



**Children's
Home
Society**

OF SOUTH DAKOTA

PROMISE

CHILDREN'S HOME APPEAL

A young child with blue eyes is peeking over their hands, which are clasped in front of their face. The image is overlaid with a large purple semi-transparent rectangle. In the background, the word 'PROMISE' is written in large, outlined, capital letters. Below the text, there is a faint line-art illustration of two hands holding a heart.

No matter how you say it,
a promise is a promise...

A PROMISE MADE

In 1893, Children's Home Society of South Dakota (CHS), founded as an orphanage, made its first promise:

To care for abused and neglected children
and find permanent families for them.

We kept this promise.

A PROMISE FOR TODAY... AND TOMORROW.



One thing everyone learns throughout the years
is that **change is a constant.**

MESSAGE FROM OUR CHIEF PHILANTHROPY OFFICER

Hello Friends,

When we at Children's Home Foundation make a promise, we are giving you our word of honor.

Children's Home Foundation was created in 1982, and the first promise we made was to support Children's Home. Our volunteers and supporters have accepted this responsibility throughout the years without hesitation, because we believe in always keeping our promises.

Now, as in the past, we look to the future. Today, we are beginning The Promise Appeal to support the new Children's Home Rapid City Campus, a place that will help children and families heal, grow and return to their communities.

I embrace this appeal through the lens of a father. When I share time with my family, I know there are children and families who may not be experiencing the same circumstance.

Your pledge of support for The Promise Appeal will directly improve the lives of people who have experienced trauma.

Is there any better investment?



A stylized, handwritten signature in black ink that reads "Jon Mammenga".

Jon Mammenga
Chief Philanthropy Officer



A PROMISE TO CHILDREN AND FAMILIES

Today we enter a new era of providing services to vulnerable people across the state.

We have learned that early intervention is the key to transformational success. Our new landscape of care includes:

- **Children's Residential Treatment and Schools**
- **Outpatient Mental Health Services for children and families with a focus on trauma and resilience**
- **Child Abuse Prevention, Training and Education**
- **Forensic Interviews and Advocacy**
- **Wendy's Wonderful Kids Adoption Services**
- **Nurse-Family Visitation and Parents as Teachers**
- **Emergency Shelter and Crisis Intervention**

The new Children's Home in Rapid City will follow our **guiding principle of family stability**. It will be a **shining light** of physical and emotional care for children and families.

