



*Pursuing Justice. Restoring Hope. Improving Lives.*

# JUSTICE FOR ALL

CAPITAL CAMPAIGN CASE STATEMENT

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*“Justice, sir, is the great interest of man on this earth.  
It is the ligament which holds civilized beings  
and civilized nations together.”*

– U.S. Secretary of State  
Daniel Webster, 1845

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Design and printing of Case Statement provided by Terry Van Duyn, Pisgah Legal Services Board President.

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# JUSTICE FOR ALL CAMPAIGN

*Dear Friends,*

*In 2007 alone, we helped more than 9,000 of our most vulnerable neighbors meet their most basic needs and improve their lives. For more than 30 years, Pisgah Legal Services has pursued justice by providing civil (non-criminal) legal assistance to low-income people. We have also:*

- *Partnered with dozens of other agencies to provide comprehensive services for people in crisis;*
- *Maximized resources by leveraging the pro bono services of more than 300 area attorneys; and*
- *Earned a reputation for management excellence and good stewardship of charitable resources.*

*To meet critical community needs, we have added staff and served more people in crisis each year. Now we are bursting at the seams. The overcrowding at our main office, the Gudger House, hinders our ability to serve clients effectively. Based on state standards, our staff of 36 should have a main office of 10,000 square feet instead of the current 4,500 square feet.*

*After an extensive, two year search, we have found a building that will secure our future and allow us to serve the next generation. We seek to purchase 62 Charlotte Street, a two-story building with 13,776 square feet of office space. We have launched the Justice for All Campaign to secure this critically needed office space and build an endowment fund to provide for the building's maintenance so our annual budget can be devoted to helping our clients. With adequate space and secure funding **we will double the number of clients we serve** over the next 15 years and respond to pressing community needs well into the future.*

*We hope you will join us in this campaign to advance and protect the legal rights of low-income people and ensure equal justice for all.*

*Sincerely,*

*Roy W. Davis, Jr.  
Justice for All Campaign  
Co-Chair*

*Eleanor M. Owen  
Justice for All Campaign  
Co-Chair*

*Wyatt S. Stevens  
Justice for All Campaign  
Co-Chair*

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# Justice for All

## A Critical Need for Civil Legal Aid

The last four words of our Pledge of Allegiance, “and justice for all,” express one of the most basic yet highest ideals of our country. But for many of our most vulnerable citizens, “Justice for All” is a promise that has yet to be fulfilled.

There is a common misconception about how our judicial system truly works. Many assume that if you cannot afford an attorney the court will appoint someone to represent you, but this is only partly true.

The government will provide you with legal counsel if you are poor and charged with a crime, might lose your parental rights, or may be committed to a mental institution. Otherwise, the government does not guarantee legal representation in civil actions – not even for domestic violence victims trying to escape life-threatening abuse or for people at risk of losing their homes.

In addition to needing a legal expert to represent them in court, people living in poverty often need a poverty law expert to cut through government regulations and bureaucracy to secure essential benefits for which they are eligible, including health care and decent housing.



### Helping People Meet Basic Needs

Imagine having to navigate a system as daunting as the tax code just to get food on the table, a roof over your head or medicine for your sick child – Further imagine that you work two jobs, never made it through high school or suffer from a mental illness, or are a frail senior citizen, **with no one to help you**. This is a typical PLS client before they contact us.

Low-income people should have the legal help they need to protect their rights and meet their basic needs. Pisgah Legal Services, together with its many donors and partners, is working to make sure people in need do not have to face a crisis alone.

