed campus that is not subject to landlord rent increases, priority changes, or termination, all of which are past factors directly endangering Seton's ability to serve the youth most in need of our services free of charge; 2) the opportunity for more efficacy and efficiency among staff due to increased proximity and convenience; and, 3) The majority of Seton's clients do not have access to safe outdoor green space on a daily basis with the exclusion of a school setting. Seton's playground, fitness, and perennial environmental areas will offer youth served safe access to this green space, which studies demonstrate is associated with improved cognitive and behavioral development (Yeager, R., et. al.)*.



*Yeager R, Smith T and Bhatnagar A (2019) Green Environments and Cardiovascular Health, Trends in Cardiovascular Medicine, 10.1016/j.tcm.2019.06.005, Online publication date: 1-Jun-2019

SETON'S THREE CRITICAL PROGRAMS

Residential Shelter Program: Serving all of Hampton Roads, Seton operates two gender-specific shelters in Virginia Beach for runaway youth, homeless children and teens, and youth at risk for homelessness or foster care, ages 9 up to 18, providing 24 hour-a-day/365 days per year access to shelter services utilizing an integrated Trauma Informed Care, Positive Youth Development and Harm Reduction approach. Residents receive an assessment and initial counseling at intake; individual case management; a minimum of 3 individual counseling sessions, 1 family counseling session and at least 6 group counseling sessions per week; on-site educational assistance with tutoring, home school care and/or transition to city schools with transfer of records and resources; liaison to school; and follow-up and aftercare services for up to 4 months.

Youth Outreach Program (YOP): With issues such as neighborhood safety and the reluctance of youth to venture outdoors and spending increasing amounts of time communicating with peers through social media Seton's Street Outreach Program has transitioned to an expanded and enhanced community outreach, becoming the Youth Outreach Program. The program continues its van outreach, targeting at-risk youth in communities and neighborhoods where they congregate and offering gateway services, such as food, hygiene items, and/or written educational materials, counseling, service linkages and immediate access to safe shelter. The YOP is also focusing on outreach and prevention activities throughout the region, including free classes on Actively Parenting of Teens and What's Good About Anger programs, as well as psycho-education groups. Each 6-week series follows the approved, evidence-based program criteria and includes open, frank discussion and handouts for future referral.

Seton is the sole licensed National Safe Place organization in Southeastern Virginia, offering 42 Safe Place sites throughout the region where a youth in crisis can access a safe environment and immediate help through a 24-hour hotline. Two Seton staff members are dispatched to the youth's location within 60 minutes of receiving the safe place call to assess the youth's situation. Calls to the Seton Helpline increased from 330 in FY 2017-18 to 468 in FY 2018-19 (a 42% increase), and 17 youth who accessed Safe Place services entered Seton's Shelter Program in order to resolve a crisis.

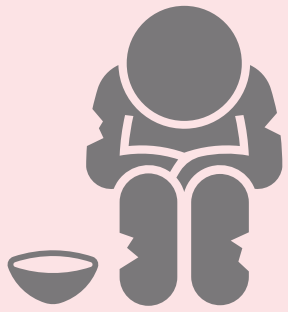
Mentoring Children of Prisoners Program (MCP): The MCP targets children and teens, ages 4-18, who have been affected by the incarceration of a loved one with a family member who was/is incarcerated, and who may have a hard time adjusting to a change in the family structure or feel uneasy about explaining the situation to well-meaning peers and adults. Each child is paired with a trained, volunteer adult who takes on the role of a friend, not a substitute parent. A match in the MCP program includes the application process, all background checks, professional training, individual and group match activities, including STEM (Science, Technology, Engineering, and Math) activities, and monitoring. Mentoring is free to both mentor and mentee. All mentors are volunteers. Mentors and mentees spend of four hours together each month for at least one year. Time together may include participating in recreational, educational, or cultural activities. Group outings are also conducted on a regular basis to destinations such as Norfolk Botanical Garden, Nauticus, and the Virginia Aquarium & Marine Science Center. MCP recognizes the importance of STEM education and provides outings to further participants' interest in and knowledge of STEM.