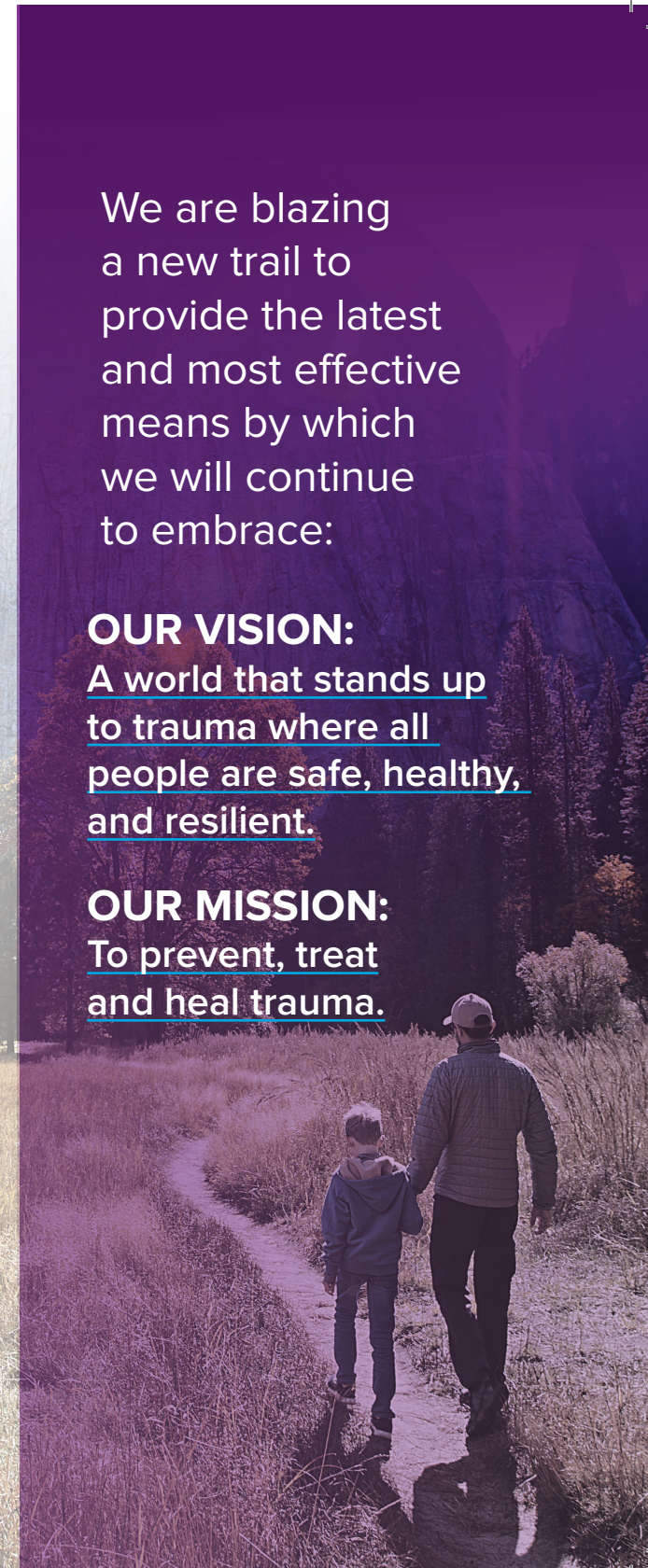
We are blazing a new trail to provide the latest and most effective means by which we will continue to embrace:

OUR VISION:

A world that stands up to trauma where all people are safe, healthy, and resilient.

OUR MISSION:

To prevent, treat and heal trauma.






DREAM

DELIVERING ON OUR PROMISE

We took a good hard look at our
current Black Hills locations.

After careful consideration and conversations with families, residents, and supporters, the CHS Board of Directors decided that neither renovating nor building on our current sites could support our new vision in its entirety.



The Board voted unanimously on *September 30, 2023*, to purchase the former **National American University (NAU) campus on Highway 16 in Rapid City**. At the time of purchase, the buildings were standing empty.

Remodeling this facility is the most responsible and sustainable option for both CHS and the community.

Thus, the work begins on the new-to-us, 100,000+ square-foot campus, which will offer ample space for all Black Hills services. This exciting location enables us to serve more children and families, allowing for:

- Offering all CHS services at the same location for efficiency for families and streamlining for the teams providing services.
- Easier access for children in residential care to specialized services they need (such as optometrists, audiologists, speech therapists, etc.)
- Expanding Owen School to include a day school for children in Rapid City and other Black Hills communities
- Providing Outpatient Mental Health Services, including psychiatry, therapy and case management
- Ability to more easily recruit and retain high-quality staff
- Fostering professional collaboration and a continuum of care for clients
- Eliminating overcrowding and providing space for program expansion
- Becoming fully ADA-compliant
- Ensuring facilities support new technologies
- Applying trauma-informed design principles

A PROMISE TO THE PEOPLE OF SOUTH DAKOTA

Children, families, professionals and partners will immediately feel welcome at our new 29-acre campus. Its natural setting, with green spaces, trees and vistas of the Black Hills, creates a calm and peaceful feeling.

In addition to the 12-acre NAU site, CHS purchased 17 adjacent acres to allow for future expansion. These additional acres allow CHS to preserve the inspirational, healing environment at the Rockerville location.

