



Case Statement for the Community Integration Center at Ellmore Farmhouse

Renovations to maintain this historical property to benefit people with disabilities and the local community at Frying Pan Farm Park in Herndon, Virginia



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ServiceSource Community Integration Center at Ellmore Farmhouse

EXECUTIVE SUMMARY

In September of 2019 ServiceSource was selected by the Ellmore Farmhouse Evaluation Team as the residential curator for the Ellmore Farmhouse property located at Frying Pan Farm Park in Herndon, VA. In May of 2021, following a delay due to the worldwide public health pandemic caused by the Covid-19 virus, the Fairfax County Board of Supervisor approved the lease agreement between ServiceSource and the Fairfax County Park Authority.

Construction for the renovations to the historical Ellmore Farmhouse will begin in late 2021 or early 2022 once all building permits and special use exception is granted for the intended purpose of providing a community integrated day program for adults who have disabilities who will support the activities at Frying Pan Farm Park.

The renovation plans are fully approved and support restoring the historical nature of the farmhouse in order to reverse any damage to the structure due to its current state of non-use. The renovations will also support accessibility for individuals who have disabilities and foster an inclusive day program to invite community guests to share in the rich history of Ellmore Farmhouse and Frying Pan Farm Park.

The ServiceSource Foundation has launched a \$660,000 fundraising campaign to complete the program renovations to the Ellmore Farmhouse. Renovations will preserve the historical structure of the property, while at the same time, make the space accessible and engaging for individuals who have disabilities. The campaign is chaired by the ServiceSource Operating Board's Community Engagement Committee Chairman, Mr. Albert Wu, Certified Financial Planner with Raymond James Financial Services.

SERVICESOURCE BACKGROUND – WHO WE ARE

ServiceSource is a 501(c)(3) based in Oakton, Virginia with regional offices in five states and contract operations in 12 states and the District of Columbia. ServiceSource has a 50-year history of providing innovative and high-quality programs and services that support the full inclusion and community inclusion of individuals with disabilities. Nationwide, more than **29,000 people with disabilities are served each year**. ServiceSource currently has eight Long-Term and Community Integration Services (LTCIS) Programs throughout Northern Virginia, including programs in Chantilly, Oakton, Alexandria, Springfield, Prince William and Arlington.

Our model at each LTCIS program is to provide innovative, meaningful and creative activities that build skills and facilitate robust community inclusion and engagement for people with disabilities. Currently, **more than 500** individuals are served in these programs. Our intentional approach is to create smaller programs that are imbedded in each community. This will be our approach for use of the Ellmore Farmhouse which will allow people with disabilities to thrive in their community.

EXISTING FAIRFAX COUNTY PARK AUTHORITY (FCPA) PARTNERSHIP

ServiceSource values its partnership with the Fairfax County Park Authority which began in 2017 when ServiceSource was contracted to provide services at Clemyjontri and Lake Accotink parks. Prior to the pandemic, ServiceSource participants and a supervisor worked at Clemyjontri Park twice a week to help keep the park clean for guests. Additionally, FCPA has agreed to be a potential internship and/or employment site for people with significant disabilities through our Customized Employment program. We look forward to strengthening our collaboration with the Fairfax County Park Authority through the launch of the Community Integration Center at Ellmore Farmhouse.

THE DIFFERENCE WE MAKE

Meet Caroline

Caroline has been a participant in ServiceSource's LTCIS program since October 2004. "My favorite part about ServiceSource is going out in the community. Sometimes we volunteer at places like House of Mercy. **One time we went to Frying Pan Farm Park. I loved petting the animals!** They had sheep and goats – they were so soft. I love animals. We also went on a hayride. It was so fun! We rode around the park and saw some cows that they had in the field. **I really liked being there.**"



PROPOSED USE AND VISION

ServiceSource understands and respects the historical significance of the Ellmore Farmhouse. Throughout its history, the Ellmore Farmhouse has been a place where people gathered, resources were created for the community, and people celebrated. ServiceSource's use for Ellmore Farmhouse is to continue this legacy through the lens of inclusion. We are committed to fostering a **welcoming, inclusive community** for people with disabilities, like Caroline, while continuing to honor the history of Fairfax County, specifically Frying Pan Farm Park.



