



Arc Greater Twin Cities Launches 'The Campaign for Arc' To Help Build a Self-Sustaining Future

ST. PAUL – Arc Greater Twin Cities announces the launch of *The Campaign for Arc*, a capital campaign aimed at making the nonprofit organization more financially self-sustaining by expanding its Arc's Value Village Thrift Stores & Donation Centers.

The Campaign for Arc seeks to raise \$3.5 million to open two new thrift stores and upgrade facilities at the first three stores. One of the new stores opened in St. Paul last November.

"Ultimately, it is people with intellectual and developmental disabilities and their families who will benefit from this campaign," said Kim Keprios, chief executive officer. "Five thrift stores will generate revenue that will enable Arc Greater Twin Cities to provide more early intervention assistance, more self-advocacy support, more networking opportunities for parents and more civic engagement to promote sound public policy. *The Campaign for Arc* means more possibilities in the lives of the people we serve."

Arc's thrift stores have raised \$16 million for Arc's programs and services since the first Value Village store opened in 1987. Together with Arc's other thrift businesses, they now provide nearly 40% of Arc's revenue. With two additional stores, they are projected to provide 57% of Arc's revenue by 2015, strengthening Arc's self-sufficiency in all economic climates and providing more flexibility to meet changing community needs.

The Campaign for Arc is already more than halfway to its goal thanks to two lead gifts and several other pivotal gifts. One lead gift is a contribution of \$750,000 from the Whitney ARCEE Foundation. The other is a challenge grant from Robert and Sandy Klas, who will match contributions dollar for dollar up to \$400,000.

The campaign is now in the Leadership Gift Phase under the leadership of Arc board member John Kelly, vice president, tax, UnitedHealth Group. The goal of this phase is to obtain gifts ranging from \$10,000 - \$100,000. The Katherine B. Andersen Fund of the Saint Paul Foundation has also issued a challenge grant of \$150,000 to match pledges in this gift range.

“*The Campaign for Arc* makes a lot of business sense,” Kelly said. “Not many nonprofit organizations can generate so much of their revenue from their own efforts. The Value Village stores have been a great success story for Arc, and it’s a story I want to help promote. This campaign will enable Arc to continue the great work it does – work that I believe in personally, as the parent of a son with autism.”

For more information about *The Campaign for Arc*, contact Ellen Hatfield, chief development officer, at (952) 920-0855.

Arc Greater Twin Cities is a nonprofit agency serving the many needs of people with intellectual and developmental disabilities and their families. Established in 1946, Arc has been changing attitudes, changing policies and changing lives for more than 60 years. Arc helps individuals and families address issues that span the lifetime, including early intervention, education, transition to adulthood, health care, housing, employment, guardianship and more. For more information and volunteer opportunities, call Arc at (952) 920-0855 or visit www.arcgreatertwincities.org.

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