### Why Pisgah Legal Services receives thousands of requests for legal assistance each year:

- Half of N.C. families cannot meet basic expenses with their income.<sup>1</sup>
- Nearly one third of American women report being physically or sexually abused by a husband or boyfriend at some point in their lives.<sup>2</sup>
- In Buncombe County alone, almost 10,000 households pay housing costs that are more than 50% of their income.<sup>3</sup>

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<sup>1</sup> N.C. Budget and Tax Center

<sup>2</sup> Family Violence Prevention Fund

<sup>3</sup> U.S. Census

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# Pisgah Legal Services

## Civil Legal Aid to Meet Urgent Needs

Pisgah Legal Services provides free civil (non-criminal) legal aid to people who are desperate for the necessities of life – **housing, health care, subsistence income and safety from domestic violence.** PLS' clients are the most vulnerable members of society. They live at or below 125% of the poverty level (\$25,813 for a family of four) and struggle with a broad variety of social issues, many of them interrelated.

Our attorneys usually assist clients with more than one issue in order to address the root causes of their problems and create sustainable change in their lives. For example, PLS often helps domestic violence victims with safety issues and at the same time resolves housing and credit concerns so that they can be self-sufficient and will not feel as much pressure to return to an abusive relationship. PLS also works closely with bar associations, social service providers and government agencies to link clients with services in their community that can assist them with their needs.

In many instances, a poverty law expert is uniquely qualified to make a difference for low-income people. Many of our clients tell us they have gone to others for help — family members, social service agencies — and find that only a legal advocate can save their home, secure the services their child needs or help them end the cycle of abuse in their marriage.



### PLS Ends Violence for Mother and Daughter

Sanebia suffered years in an abusive marriage. "In front of my daughter Lauren, my husband kicked me, punched me and spit at me, threw furniture at me and said he was going to kill me."

Terrified of her husband, Sanebia came to PLS for help to escape the violence for good. PLS helped her get full custody of her daughter, with only supervised visits for her alcohol and drug addicted husband.

With PLS as her advocate, Sanebia now has the means to build an independent, peaceful life for herself and her daughter.

In 2007, PLS helped more than 900 domestic violence victims escape abuse and begin to rebuild their lives.

*"Few domestic violence victims have access to legal support and it is the only service that decreases the likelihood they will be battered."*

– Study by economists at Colgate and Arkansas Universities

*In 2007, we helped more than 9,000 of the most vulnerable people access free legal help to meet their most basic needs and improve their lives.*

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# Creating A Just Community

## Filling Gaps and Changing Systems

### *Region-wide Advocacy and Collaboration*

Pisgah Legal Services not only assists individual clients, we also advocate for policy and systemic changes that help entire groups of low-income people. Together with our community partners, we have achieved important results through our advocacy efforts, including:

- *A reduction in chronic homelessness in Asheville and Buncombe County;*
- *The integration of mental health care with primary health care to reduce the stigma of receiving this assistance and to make it more accessible, particularly for children; and*
- *Changes in state laws to prevent domestic violence victims from being evicted from their homes because of the actions of their abusers.*

PLS provides community leadership to fill gaps in the system of services for low-income people. **We have secured more than \$14 million in federal funds** for the provision of services for people who are **homeless, for mental health services, and for community development.** In response to critical community needs,



#### **PLS Director Recognized for Management Excellence**

In January 2007, Executive Director Jim Barrett was awarded the T. Kennon Roberson Award for Management Excellence in Nonprofit Health and Human Services, for “making Pisgah Legal Services the **effective and nationally respected organization it is today.**”

we have helped establish more than 17 new organizations, including Mountain Housing Opportunities and MANNA Food Bank.

The N.C. Center for Nonprofits recognized PLS in 2002 with the N.C. Nonprofit Sector Stewardship Award because it “provides excellent direct services to low-income clients, but also goes deeper to help identify and solve the underlying causes of poverty.”

*PLS “goes deeper to help identify and solve the underlying causes of poverty.”*

– N.C. Center for Nonprofits

## HEALS Partnership with Mission Hospitals and MAHEC

PLS recently developed the Health Education and Legal Support (HEALS) Project in partnership with Mission Hospitals and the Mountain Area Health Education Center (MAHEC). PLS' poverty law staff is located on-site at Mission to work with patients. The project integrates legal assistance with health care for low-income patients to tackle socioeconomic issues that affect health.

