

Welcome Home Capital Campaign for the Education Building Project

Expanding the number of safe, long-term, affordable and
supportive housing for survivors of domestic violence



Impact of Affordable Housing with Supportive Services



“Town Clock opens your mind to where you can sit...to be able to make plans.

Now I’m stable so I don’t have to worry about where I am going to live. I’ve been here for a year so I feel comfortable.

So now let me start making plans towards the future.”

~Quote from a resident

What is Domestic Violence?



TOWN CLOCK
COMMUNITY DEVELOPMENT CORPORATION

Domestic violence is a pattern of behaviors used by one partner to maintain power and control over another partner in an intimate relationship.

Physical and Sexual Violence

Sexual Coercion,
Battery

Financial Control

Restricting Access to
Income, Controlling All
Bank Accounts

Psychological Abuse

Isolation, Stalking,
Surveillance,
Demeaning, Ridicule



Who Suffers?

Poverty

Exacerbates the situation. A survivor does not have the resources to leave.

Leaving & Access to Resources

Leaving an abuser makes it more difficult to access resources. It hinders a survivor's ability to overcome poverty and the lasting effects of abuse.

Poor Women suffer the most.

**100% of
Town Clock CDC
residents are
low-to-no income,
homeless survivors
when they arrive.**

Women of Color & Immigrants

Safety net systems often fail to address their specific needs, such as language barriers, childcare responsibilities, and immigration status concerns, leading to worsened outcomes for these women.



TOWN CLOCK
COMMUNITY DEVELOPMENT CORPORATION

The Need

Over **80%** of survivors entering shelters identified “finding housing I can afford” as a need, second only to “safety for myself” (**85%**).*



The average stay at an emergency homeless shelter is **60 days**, while the average length of time it takes a homeless family to secure housing is **6-10 months**.**



*Eleanor Lyon and Shannon Lane, Meeting Survivor's Needs: A Multi-State Study of Domestic Violence Shelter Experiences, Feb. 18, 2009.

**Lift the Voices of Homeless Women, Roofless Women's' Action Research Mobilization, Women's' Institute for Housing and Economic Development, 1997.

The Need for More Affordable Housing

The Need

57% 

of homeless women

cite domestic violence as cause of their homelessness

33% 

of women

have experienced domestic violence in their lifetime

- National Coalition Against Domestic Violence



TOWN CLOCK
COMMUNITY DEVELOPMENT CORPORATION

Helping the Community Address the Need for More Affordable Housing



TOWN CLOCK
COMMUNITY DEVELOPMENT CORPORATION

Less than 40
permanent, affordable housing facilities exist
throughout the entire United States
which include support services for domestic violence survivors.

Only 6
such facilities exist in New Jersey.

**The largest is
Town Clock CDC.**

The Vision to Address a Critical Need

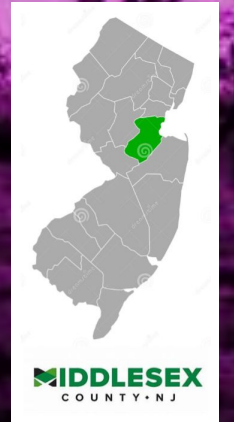


Point in Time Count from January 2024

- **588** Total Homeless Individuals in the County
- **270** Total Homeless Individuals who are Domestic Violence Victims

Number of Homeless DV Victims by Housing Situation

- **167** = Emergency Shelter
- **103** = Unsheltered



The Ed Building Project Will Open in 2028



The Education Building on the First Reformed Church's campus will become:

- 5 Studios and 2 two-bedroom apartments
- Workshop/education community center
- Nutrition and teaching kitchen
- Larger food and clothing pantry



“Doll House” View of the Education Building



The Education Building's Second Floor Showing the Affordable Housing



Typical Room Layout and Square Footage



Studio room layout = full bath, kitchenette, and living space



Two bedroom layout = full bath, kitchenette, living room, and two bedrooms

APARTMENT 1 STUDIO (FIRST FLOOR)	363 SF
APARTMENT 2 STUDIO (SECOND FLOOR)	372 SF
APARTMENT 3 (2 BR) (SECOND FLOOR)	770 SF
APARTMENT 4 STUDIO (SECOND FLOOR)	360 SF
APARTMENT 5 STUDIO (SECOND FLOOR)	380 SF
APARTMENT 6 (2 BR) (SECOND FLOOR)	650 SF
APARTMENT 7 STUDIO (FIRST FLOOR)	516 SF

How You
Can Help?

Donate to the
Project
Expenses

The Giving Tree

EXTRA LARGE
LEAF
\$2501—\$5000

LARGE LEAF
\$1001—\$2500

SMALL LEAF
\$100—\$500

MEDIUM LEAF
\$501—\$1000

BRANCH
(2 OPPORTUNITIES)
\$10,000

BRANCH
(2 OPPORTUNITIES)
\$10,000

FOUNDATIONAL
STONE
\$7500

FOUNDATIONAL
STONE
\$7500

TRUNK
(2 OPPORTUNITIES)
\$15,000

TRUNK
(2 OPPORTUNITIES)
\$15,000



TOWN CLOCK
COMMUNITY DEVELOPMENT CORPORATION

How You Can Help?

Donate to the
Welcome Home
Campaign
Goal of
\$750,000



NAMING OPPORTUNITIES		AMOUNT
ENTIRE BUILDING		\$250,000
COMMUNITY WORKSHOP SPACE/THEATER		\$75,000
TRAINING & COMMUNITY KITCHEN		\$75,000
ENTIRE HOUSING PROJECT (ALL SEVEN UNITS)		\$100,000
APARTMENT 1 STUDIO	(FIRST FLOOR)	\$25,000
APARTMENT 2 STUDIO	(SECOND FLOOR)	\$25,000
APARTMENT 3 (2 BR)	(SECOND FLOOR)	\$40,000
APARTMENT 4 STUDIO	(SECOND FLOOR)	\$25,000
APARTMENT 5 STUDIO	(SECOND FLOOR)	\$25,000
APARTMENT 6 (2 BR)	(SECOND FLOOR)	\$40,000
APARTMENT 7 STUDIO	(FIRST FLOOR)	\$25,000
LAUNDRY ROOM		\$20,000
PANTRY FOR CLOTHING AND FOOD		\$25,000

Frequently Asked Questions About Major Gifts



If I am interested in committing to a Naming Gift, what is that timeline?

Town Clock CDC accepts that Naming Gifts can be pledged over a three year period. Other arrangements can be negotiated to suit the donor.

How would my association or group make a major gift?

Associations or groups can make a pledge of a major gift and fulfill it with monthly payments.

How soon will my pledge need to be fulfilled?

We hope that pledges are satisfied by the Ribbon Cutting of the Education Building Project which is planned for June 2028.

Thank you!

11 Bayard Street, Suite 301
New Brunswick, NJ 08901

732.993.1345

www.TownClockCDC.org



To arrange for a presentation about Town Clock CDC's mission & work, or schedule a tour of our facilities, please contact our Executive Director, Susan Kramer-Mills.

“Town Clock has given me the courage to move on, given me financial help by making a better living environment for me and my child, and has empowered me to be a better woman.”

~ Quote from a Town Clock CDC Resident

