

Transcript

Episode 36: “Introducing the ‘Welcome Home’ Capital Campaign,” with Dr. Ron Mackey

Episode Introduction

Andy Braams: In this week’s episode of *Biblical Perspectives on Aging*, Dr. Ron Mackey joins the podcast again talking about our “Welcome Home” campaign. He’s going to talk about why that name was chosen and what that means for Baptist Homes.

Right now, primarily, we call ourselves Baptist Homes & Healthcare Ministries. So, the word, “home,” is in that. Most people will know us best as The Baptist Home, but our name has also been, for instance, The Baptist Home for the Aged, or Aged as some might say. So that idea of home is important and this campaign is also important to us as Dr. Mackey will share as a part of this interview.

So, I hope in these next several moments you will get a glimpse of why this campaign is so important. Not just because we need money to upgrade our facilities or to continue building out some of our facilities, for instance, the home that will serve veterans in the Smithville area; but just the idea of bringing things back home, so to speak. So, listen in as Dr. Mackey shares about the “Welcome Home” campaign.

Episode

Andy Braams: Welcome to another episode of *Biblical Perspectives on Aging*. And today we have a familiar face. If you’re watching online, we have a familiar voice; [and] if you are not, that is Dr. Ron Mackey. Dr. Mackey has been a part of this podcast several times so far talking about various things, whether that was about his role within the organization, about...there was an episode about his parents and how the choice was made for them to come to the Baptist Homes Chillicothe Campus, specifically...[and] about some upcoming items and such.

But today, we’re going to talk about something, Ron, that is both upcoming (in a very public way), [and] has been ongoing now for a year, in other ways. And that is the “Welcome Home” campaign. So Ron, as we start, just give everybody maybe just a little bit of an update on what’s going on in your life besides the “Welcome Home” campaign, which will be minimal, because that’s going to override everything at this point, I guess.

But just share a little bit personally and then we’ll get into the actual campaign portion itself.

Ron Mackey: Oh my. What’s going on in my life personally? It is birthday season now for our grandsons...our younger grandsons in particular; Sam, who just turned eight, and Riley, who just turned two.

And Colton; we will celebrate his birthday, his second birthday, this weekend. So, for Pam and I, it is grandparent time to have birthdays with our grandsons, you know, and, and it’s,

it's pretty breathless. A few years ago, I remember holding my oldest grandson in my arms and now he's 14 and taller than I am and I don't try to hold him in my arms anymore.

He gets a little freaked out by that. So, but you know, we are in a very sweet season as a family; our kids, are in their thirties now, and grandkids are all growing up. For Christmas, I gave David, our oldest grandson, a key to my old Ferguson tractor.

I had no idea the moment that would create between the two of us. It was pretty profound and very cool. And so, he set out during Christmas, cold as it was, out on that tractor, and he comes in at one point in time; I had only shown him how to drive it in first gear. And he comes in and he tells me, he says, "Grandpa, there's a second and third gear. Did you know that?" And I'm like, oh no, oh no. So now, he's popping wheelies across the pastures. Good. So that's what's going on with us. We're having a good time with our families.

Andy Braams: Well, good, good. Well, again, today we're going to talk about "Welcome Home." This has been heavily on your mind, in your heart for quite some time.

You've done been doing a lot of legwork. You've been doing real work, but you've done a lot of legwork for this as well. So, what is the "Welcome Home" campaign? Maybe share why that name was chosen for this campaign, Ron.

Ron Mackey: The "Welcome Home" idea is a concept or a phrase that has really been, particularly, at the level of integrating a new resident into the life of one of our campuses.

And that concept has been around for decades. The idea that when this person is moving to one of our Baptist Homes locations, it is incumbent upon us to welcome them. We're welcoming them into our home, but we are welcoming them also to their new home. And you know, that takes a lot of effort and it's a multifaceted process to do that.

