



# OPERATION HOME FOR HEROES

A campaign for Alpha Omega Veterans Services

## FREQUENTLY ASKED QUESTIONS

### WHAT IS THE OPERATION HOME FOR HEROES CAMPAIGN?

Operation Home for Heroes is a fundraising campaign that aims to transform the former Marine Corps Reserve Center (MCRC) on Jackson Ave to be the new headquarters for Alpha Omega Veterans Services. The property—22,000 square feet on 6.5 acres of land—will strengthen Alpha Omega’s ability to serve homeless and disabled veterans in the Memphis area with expanded capacity, additional services and a streamlining of operations.

### WHY IS THIS URGENT?

Simply put, time is running out! There is a limited window for completion of renovations to the MCRC which has been granted to Alpha Omega. Veterans Affairs (VA) requirements still in place in response to the COVID-19 pandemic mean we are having to house 10 special needs clients in a local hotel. All that means that Alpha Omega is spending more than \$250,000 a year to house these veterans.

### HOW DID ALPHA OMEGA ACQUIRE THE MCRC?

The MCRC was built in the early 1960s to train reservists headed to Vietnam. The Marine Corps vacated the MCRC in 2015. When the property was later declared surplus, a bid process was undertaken to find a veteran-focused non-profit that would make the best use of the property. After a long, highly competitive process, the property was awarded to Alpha Omega. **This property will allow us to do so many things we never dreamed would be possible 35 years ago—a full gymnasium, art and music rooms, storage, streamlined operations, additional urban farm capacity and more housing.**

But this dream-come-true is not without a price—renovations are projected to cost roughly \$8M. A generous lead donor has graciously committed \$5 million so we’re well on our way. But we need additional support from supporters like you to help us complete the mission.

### WHAT ARE THE CAMPAIGN TOTALS AND COSTS?

Our lead donor’s gift has allowed us to launch the construction and renovation, but we must raise the additional funds in 2023 to complete the facilities and residences. The campaign, when fully funded, will do this and so much more.

**\$10 million comprehensive campaign**

\$8 million – total capital cost

\$1 million to expand supportive services

\$1 million to build a safety net for operations

## WHAT ARE THE IMPORTANT FEATURES OF THE NEW CENTER?

- A central headquarters for administrative offices and supportive services
- Streamlined operations
- 20 studio apartments with the capacity to build 10 more
- Gym and exercise facilities
- Computer labs
- Library
- Classrooms
- Space for spiritual contemplation
- A second urban farm
- A walking trail
- Ample storage for backup appliances for residences and furniture we provide to clients once they transition to permanent housing.

## WHAT IS ALPHA OMEGA VETERANS SERVICES?

Alpha Omega Veterans Services is a 501(c)(3) non-profit organization in Memphis that helps military veterans reintegrate into society, often after achieving recovery and rehabilitation from debilitating mental and physical conditions. Founded in 1987, it is one of the first independent organizations in the United States specializing in providing supportive services to military veterans.



## Over the last 35 years, we have served nearly 15,000 veterans.

Alpha Omega currently has the capacity to house over 120 veterans (male and female) and provide counseling services to many more. We provide each veteran with a 30-day to 2-year program with a goal of having them successfully rejoin society, engage in healthy independent living, and secure placement into permanent housing. Each program has an integrated system of services—including food, clothing, housing, transportation, and assistance with rehabilitation—that have been designed to meet the needs of veterans. During their program, every veteran receives intensive counseling on both an individual and group basis to deal with combat/service-related conditions such as anger management, substance abuse, combat stress, PTSD and other mental health disorders.

## CAN I PAY MY CAMPAIGN PLEDGE OVER TIME?

Generally, pledges are payable over up to three (3) years; exceptions can be made.

## ARE THERE ANY NAMING OPPORTUNITIES?

Yes! Naming opportunities at the new center range from the entryway and a walking trail to the director's office and the individual residences.

## HOW CAN I LEARN MORE?

Contact Cordell Walker, Executive Director  
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