All our programs and services will be located at our new campus, resulting in tremendous synergies and economies of scale. CHS will now be more convenient for families, staff, visiting care providers, and the multi-disciplinary team members.

Our five-year master plan will articulate a clear vision for future expansion and improvements on campus.

With this remarkable facility, we are **ready to continue adjusting to change**, whatever the future brings.

A CLOSER LOOK

Sustainable and natural materials such as wood, stone and glass will transform the current facility into a warm and welcoming space of care, healing, and family renewal.

Hallmarks will include:

IDENTITY

Renovating the facility will include expressing its identity, purpose and brand to the public.

WAYFINDING

Clear entry points and signage, along with intuitive layouts, will create a calm and welcoming experience for visitors.

FLEXIBILITY

Rooms, lighting, and furniture will be flexible, to allow for customizing spaces when needed.





SPECIAL FEATURES

As design work progresses, features will be finalized. The following lists are preliminary.

OUTDOORS

- State-of-the-art security systems
- Walking paths
- Playgrounds
- Gardens
- Benches and terraces
- Meditation spaces
- Outdoor recreation facilities
- Ample parking and lighting

INDOORS

- 45 beds for residential treatment
- 44 spots at Owen School reserved for day students from Rapid City and other area communities
- Library, art room and music rooms in the school
- Gym and recreational facilities
- Sensory rooms
- Conference and meeting rooms
- Full commercial kitchen and dining hall
- Artwork throughout the building

MESSAGES FROM CAMPAIGN LEADERSHIP

FROM THE CO-CHAIRS

Greetings,

We have chosen to serve as Campaign Co-Chairs for The Promise Appeal.

For all of us, this was a natural choice. Children's Home is paramount to the fabric of our lives here in South Dakota, both East and West River.

As we move together on this important project, please know that **we are in this transformation together.** Moving from Rockerville to Rapid City meets the need for modern care for our children and families.

We know people who work at Children's Home. We know many supporters and join them in this urgent project. Most important, we know children and families who need Children's Home now, and we are convinced the need will be there for generations to come.

Please join us in support.

David & Deanna Emery
Rapid City
Campaign Co-Chairs
West River

Miles & Lisa Beacom
Sioux Falls
Campaign Co-Chairs
East River



David Emery:
Black Hills Corporation,
Chairman and CEO (retired)
and **Deanna Emery:**
Educator (retired)

"We grew up in Custer and were very fortunate to be able to move back to the Black Hills in 1996, raising our two sons in Rapid City. We've seen the positive impact of Children's Home in the Black Hills and are excited about the added services that will be provided by the new campus in Rapid City. It will be a shining example of care, cooperation and partnership for the Black Hills and South Dakota."

"Lisa and I love South Dakota. We were both born and raised in South Dakota. Over time we have come to fully understand and support the vital role of the Children's Home Society here in Sioux Falls and throughout our state. Children's Home was Denny Sanford's first large philanthropic gift in South Dakota. Through our relationship with Denny, First PREMIER Bank and PREMIER Bankcard, we have been and continue to be committed to helping CHS. We need the support of Sioux Falls and the entire state to make this new campus a reality. It is desperately needed to provide the essential care and support for children and families right here in South Dakota. We ask that you join us in helping with this important project."



Miles Beacom:
Chief Executive Officer,
PREMIER Bankcard
and **Lisa Beacom:**
Community Volunteer

FROM THE STEERING COMMITTEE

Hello,

In these times, it seems hard to give volunteer time to any effort. When we were asked to be the Steering Committee for The Promise Appeal, the easiest response would have been “we just can’t right now.”

But that is not how we South Dakotans respond when there is a need. Our ancestors worked together to help one another and to help those in our communities who needed a hand up. When a barn-raising was held, everyone pitched in. No matter what the challenge, **we stand strong—together.**

This Children’s Home project is crucial for the outstanding care and support provided to children and families. Now is the time for us to work together to “raise this barn” and begin a new chapter at Children’s Home.