Secondarily, the idea of "Welcome Home" is, quite honestly, the effort, on our part and others, to find ourselves back into the family of the broader Missouri Baptist Convention life. You know, Baptist Homes was, for all intents and purposes, outside of that structure and, really that fellowship, for going on 20 years. And, you know, when the court ruling came down and Baptist Homes was placed back under the Missouri Baptist Convention leadership, there was some anxiety [and] concern.

"What's it going be like? How is [this] going to work?" And the reality has been, from the highest levels of elected leadership and executive leadership at the Missouri Baptist Convention level, we have been welcomed back unequivocally without question, which has created an environment around the state that our churches did not know us. And most, oh, I would say 85% of the pastors had no clue who Baptist Homes was because of this 20-year period of time.

But process has been very familial. We have been invited home. So the idea of a "Welcome Home" campaign, it's reflective of the history and the style of how we try to integrate people into Baptist Homes life when they come to live there. But also, it is a bigger, broader,

hopeful, concept toward our future reintegration into the larger Missouri Baptist Convention life.

Andy Braams: Okay. Okay, great. So, from the campaign itself, what are the origins? How did this campaign come about, just overall, Ron?

Ron Mackey: Shortly after Dr. Harrison became our president, he began [to] explore what it would look like for Baptist Homes to expand and to grow. And in order to do that, you were going to need an influx of capital to make that happen.

And at the same time, he learned about this historical relationship in the hearts and minds of many donors around the state, between the Missouri Baptist Children's Home and Baptist Homes. And in fact, there are multiple estates that are managed by the Missouri Baptist Foundation on behalf of Baptist Homes and the Missouri Baptist Children's Home.

And in most of those times, it's a 50-50 split between those two organizations. So, there was this historic connection in our donor's minds between these two ministries. So he, with the leadership of the Foundation and the Children's Home, began to explore the possibility of perhaps a joint capital campaign.

And the working title for that was, "For Family, For Life." And they explored that with a capital campaign consulting group, out of Dallas, Texas, worked through the details of that for quite a period of time. And, and at the conclusion, the conclusion was this consulting group did not recommend a joint [campaign].

And I concur with that because, though in the minds of many donors these two ministries are well loved and they want to bless them equally, they are two very different ministries with very different principles and processes and a very different donor base, quite honestly. And so this consulting group recommended that we, each ministry, conduct their own capital campaign and that those capital campaigns have very different purposes.

So, we took that information and then we began to look for another consulting process to assist us here in the state. And I gave Rodney the name of a campaign consultant that I had come to know and respected here in the state. We reached out to them. And one of the findings in the original consulting process was they believed that we were capable of an 18 million capital campaign.

So, we used that kind of as the foundation as we began to have conversations with our new consultant group. And that's where this 18 million capital [campaign] came from. And then we bridged the idea of "Welcome Home" into that as the communication of what this capital campaign would be. At the same time in our growth cycle, we had acquired new campuses.

We had recognized new opportunities on existing campuses and the need to take care of some deferred maintenance on several of our campuses. And so, we took that \$18 million and then processed it down into the needs of our current situations.

Andy Braams: Okay. And just for clarification for those watching or listening, when he said “we took that 18 million...” for various reasons, we haven’t received that money yet. Maybe just a little bit of it. We took the idea...

Ron Mackey: Yes.

Andy Braams: ...and processed it downwards.

Ron Mackey: So we took the idea of the capacity of \$18 million and said, “Now if we raise 18 million, you’ve got to have goals inside that. You’ve got to have things for people to contribute to.” So here are the pieces and [I] love that.

Andy Braams: Okay. Okay. So as we are in the midst of the campaign right now, Ron, you’ve shared with others that we are in phase two of the campaign. However, most people listening to this right now [or] watching this right now, they haven’t heard of this campaign before this episode. So, can you kind of explain the process of what the phases are and why we would now be in phase two when people are just now hearing of it?

Ron Mackey: Every capital campaign has two phases. The first phase is often referred to as the silent phase, and it’s in the silent phase where you are reaching out to your most trusted donors and supporters those who have a historical relationship with you, and you are testing the...you’re testing it for clarity.