Ellmore Farmhouse will be an inclusive community gathering place for all. The front porch will have patio chairs to welcome visitors. The back area of the house will have a paved patio, along with tables and chairs and an accessible ramp for ServiceSource participants and farm guests.

Pictured: Architectural Renderings from Contxure

ServiceSource's 9th Community Integration Site in Northern Virginia

Upon completion of the renovations to the Ellmore Farmhouse, this location will become ServiceSource's 9th Community Integration Center for individuals in the Long-Term and Community Integration Services division. A group of 15-20 participants will gather at Ellmore Farmhouse, Monday-Friday to participate in meaningful, valued, and innovative person-centered activities. While the daily schedule will vary, programming may include:

- Exploring opportunities for community engagement including, but not limited to:
 - Volunteering in the Visitor Center, Kidwell Farm, at the 4-H Fair and Carnival before, during, and after the event, and/or in other ways at Frying Pan Park
 - Exercising on Frying Pan Farm Park's local trails and enjoying the sights and sounds of the peaceful streams and natural wildlife
 - Engaging with the Herndon Senior Center
 - Attending featured events with the general public and visiting local attractions such as the Greater Reston Arts Center and the Udvar-Hazy Center
- Supporting park visitor access to the home by acting as "docents" to share the history of the property with the community
- Skill building experiences led by ServiceSource staff, including, but not limited to:
 - Gardening
 - Volunteering with the animals
 - Card and craft making under the Bloom Social Venture product line
- Educational classroom training to include lessons in history, nutrition, computer skills training and budgeting to improve essential life skills
- Therapeutic recreation activities such as music, dance, art, and yoga classes open to the community (at a limited capacity)
- Training opportunities
- Reading and other recreational groups

These activities will provide participants with opportunities they wouldn't otherwise have while meeting a variety of goals including socialization, decision-making, learning new skills, and practicing safety in the community.



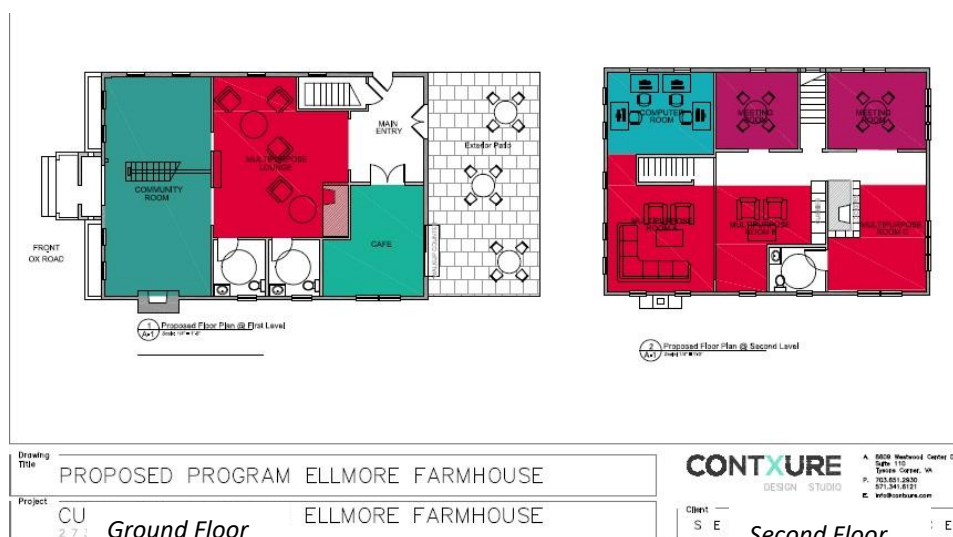
Program space at Ellmore Farmhouse will support therapy programs that are integrated and shared with the public, including volunteer activities for reading and craft making through the Bloom Artisan Program.