It is an honor to serve on this campaign and to know that we will transform the lives of both children and staff. Answering “yes” was an easy choice for us.

We hope you’ll join us in a resounding YES!

**John Rozell, John Brewer, Eric Lee, Max Patnoe
and Jake Quasney**



John Rozell

Owner (retired) TriState Flooring | Sioux Falls/Hill City

“I graduated from Rapid City High School and had my business career in Sioux Falls. My wife Kay and I spend our time between Sioux Falls and our cabin in Hill City. Children’s Home is near and very dear to us. I have been a board member for more than 42 years and my wife Kay – my bedrock of support – has been by my side in all our Children’s Home projects. This campaign is truly important for us, the Black Hills and our state!”



John Brewer

Community Banker (retired) and
Past President: Destination Rapid City | Rapid City

“As a community banker for many years and past president of Destination Rapid City, I have always been committed to Rapid City and the Black Hills. My wife, Jan and I have cherished our involvement with Children’s Home for more than 35 years as directors and volunteers. We consider our help the highest call to improve children’s lives here in the Black Hills and our state.”



Eric Lee

Founder/Owner Purple Wealth | Rapid City

“I heard much about Children’s Home here in our community. Not until I became board president did I understand the depth of service and care provided here in the Black Hills. This new campus will lead the way to more profound care for all children and families. What a great way to blaze the trail of comprehensive family care for the next 100 years.”



Max Patnoe

General Manager/Owner Liberty SuperStores | Rapid City

“When I was asked to serve on this important campaign I didn’t know as much as I should about Children’s Home. I came to understand that Children’s Home profoundly changes lives of children and families. Now that I am involved with Children’s Home, I feel closer to the work and closer to the cause. The new Children’s Home here in Rapid City will be a real benefit for children and families. My family is proud to support Children’s Home.”



Jake Quasney

Chief Operating Officer Lloyd Companies | Sioux Falls

“I grew up in Rapid City and now work in Sioux Falls. Knowing both “East” and “West” I am proud to be a part of this important effort. When I try to tell the story of Children’s Home I am sometimes at a loss. Why? It is because Children’s Home is the best at what it does. We at Lloyd Companies are proud to support this noble cause. We chose a winner!”

A purple-tinted background image showing the silhouettes of a man and a child. The man is on the left, leaning over the child on the right. They are both holding a large heart shape between them. The overall mood is one of care and support.

HELP, HOPE AND HEALING ARE HERE.

A LITTLE BOY IN CRISIS

The first time Jaycean was in Child Protection Services (CPS) custody, it was because physicians were concerned about his health issues. As an infant/child, he was hospitalized many times with respiratory distress and intubated at least once. He also had many other medical issues.

His mother's parental rights were terminated. Jaycean lived with his dad, but when Dad went to prison, he began staying with various relatives in unstable environments. Before long, CPS took custody of him again.

In foster care, **Jaycean** was destructive. He would defecate/urinate outside of the bathroom, stay up during the night making messes, make sexual gestures and he held a child's head under water in a wading pool.

When Jaycean needed more help than foster care could provide, CPS referred him to Black Hills Children's Home (BHCH).

GETTING HELP. FINDING HOPE.

Jaycean began residential care at BHCH in 2020, when he was seven years old. His therapist, Sue Andrews, noted: Jaycean has Down Syndrome and cognitive deficits. He had difficulty expressing himself when he arrived and needed prompting and assistance with many tasks.

What happens in residential care?

Children receive healthy, loving attention from adults and learn how to trust and hope—sometimes for the first time ever. Therapists, teachers and other staff meet children at their developmental level, providing instruction, encouragement and a pathway to reach their goals.

Children work through their trauma and develop self-awareness so they can regulate their emotions. They experience consistency and stability, and they feel loved and cared for. And they develop resilience, which becomes the foundation of succeeding in social, school and ultimately family settings.