“Does this fit? Does this make sense? Is this valuable? Is this something you would participate in?” And you’re also testing what is called a case for support. The case for support is basically the written statement of, “Why do we need 18 million? What’s the goal? What’s going to be the impact? What’s going to be the outcome of that?”

So you connect with your most trusted historical donors in what is called the silent phase, testing all of that, and at the same time, seeing how much money can be raised during this side of [the] phase before you move on to the second phase, which is the public phase where you have all those details worked out and you’re going to now publicly communicate, “Hey, we are in this campaign. Here’s the principles of the campaign. Here’s what we’re raising, why we’re raising it, and what the outcomes will be from that,” as you invite your more moderate donors and people perhaps who would become new donors for you in that process just by way of details of how that’s worked out for us.

Currently, we have raised right at 23% of that 18 million dollars, we have raised 4.2 million dollars in this capital campaign. And that is funds for each of our projects, all right? We have projects on all of our campuses and we have raised money for each of those, which tells me, we’ve done a good, good, good job of communicating about the needs at each of our locations, all right?

And now, in the public phase, we will reach out to a larger donor base. We will reach out to organizations and foundations. And the beauty of this is, because of our reinvigorated relationship with Missouri Baptists, we now have a much larger audience to reach out to. And we can say to them, “Hey, we’re not just here, here, and here. We have a ministry now

that is more global to the state of Missouri. And, you know, we have a location in your backyard,” so to speak.

Andy Braams: That’s a good explanation. Thank you for sharing that. So, one of the other aspects, now that it is public in nature; part of the overall process is [that] a steering committee has been developed. And I know just a couple of weeks ago, you invited the steering committee to meet some of the residents and those residents prepared a meal for them, which was, I think, a great reciprocal moment on both sides. What is the purpose of the steering committee? And perhaps maybe share a little bit of what you trained...what the purpose of the training was, as well.

Ron Mackey: The purpose of the steering committee is to be those trusted voices for our ministry, who are volunteers, who are committed donors, and also, who are leaders. In our network, that would be Baptist Life in the state of Missouri. Their job is to help make sure we have a story that communicates and then they will take that story to their trusted relationships.

A good steering committee is geographically represented and ours is...we have representatives from all quadrants of the state of Missouri. It is...a good steering committee is also made up of a combination of historically-committed donors and folks being developed into current and ongoing donors.

It is also really great when that steering committee is representative both by age and by other cultural elements within your audience. And we are very blessed in that we have committed layman and women. We have very committed pastors [from] all around the state on this committee. And we have people of all age brackets on that steering committee.

When we had our training at our Ashland campus and we had that meal where the residents of Ashland hosted a meal for us, our youngest steering committee member, at the end of the meeting, I saw her in the kitchen area with three of the residents of the Ashland campus.

And nobody wanted to leave. They were just having a wonderful time getting to know each other. And the next morning, when we continued our training, this committee member said to me, “I kept wondering why I was on this committee and what I could offer.” And she said, “And then I met these people and now I’m beginning to understand. And you know, we are not...we are raising money for brick and mortar, no doubt about it...but we are raising money for brick and mortar, which will provide a home and a ministry of people.”

And that is the genius of what we’re trying to tell. “The reason we need to do this is so we can do this, which is take care of people.”

Andy Braams: Absolutely. Absolutely. So, the goal, as you mentioned earlier, is 18 million. We’ve developed...the possibility so far, 4.2 million. I mean, just for clarity’s sake, we have not received 4.2 million dollars yet...

Ron Mackey: No, that's true.

Andy Braams: ...we've received some of it. Some of it's pledges for future giving...

Ron Mackey: Yes, yes.

...etc. But, Ron, could you just share...and you said that that was allocated across all the campuses so far, not to go into all the details, but could you just share a little bit about how some of that money will individually impact certain campuses?

Ron Mackey: Sure. The largest outlay of cash for the campaign is for our Smithville campus. We are raising 8 million there, which includes money for the physical work on that campus where we are basically, as you will know, Andy, I think the only thing that will remain are the exterior walls.