Pictured: Architectural Renderings from Contxure

Furthermore, ServiceSource seeks to engage with the Frying Pan Park visitors and park guests by offering supplemental amenities including, but not limited to: Operating an outdoor café space featuring **beverages, light bites, and treats**, made daily by individuals working at our Blossom Daily Café, located at our Oakton, VA Disability Resource Center.

- Selling **handcrafted items made by people with disabilities through our Bloom Artisans Program**. ServiceSource participants regularly participate in classes and craft greeting cards, soy-based candles, organic soaps, and handwoven scarves and tote bags. This is part of ServiceSource’s Self-Employment Program and the individuals who create the items receive **100 percent** of the proceeds from each sale.
- Feature period relevant artwork and information about Ellmore Farmhouse’s history.

FLOOR PLANS



FUNDRAISING CAMPAIGN TO DO MORE AT ELLMORE FARMHOUSE

The ServiceSource Foundation has a well-thought out plan to launch a Fundraising Campaign to **“Do More at Ellmore”** and raise **\$500,000** of the \$660,000 needed to complete renovations that maintain the historical preservation of the building, while at the same time, ensure the building is accessible and safe for participant and visitor access. The ServiceSource Foundation will contribute a match incentive to kick off the Capital Campaign and remaining costs will be secured through in-kind support.

The ServiceSource Foundation is a separate 501(c)(3) that raises money to support ServiceSource programs and the people served by ServiceSource. The Foundation will bring both its experience and success in fundraising to support this innovative program at Ellmore Farmhouse. The Foundation is excited to kick-start the campaign and incentivize initial donors to double their impact through its \$50,000 commitment. From there, we will utilize a combination of individual and corporate donors, event fundraising, and social media strategies to bring our vision to life. We acknowledge the importance for donors to have options to be able to contribute and will offer long-term pledge commitments over the span of 2-5 years, one-time commitments, and naming opportunities throughout the property (see below).

Partnerships

ServiceSource has established several partnerships already committed to supporting the development of the Community Integration Center at Ellmore Farmhouse. Lead contractor, **Pizzano Contractors**, has agreed to generously support the Ellmore Farmhouse project through in-kind contributions for project supervision and management fees. Pizzano Contractors is a strong partner and has extensive experience in renovating historic properties, including former residences, for modern times—a major asset for the Ellmore Farmhouse project.

The **Joey Pizzano Memorial Fund (JPMF)** has also committed to supporting this endeavor through an annual contribution. The JPMF is a 501(c)(3) organization with a mission of improving the lives of children with special needs and their families. They have a strong history of collaboration with Fairfax County and the Park Authority, and we are thrilled to continue our relationship with them.

Led by the Chair of the Fundraising Campaign To Do More at Ellmore, ServiceSource will seek partners to support outreach, fundraising, and other efforts for Ellmore Farmhouse. These potential partners include:

- Fairfax County Park Foundation
- Claude Moore Charitable Foundation
- Rotary Club of Dulles International Airport
- Rotary Club of Herndon
- McLean Project for the Arts

Donor Recognition and Naming Opportunities

ServiceSource values every contribution made to this Fundraising Campaign. In addition to acknowledgment in publications and other communications, donors will be listed in the annual report of the ServiceSource Foundation, on a donor Board at the Community Integration Center at Ellmore Farmhouse, and on the donor board at the ServiceSource Disability Resource Center in Oakton. Donor support levels:

Cultivator	\$50,000 and above
Historian	\$25,000 to \$49,999
Harvester	\$10,000 to \$24,999
Planter	\$5,000 to \$9,999
Friend	\$1 to \$4,999

There will be numerous naming opportunities within the Community Integration Center at Ellmore Farmhouse. Donors at the Planter level (\$5,000) and above, will be given naming options to select, in order of their giving level, from the following:

- Front Porch (1 available)
- Garden Area (1 available)
- Porch Swing and Rocking Chairs (3 available)
- Garden Benches (4 available)
- Activity Rooms (7 available)

The following is a theoretical demographic of donors at various giving levels, along with the prospect to donor ratio, needed to achieve our Fundraising Campaign goal:

Fundraising Campaign to Do More at Ellmore Farmhouse					
Giving Level	Donor Level	Donors Needed	Donation Amount	Donors Completed	Donations Received
Partner		1	\$225,000	1	\$ 225,000
Cultivator	\$50,000	2	\$100,000	2	\$ 185,000
Historian	\$25,000	2	\$50,000		
Harvester	\$10,000	5	\$50,000		
Planter	\$5,000	10	\$50,000	1	\$ 5,000
Friend	<\$5,000	Many	\$75,000		
Total Donations			\$550,000		\$ 415,000
ServiceSource Foundation Match			\$50,000		\$ 50,000
In-Kind Support			\$60,000		
TOTAL			\$660,000		\$ 465,000

Fundraising Expertise

Since its inception in December of 2004, the Foundation has raised over \$19 million dollars to support individuals with disabilities and the programs of ServiceSource. The Foundation supported two successful capital campaigns, including raising \$5.2 million to create the ServiceSource Resource Center in Oakton. The Resource Center opened in December of 2014 and has a day, a drop in Career Center open to the public, the Blossom Daily Café which is operated by individuals with disabilities and open to the public, and a third-floor cooperative of shared lease spaces for area non-profits and businesses that support ServiceSource's mission.



Chairman Sharon Bulova attends the ribbon cutting for the ServiceSource Disability Resource Center in Oakton VA, made possible through a \$5.2 million Capital Campaign



A successful \$1.3 million Capital Campaign relied on community collaboration to raise funds to build Friendship House.

The ServiceSource Foundation also successfully implemented a \$1.3 million Capital Campaign to create Friendship House Fayetteville. The Friendship House Capital Campaign raised \$1 million in donations and pledge commitments along with \$300,000 of in-kind support to build three, two level homes and a community pavilion. The homes provide intentional, community-based living for young adults with disabilities who live, as roommates, with medical profession college students and young professionals.

ELLMORE FARMHOUSE TIMELINE

September 2019

- ServiceSource selected to be the residential curator at Ellmore Farmhouse by the Park Authority Ellmore Farmhouse Evaluation Team.

May 2021

- Fairfax County Board of Supervisors approves lease agreement with Fairfax County Park Authority at their May 4, 2021 Board of Supervisor Meeting.

June – December 2021

- Fundraising Campaign to raise \$500,000 of the estimated \$660,000 in projected costs for historical renovations to Ellmore Farmhouse.
 - ServiceSource Foundation commits \$50,000 for kick-off match incentive.
 - In kind support from contractors for \$60,000
- Special Exception Permit process for ServiceSource to use the residential property at Ellmore Farmhouse for use as a long-term community inclusion day program site for 15-20 individuals who have disabilities.

January – June 2022

- Renovations to Ellmore Farmhouse underway.
- Participants from ServiceSource volunteer at Frying Pan Farm Park prior to occupancy of the Ellmore Farmhouse through a partnership arrangement with Fairfax County Park Authority.

July 2022

- Grand Opening of Ellmore Farmhouse Long Term Community Inclusion Day Program site.

SUMMARY - LET'S DO MORE

ServiceSource is eager to create a community coalition through the launch of the Community Integration Center at Ellmore Farmhouse. Visitors of Frying Pan Farm Park and the community at large will benefit from touring the home, enjoying light bites from the café, and the opportunity to interact with their fellow community members with disabilities. At the same time, this program will provide individuals with disabilities with person-centered, meaningful opportunities to skill build and engage in their community while learning about and honoring the historical significance of Ellmore Farmhouse. **Together** we can Do More at Ellmore Farmhouse to support an inclusive Frying Pan Farm Park community where **all** its members can grow and thrive!



ServiceSource LTCIS participants and staff enjoying a community outing to Frying Pan Farm Park

For additional information please contact Lisa Ward at (703) 461-6142 or Lisa.Ward@servicesource.org. To donate, please visit www.servicesource.org/donate and select Ellmore Farmhouse, or you may mail a check to the ServiceSource Foundation to 10467 White Granite Drive Oakton, VA 22124.