As Jaycean's behavior improved,
his loving nature began shining
through. His cheerfulness was
contagious. Soon everyone at
BHCH knew Jaycean and was very
attached to this little boy.



FINDING A FAMILY

Hundreds of children in South Dakota are waiting for foster care families and adoptive families. Those who are older, are neurodivergent or have disabilities are among those least likely to find families.

Single parent Kelly Keiser of Sioux Falls had adopted three boys—Chris, Jaren and Noah—with varying special needs. She wasn't planning to foster or adopt more children.

Through friends and online, Kelly learned about Jaycean. She had a good feeling about him right away. She talked with her boys, and they felt the same.

The family began sending cards to Jaycean and had several video calls with him. Finally, Kelly and her three sons made a trip to Rapid City to visit Jaycean at BHCH.

They had a blast and **Jaycean fit right in.** The Keisers knew they wanted him to join the family. “It was a family decision,” said Kelly.

Jaycean was discharged from BHCH in March of 2023, and went to live with the Keisers in Sioux Falls in a foster care placement which led to adoption eight months later.



A LITTLE BOY SHINES

It took Jaycean some time to adapt to living with a family, which is typical of children leaving residential treatment.

“At first, he was really scared anytime we went to visit a new house,” said Kelly. “He was afraid to go through the door; I would have to carry him.”

“Now he’s progressed to a point where he takes a couple of big breaths, and we talk about how it’s a safe place. We talk about what we’re going to see inside, take a few more big breaths, and through the door we go. Then within a minute or so he’s running around playing and happy as all get out rather than being scared and clinging to me. So, he’s feeling safer and more comfortable, which is wonderful.”

As he got to know people and started middle school, Jaycean’s **joyful disposition** began to take center stage.

“He is an absolute social butterfly,” Kelly said.

“The kids are all so happy to see him and it’s so heartwarming,” she continued. “I walked into the school and here comes Jaycean and everybody is giving him high fives—and they’re excited to see him because he’s such a fun, happy guy. There’s so much genuine joy, and he’s forming those bonds and relationships with people.”

“He’s just the greatest guy and such a blessing,” said Kelly.

Through residential care at CHS, and now through the love and support of his new family, Jaycean has been transformed into a delightful, happy little boy. And Jaycean, in turn, transforms those with whom he comes in contact.

MESSAGE FROM OUR PRESIDENT & CEO



Dear Friends and Supporters,

I came to Children's Home to continue a tradition of excellence in care for children and families. Integral to that commitment is the acquisition and transformation of our new campus in Rapid City.

We consulted a myriad of experts on this project and our best and most cost-effective option was to buy the NAU Campus. We know there are many memories of the Rockerville Campus, and we will always acknowledge the care and support provided by staff members, volunteers and donors. The time has come to address changing needs in families and the marketplace. **We will meet this need now.**

I invite you to learn more about our new campus. We will be taking major steps in transforming the facility into a center of **hope and healing.** This is what we want for our children—a place where parents and relatives can visit and feel comfortable. A campus with on-site clinical care and where additional care is just minutes away.

The Promise Appeal has always been our intention.
Now we will make it a reality.



A handwritten signature in black ink that reads "Michelle Lavalley".

Michelle Lavalley
President and CEO
Children's Home Society
of South Dakota

“It’s when we start working together
that the real healing takes place.”

—DAVID HUME

YOU ARE INVITED TO JOIN US!

The Promise Appeal is about people, not a place.
The place—our new, transformed campus—supports people.
We are all citizens of South Dakota. Some of us identify
East, some West, but now is the time to step forward to
support children and families who need our help.

The new Children’s Home campus in Rapid City will change the landscape of care for those most in need.

We all know a child or family that needs help.
And, as South Dakotans we respond!

You may be contacted to support this important
transformation of Children’s Home. We hope you’ll
consider a generous gift. Then perhaps reach forward
just a little more in your support. We can do this together.
We truly are trailblazers!

PromiseAppeal.org




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CHILDREN’S HOME APPEAL