Everything else is going to be new inside that building. Some of that we didn't anticipate, but we did anticipate most of it, all right? But it also will provide two to three years of operating capital. While we are applying for funding for those residents from the Veterans Administration, the Smithville campus will be a campus exclusively for veterans.

And that's who we're trying to reach and care for there. And so that is one example of how we're...how this campaign breaks down is to provide that money for that location and for that ministry there.

But another example is at our Arcadia Valley campus, which is our original campus, in the Riggs-Scott Building, which we will celebrate the 100th anniversary of that building this October which is just an amazing architectural feat. I don't know too many 100-year-old buildings that are still operable, and I certainly don't know too many 100-year-old buildings that are not only operable, but well-structured for continued service.

On the second and third floor of that building, we have not had residents living there for a few decades. The second floor was basically empty and honestly had been becoming...became a storage area. The third floor were the offices for our corporate team.

When that corporate structure was moved to Jeff, other places [on] that floor became available. As we then begin to remove a lot of excess leftover materials from that building, which could happen when you've lived somewhere for a hundred years, we begin to ask ourselves, "What can we do here on the second floor?"

We're reconfiguring some of those rooms so that we are building efficiency apartments for independent [living]. Each apartment has a bedroom and a living area. There will be sort of like a studio apartment, a shower and restroom across the hall that may be shared with another apartment dweller.

But we are going to have a price point on that of around a thousand dollars a month, which will include three meals a day, seven days a week. And then access to the social and spiritual life of the entire campus. At a very modest rate to reach people who are not able to afford

the typical cost point of living on a continuum-of-care campus.

The third floor...and this is something that the more I look into it, the more excited I become by this...we're going back to the vision of our founder, Dr. Milford Riggs. On the third floor, we're going to have the same physical structure, a bedroom, a living room private bath across the hall for pastors. Many of the pastors in our state have given their lives for [the] service of the kingdom of God, and they've done so in smaller churches, in the broader reaches of our state.

They've never quite made...to support themselves fully, maybe they opted out of social security back in the day and did not realize that in opting out of social security, they were also opting out of Medicare. And so, thus, at 65, they have no health insurance, which is one of the most expensive personal items you have later in life.

And they have given their lives in service for the Kingdom of God, and we are now coming back, going to offer that space to them for around a thousand dollars a month and it'll have the meal plan built into it. Plus, they'll have the life of the community here. And, you know, when you look back at the early writings of Dr. Milford Riggs, that was what was in his heart, all right? And in fact, you know, this is kind of an internal discussion that we're having right now. His concept of benevolence and the current application of benevolence now are different. His focus was on those who had given to the church and who, because of that sacrificial lifestyle, were now very vulnerable. And for us to, almost a hundred years later, come back to that, I think, I just...well, I, as a pastor, retired pastor, I have been around the state working for Baptist Homes and I've seen those pastors, many of them are working well into their eighties, partly because they know that, if they retire, their church may close and they just don't want that to happen.

And these are godly, sacrificial people who are going to need some assistance. And I just personally believe that is the responsibility of our ministry and its core. And the fact that we can now offer that is going to be a real blessed thing in my opinion.

Other aspects of the campaign, at our Chillicothe campus, we had made a promise when that campus built, to add a third wing. Why the three existing wings were labeled 100, 200 400 hall, no one knows. It's just one of those internal things where we scratch our head and laugh. But we are looking at adding a fourth wing, which oddly enough will be the third wing. I, you know, that's how we do things.

16 rooms. And it will be a skilled nursing facility, which is a level of care that is deeply needed in the Chillicothe area. And we have recently been having discussions about, "How we can use that campus at its greatest capacity in the highest competitive market we have of any Baptist Homes location?" And what our concept is, we're going to go to an all-suite campus.

Every resident will have a bedroom and a living room and a private bath. And I just think that's going to be a real game changer for our Chillicothe campus and that that third wing will be a part of that process there. And then the other funds are being used for other things at some of our other campuses as well.