Mentees are referred to MCP by the region's Departments of Social Services, Community Services Boards (CSBs), schools, therapists, community centers, community events, prison officials, and through word of mouth (friends, neighbors, relatives). Mentors are sought through outreach to civic groups, businesses, the faith community, volunteer organizations, and virtually any opportunity presented.



LONG-TERM IMPACT OF SETON'S PROGRAMS

The goal of Seton's programs is that youth remain or are reunited with their families in a safe home environment. Through the agency's programs, all youth in crisis (i.e. runaway, homeless, trafficked, and disconnected youth) have a community safety net that provides safety and enhanced opportunities for well-being, improved decision-making and increased number of permanent connections with caring adults. They develop age-appropriate self-sufficiency skills and the ability to reach their full potential in order to contribute to a thriving and resilient Hampton Roads region.



1 in 30
youth between the ages
of 13 and 17 experience
homelessness each year*

&

43%
of runaway youth
reported physical abuse
before leaving home*

SETON
SAVES
LIVES



Seton Youth Shelters
serves more than
5,400
youth each year

325,000
youth served
since 1983



Cost to families seeking assistance =

\$0

*Third party statistics. (2015, May 1).
National Runaway Safeline.
<https://www.1800runaway.org/runaway-statistics/third-party-statistics/>



Building Promise

Seton's Capital Campaign

The Campaign to Fund Seton Youth Shelters' New Campus



EXTERIOR & COMMON AREAS

~~The Seton Campus Site~~

~~\$1,600,000~~

~~Seton's centralized campus, housing its critical and unduplicated shelter, youth outreach, mentoring and community education programs~~

~~Hoops Forever Basketball Court \$150,000~~

~~The Green Spot Play and Fitness Course \$150,000~~

~~Growing Promise Organic Garden~~

~~Sustainable Organic Fruits, Produce and Herbs \$85,000~~

~~Contemplation Station Perennial Meditation Garden \$50,000~~

~~Wellness Walkway \$50,000~~

~~Keilin Dunn Patriot Flag Circle \$50,000~~

~~Chilin' Out Climate/Weather Center \$25,000~~

~~Walkway Sidewalk Stones \$1,000~~

~~Tribute Trees: 12 at \$750 (1 reserved)~~

~~Landscape Fence Panels \$500~~

~~Walkway Pavers \$250~~

~~Building Promise Roof Shingle for Reception display \$100~~

BOYS' & GIRLS' COTTAGES

~~Boys' Cottage Exterior Entrance Plaque Tribute \$400,000~~

~~Girls' Cottage Exterior Entrance Plaque Tribute \$400,000~~

~~Cottage Porch \$250,000~~

~~Recreation Room \$150,000~~

~~Living Room \$150,000~~

~~Young Chefs' Kitchen \$125,000~~

~~Second Floor Hall \$100,000~~

~~Hands Together Dining Room \$100,000~~

~~Accessible Bedroom/Bathroom \$85,000~~

~~Case Management Station \$75,000~~

~~Counseling Offices \$65,000~~

ADMINISTRATION & LEARNING CENTER

~~Administration Exterior Entrance Plaque \$350,000~~

~~Community Classroom \$200,000~~

~~Reception Area \$150,000~~

~~Conference Room \$150,000~~

~~Seton Supply Center \$50,000~~

~~Tribute Benches \$10,000~~

~~Tribute Chairs \$5,000~~

For more information and additional opportunities, contact

Jennifer Sieracki, Executive Director at 757.963.5795 ext. 0105#, 757.403.2617 or jsieracki@setonyouthshelters.org

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☎ Office: 757.963.5795 📞 24-hour crisis hotline: 757.963.4357