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### “Greater Promise” Campaign Overview

### Inspired by the Gospel mandates to love, serve and teach, Catholic Charities of Baltimore provides care and services to improve the lives of Marylanders in need.

### Greater Promise reflects where we all are in the world – and in the community – today. It is a moment to recognize that even with all the essential programs Catholic Charities has developed, all the people that have been helped, and all the good that has been accomplished, there is still much more to do.

**Overview of Greater Promise Campaign**

* “Greater Promise” is a call to realize Catholic Charities’ full potential as an organization and a charge to help the communi0074y realize a greater promise for themselves.
* On December 8, 2021, Catholic Charities launched a transformative initiative to reimagine its programs and services across Maryland, as well as pilot efforts to meet the increasing demand for new services for those in need. The “Greater Promise” fundraising campaign, with a goal of $75 million, is the organization’s largest ever.
* The need for Catholic Charities’ services is greater than ever: 10% of Maryland’s population lives in poverty. The poverty rate is 22% in Baltimore City and as high as 17% in Maryland’s rural counties. 55% of Baltimore City’s employed population lives on the edge of poverty.
* The Greater Promise campaign will center on several key infrastructure initiatives focused on childcare and education, adults with intellectual disabilities, and community revitalization, all designed to create a positive impact on people across the state of Maryland and help them find a better way forward.
* Greater Promise is being supported by the thought-provoking “How Can I (Help, Give, Love) More” promotional campaign currently running in digital and traditional media channels across the greater Baltimore area.

**Campaign Focus**

The funds raised by the Greater Promise campaign will be used to support Catholic Charities nearly 100 programs, but the following programs will be the primary focus:

**Head Start at Catholic Charities – Holistic Care for Families**

Since 1965, Catholic Charities’ Head Start and Early Head Start programs have promoted school readiness and family self-sufficiency through holistic services. In 2015, Catholic Charities more than doubled the Head Start program in Baltimore City to be proactive and preventive – going from 9 sites serving 265 children and families to 15 sites serving nearly 700 children and families a year.

The Head Start program has long supported both children and their parents or caregivers, recognizing the importance of a family’s overall well-being. It leverages an approach that recognizes the intergenerational nature of poverty and the interconnected nature of families’ needs. [Studies](https://www.catholiccharities-md.org/wp-content/uploads/2017/08/benefitsofhsandehs.pdf) have found that Head Start has helped children experience increased achievement test scores and that Head Start children experience favorable long-term effects on grade repetition, special education, and graduation rates. Additional studies have shown that the mortality rates for children ages five to nine years old who had attended Head Start are up to 50% lower than the rates for comparable children who were not enrolled in Head Start. In fact, Head Start reduced the rates to the national average of mortality rates for all children ages five to nine years old.

While Head Start itself is a relatively short intervention, only available to families with children between the ages of 3 and 5, the impact may stretch far beyond a child’s participation. There is an opportunity to learn from and expand the interconnected approach of this powerful program.

**The Intergenerational Center – A Bold Commitment to the Community**

The Intergenerational Center will be in West Baltimore, an area where Catholic Charities already offers many services and has an existing neighborhood partnership, through Head Start and the food and training services at St. Edward’s Workforce Development Center. The Center will provide a platform to deliver a range of services for the entire family in one central, state-of-the-art facility. The vision is for it to serve as a community hub that provides a continuum of support for children, adults, families, and seniors. Several sites in West Baltimore are currently being considered.

The Intergenerational Center imagines the child as a touchpoint to a range of services for the entire family, all located in one state-of-the-art facility. A one-stop multi-generational approach would allow a parent or caregiver to drop off a preschooler, and then on the same trip, stop by the workforce development office, visit on-site behavioral health services, or enroll older youth in recreational, educational, and empowerment activities.

Looking beyond younger families, Catholic Charities’ Intergenerational Center will target services for older adults as well. Many areas of the building are planned to include health services, counseling, and activity spaces targeted toward older adults. Providing a modern, clean, and flexible building with dynamic programming in which community members can play an active role, is paramount to becoming a community centerpiece for West Baltimore.

**Gallagher Services – Believing in the Dignity in Every Journey**

Since 2017, Gallagher Services has been supporting adults with intellectual and developmental disabilities in living the life of their choice. Adults are supported in living, working, and being involved in the community as independently as possible.

Catholic Charities’ mission is to open doors to a fuller life for people with intellectual and developmental disabilities. Catholic Charities’ commitment to person-centered planning and community integration will require a host of changes, including more staff and vehicles, more training, more technology, and a powerful advocacy effort, along with a space that is more conducive to the warm, inviting environment that clients deserve.

Over time, Catholic Charities envisions this center as the start of something bigger – a place for intergenerational programming that that upends the legacy approach to programs serving people with intellectual and developmental disabilities, and that brings together participants, volunteers, and community to give every journey the support it needs.

**Cherry Hill Town Center – Restoring Hope**

Investing in a revitalized town center designed by the community, for the community will give

Cherry Hill access to vital businesses in an area that has long been overlooked. Catholic Charities is spearheading a multi-phase project that includes renovating the building’s façade, welcoming the neighborhood’s first full-service bank branch, and turning 4,400 square feet of retail space into a hub for local entrepreneurs, fresh food purveyors, and community meeting space.

Catholic Charities has been present in Cherry Hill for more than 55 years, and its presence isn’t limited to the town center. Catholic Charities operates seven Head Start classrooms and helps support community initiatives, including community gardens that currently provide the neighborhood its only access to fresh fruits and vegetables.

Community engagement, workforce development, and improved housing remain shared priorities. With the new town center as a vibrant focus of these efforts, Catholic Charities will continue to work with the residents of Cherry Hill to find a better way forward.