I don't want to give you the laundry list of everything. It would take quite a while to do that. So...

Andy Braams: Well, yeah. Thank you. And really, you know, the campaign itself, a lot of people will say, "Well, you know, you're just asking for money." But you, when you talked about Dr. Riggs and his initial vision, the initial purpose and the founding decade or more, multiple decades really, of Baptist Homes or Baptist Homes for the Aging and all the word names that were in the past...we lived on donations.

Ron Mackey: Yes.

Andy Braams: You know, the eggs that would show up on the train, you know, the potatoes that would show up on the train. And so Ron, I transitioned to this question because there will be people that have heard this that might want to be involved in the process.

And in the past, Dr. Riggs, and, you know, Dr. Scott, and others, would go around and talk to churches and a church [would] gather all their belongings in a potato sack and or whatever they were gonna do, and they would ship it by train to Ironton. And that's how it happened. Well, we're in a different day and age. It's illegal to ship food like that in today's world.

But there will be people that hear this that say, "Well, I'd like to contribute to that," or maybe, "I have a pastor who might be able to take advantage of the situation in Ironton," (that we are putting together right now). So how could people get involved with the campaign or make contact about helping out in some way, shape, or form?

Ron Mackey: Two ways. One, we plan to come to you to tell this story at your church, at your senior adult group individually, however that would work. but in order to process that, you can reach out to us a couple ways. By phone at (573) 546-2709, or by email to welcomhome@bhhm.org. And those two ways can get you in touch with myself, with Nick Davis, and other staff.

And we will then make a presentation to you or your group about how you can participate in that process. People can participate by making a one-time donation. They can participate by [a] pledge of a certain amount of money over a certain period of time. They can participate by using their estate plan. Maybe they've decided that, you know, "I want to leave my estate or a portion of my estate to Baptist Homes through a bequest, through a will or a trust."

We can work with you to help set that up. And we will, then, credit that on a system that we have for the campaign. You can't spend a bequest until the bequest becomes actual, alright? So we don't want the campaign being 90% money that's going to come in 20 years from now, that would be unwise.

But we do have formulas that we're using to work through that. So the best way to find out about the campaign...we do have information in our Baptist Homes news magazine [and] our monthly e-newsletter. And then we have campaign materials that we've got together.

But if they would reach out to us directly, we would be glad to connect with them and help out with that.

And we are going to be speaking in churches very soon. In fact, Monday, February 13, we are going to be speaking at the Concord Baptist Church in Jeff City. And then, we've got other opportunities that are going to be going throughout the spring and summer of this year.

Andy Braams: Ron, could you just give the phone number and the e-mail one more time for people that may have missed that earlier?

Ron Mackey: Sure.

The phone number is (573) 546-2709 and the email is welcomehome.bhbm.org. Okay.

Andy Braams: Perfect. Ron, is there anything else you'd like to add before we asked or any prayer requests that you might have?

Ron Mackey: Well, I would add [that] we've never had as large a campaign as this and we've never attempted as many projects as we are currently, as you well know, Andy.

Andy Braams: Yes, sir.

Ron Mackey: We have construction going on at every campus. And some may wonder, "Why so aggressive now?" And I would say this, we are living in unprecedented times. There's two things that seem to be going in opposite directions. One, the number of senior adults who need long-term care is growing exponentially every day in our state at a time when long-term care is at an absolute crisis.

Just in the last quarter [to] quarter and a half of 2022, over 200 nursing homes have closed their doors. That has a direct impact on where somebody's going to live. When those homes closed, people had to move. And if Baptist Homes is called to care for the aging, then we need to deal with and speak to this crisis and be a part of the solution for that crisis.

This is not about...expensive [or] fancy...turning our facilities into, really super nice extravagant places. That's not us. That never will be us. It is about expanding the scope. And the number of people that we can minister and serve. That's why we're doing this at this time.

Andy Braams: Yeah. Well, thank you. And just again, for clarity, since we're in all of these...a lot of these same conversations, Ron, that 200 number that Ron just gave, that's just the state of Missouri...

