



# The Fico Home

## A NEW ERA FOR HARVEST HOME

NAMING OPPORTUNITIES & DONOR RECOGNITION



  
harvesthome  
where new lives begin

# A legacy that lasts

As Harvest Home opens the new Pico Home, we usher in a new season of **growth, impact** and **opportunity**. As we triple our capacity to serve pregnant women who are transitioning out of homelessness, we have a unique opportunity for individuals and organizations to leave a legacy by donating to name a space in the home or garden.



## IMPACT OF NAMED SPACES

An investment in Harvest Home is an investment in strong, resilient and capable mothers who are working every day to end generational homelessness for their families.

Over the past 37 years, Harvest Home and its supporters have helped change the future for over 600 families. As we begin a new era with the opening of the Pico residence, named space donors will provide a legacy that lasts both here in our new home and in the homes of all the future families that will be served through these beautiful spaces.

## THE PICO HOME NAMED SPACES INCLUDE:

|  |                  |
|--|------------------|
| Ray and Anna Romano Community Life Room..... | NAMED            |
| The Gathering Space .....                    | \$500,000        |
| Dining Room.....                             | \$250,000        |
| Kitchen.....                                 | \$250,000        |
| Garden & Patio .....                         | \$150,000        |
| Family Bedrooms (2; 1 AVAILABLE).....        | \$75,000         |
| Nation of Love Family Bedroom.....           | NAMED            |
| Resident Bedrooms (16).....                  | \$50,000         |
| Therapy Room (1).....                        | \$50,000         |
| Adopt-A-Bedroom (1 YEAR/5 YEARS) .....       | \$5,000/\$25,000 |





## THE GATHERING SPACE / \$500,000

### FIRST FLOOR

The Gathering Space will provide a multi-purpose, central location to host community and alumnae events, monthly resident gatherings as well as board and staff meetings.

This spacious room will also serve as a place for residents to exercise indoors, with yoga mats and other light workout equipment.

## KITCHEN / \$250,000

### FIRST FLOOR

The kitchen truly is the heart of the Pico Home—a bustling place where mothers nourish their bodies through healthy food and build community and connection with one another.

Naming the Pico Home kitchen is an investment that will make a difference every day as women gain access to nourishment and build skills and habits that lay the foundation for generations to come.

## DINING ROOM / \$250,000

### FIRST FLOOR

If the kitchen is the heart of the Pico Home, the dining room is its soul. Each night a team of residents prepare a meal together and then join their fellow residents for a family-style dinner. Here, many women will be provided their first opportunity to partake in a nutritious meal around a dining table, sharing their days and bonding through shared life experiences.

## GARDEN & PATIO / \$150,000

### OUTDOOR

Transform our outdoor area into a healing space where our resident mothers and babies can rest and play. Having a space where Harvest Home residents can feel safe spending time outdoors is part of their healing process.

In addition to providing a daily respite for mothers and babies to rejuvenate and play,

once complete, the garden and patio will also be a beautiful outdoor area to build friendships with fellow mothers and exercise outdoors.

## FAMILY BEDROOMS

### (2; 1 AVAILABLE) / \$75,000

#### FIRST FLOOR

The Pico Home features two family bedrooms—an exciting feature that provides the opportunity to expand our program to accommodate mothers with older children. Here mothers will have the opportunity to bond with their baby and their children—truly building a family. These bedrooms are larger and include full en suite bathrooms for added space and privacy.

We are grateful to the Sonsray Foundation for naming the Nation of Love Family Bedroom. Our other family bedroom is available for naming.

## RESIDENT BEDROOMS (16) / \$50,000

### SECOND FLOOR

16 sun-filled bedrooms have been carefully designed, decorated and furnished so that the moment mothers arrive, they begin to feel safe and at home. These bedrooms will provide pregnant mothers, many of which have never had their own bedrooms, with their own sanctuary to prepare for their baby and bond with her newborn post-partum.

## ADOPT-A-BEDROOM

### 1 YEAR OR 5 YEARS / \$5,000/\$25,000

#### SECOND FLOOR

Adopt one of our new 16 resident bedrooms for one year or five years. On average two mothers and babies will rest and bond in each of our Pico Home residential bedrooms annually. Program updates on adopted rooms are provided throughout the year with an impact report shared annually.



## DONOR RECOGNITION

Additional recognition opportunities to be determined in partnership with donors include:

- Name recognition on the Pico Home's donor wall, listed in order of giving amount (no dollar amounts will be listed), followed by alphabetical order
- Announcement through various digital communication channels
- Name recognition when referring to the space in Harvest Home communication channels including print, spoken broadcast and digital media
- Private unveiling ceremony with loved ones, if desired
- Ongoing engagement including tours of the home and annual impact reports

## GIFT NAMING PROTOCOLS

Philanthropic naming opportunities including spaces, structures and pavers, are available to support and sustain Harvest Home's mission and honor vested donors in accordance with Harvest Home's administrative guidelines. All funds, unless otherwise designated and agreed upon, will provide discretionary support for Harvest Home's expansion and strategic vision.

Physical and non-physical naming opportunities will remain in place for (1) the useful life of the named opportunity and (2) to the extent Harvest Home occupies the location. Harvest Home may seek other means to recognize the honoree after the named opportunity's useful life has ended.

To respect the home-like environment created for our residents, physical spaces may not directly bear the donor's name, but recognition for these significant gifts will be displayed in a prominent location within the house.

All philanthropic named spaces require approval by Harvest Home's Board of Directors and a signed gift agreement prior to finalizing the naming opportunity.

The naming of the entire home will be considered for a gift of \$2.5 million upon approval by the Harvest Home Board of Directors.

At all times, Harvest Home will consider all potential naming ramifications, financial and non-financial (e.g., public trust and reputational), relating to a gift, supported by due diligence reputational research on the donor. Harvest Home retains discretion to decline a naming opportunity for any reason.

Pledges for space naming should be paid in full within five years of the commitment.

## LEARN MORE

For more information on Harvest Home's naming opportunities or other ways to support Harvest Home, please contact Executive Director, Sarah Wilson at (646) 247-6074 or [swilson@harvesthomela.org](mailto:swilson@harvesthomela.org).