Ron Mackey: Yes.

Andy Braams: ...in the numbers that closed. So that's a substantial amount when you think about the size of the state. That a lot. So, Ron, obviously a campaign such as this, a ministry

such as this, covets prayer. What would be specific prayer requests that you might have personally for [you] or for your team? Or for the campaign, the ministry overall, what would you share with our listening and or viewing audience today?

Ron Mackey: Well, I think I've shared this. It's to go back to this period of time that we're in and it's so volatile there. You could be tempted to just attempt everything all at once, try to fix every problem all at once.

And the reality is, if we do it that way, we will be ineffective in a lot of different ways. And, and I think for our team and for the greater Baptist Homes as well. This is a time when we are in need of greater wisdom than ever in my life, alright? This is not speculative stuff. This is people's lives.

This is people's wellbeing. and we are asking people to contribute assets that they've spent their lives collecting and we need to make sure that we are using those gifts in a God-honoring, future-changing way. And, you know, Andy, there are days I wake up and I just think to myself, "How did this little boy end up here? And this is what, what are we doing?" What we're doing is what God has called us to do. And we need the wisdom to do it well. That's what I would ask for.

Andy Braams: Well, Father, we do thank You for an opportunity to serve You and we do that because of first, our calling as individuals for the ins and outs; of thankfulness for what You've already done for us.

But Lord, as we come together collectively as this small group of staff and individuals that serve as a part of the Baptist Homes family, across the state of Missouri in eight different campuses right now, we thank You for that opportunity to minister to people who, in some ways, society wants to forget or maybe has forgotten. God, may that never be us.

But God, as we embark on this campaign or as we move this campaign further into the public phase, more accurately, that You would show us how to be the best stewards of the resources that people are trying to be the best stewards of themselves. As, as Ron said, that many have elected and sacrificed for years and decades to be able to take care of themselves and their retirement.

Many are just getting started in the workforce and are trying to figure out how to budget for the first time and yet, there are organizations all over that many of them are doing great things and desire to do great things that are in need of money. And Lord, we are just one such group.

But God, we know that we do have a specific calling and that calling doesn't resonate with everybody. But God, for those that do, we would ask that we would be able to partner with them, that they would be able to share with us just a portion of those resources that we might be able to take care of those whom you bring to us.

And maybe that's some of their family members, or maybe that's them one day or maybe that's them even now, in some way, shape, or form. So, God, thank You for this time with

Ron, that he's able to share a little bit about where we are and where we're going. And God, I just pray for Your wisdom to be upon Ron, upon Nick, and the rest of his team, as they not only lead us through this, but God, as they face unexpected challenges, and Lord, receive unexpected blessings; that You would guide in that as well.

So again, thank You for this time, for this communication to all those that will be listening and just pray that Your favor would still be upon us as we seek to bless you as well. In Jesus name, amen.

Well, Ron, thank you for joining us on the podcast today again, and I'm sure...we'll hope it's not the last time. We'll hope there's many more times to come.

Ron Mackey: Sure, sure.

Andy Braams: Thank you.

Ron Mackey: Thank you, Andy. All right.

Andy Braams: Bye.

Episode Outro

Andy Braams: I hope you found this episode to be encouraging to you. Obviously, anytime an organization asks for money, you want to know how that money is being spent. Are we being good stewards? And I assure you that one of our goals at Baptist Homes is to be a good steward of the resources that God has provided. Those resources certainly include money that might be given.

It also includes the buildings that we already have and/or [are] building. It includes the staff that we have and it certainly includes the residents that we serve. So, I hope this has been an encouragement to you in that way. Do we have a long way to go to be better stewards, to be the kind of stewards we really want to be? Of course, we do. We will never arrive on this side of eternity, but our goal is to move that direction, not just each and every year, but [also with] each opportunity that we have throughout the year.

Again, I hope you found this episode beneficial, and I hope you'll tune back in next month for the next episode of *Biblical Perspectives on Aging*.