An abusive relationship at home, substandard housing conditions or harassment from debt collectors can have a significant impact on a person's ability to heal, or might even be the reason why the person is in the hospital in the first place. Mission staff attorney Gary Bruce says the project is based on the understanding that "some medical problems have both social and legal origins" and that HEALS "is aimed at healing lives, not just healing wounds."



### Doctors and Lawyers Collaborate to Improve Health

Through HEALS, PLS attorney Mae Creadick (right) prevented cancer patient, Hope Mitchell, from being evicted from her home in the midst of her chemotherapy treatments. HEALS is a collaboration between PLS, Mission Hospitals, and MAHEC, to address the socioeconomic factors that impact health.

*Hope's cancer is now in remission.*

## Pisgah Legal Services Helped Establish the Following Organizations

- |   |   |
|---|---|
| ACCESS Independent Living                                     | Manna Food Bank   |
| Affordable Housing Coalition of Asheville and Buncombe County | Mediation Center  |
| Coalition for the Homeless                                    | Mountain Housing Opportunities                            |
| Community Housing Coalition of Madison County                 | Residents Council of Asheville Housing Authority          |
| Empowerment Resource Center of Asheville and Buncombe County  | Rutherford Housing Partnership, Inc.                      |
| Family Visitation Center                                      | Western North Carolina Branch of Self-Help Credit Union   |
| Henderson County Free Medical Clinic                          | WECAN – West End Clingman Avenue Neighborhood Association |
| Latino Advocacy Coalition of Henderson County                 | WNC Community Health Services                             |

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# Achieving Results

Pursuing Justice, Restoring Hope, Improving Lives

Rather than being an affiliate of a statewide legal aid program, Pisgah Legal Services has chosen to remain a community-based law firm that can be highly responsive to local situations. Our communities' needs are the foundation for all of PLS' decision making. And it shows. In 2007 alone, Pisgah Legal Services:

- *Closed 3,075 client cases.*
- *Coordinated a network of 300 volunteer attorneys, who donated more than 2,900 professional hours worth at least \$435,000.*
- *Helped our clients access benefits worth more than \$26 million, better than twelve times our operating budget of \$2.1 million.*

PLS achieved critical outcomes to improve the lives of low-income clients. We help clients avoid homelessness and obtain decent housing, secure safety from domestic violence, access physical and mental health care, end unlawful creditor harassment, and obtain subsistence income, federal disability income, Medicaid benefits, and housing subsidies.

PLS is able to provide such a high rate of return on donor's investments because of our capable and dedicated staff and effective use of volunteers.

## Award-Winning Volunteer Lawyer Program

### An Incredible Asset With A High Rate of Return

More than 300 local lawyers participate in PLS' Mountain Area Volunteer Lawyers Program (MAVLP), donating their time to work on cases *pro bono* or offer free legal advice on the *Pro Bono* Hotline.

MAVLP is a model program and local attorneys have received repeated statewide recognition for their outstanding service to low-income people. **In 2007, MAVLP attorneys won the N.C. Bar Association's top award for *pro bono* service.**

Volunteer attorneys donate thousands of hours each year, making it possible for PLS to serve many more people. In 2007, MAVLP attorneys handled **911 cases** for PLS clients.

Pisgah Legal Services' talented staff attorneys feel so strongly about fulfilling the vision of justice for all that they forego higher paying legal positions in order to provide a critically needed service.

By leveraging our services and getting involved early, PLS efficiently resolves individual legal issues before they become costly problems for society.

*In 2007, PLS volunteer attorneys won the  
North Carolina Chief Justice Award for the third time.*

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# Campaign Need

## Ensuring Justice for Future Generations

Pisgah Legal Services is proud of what we have accomplished in our first 30 years. As we consider how to best serve our community for the next generation, however, we know there is much more work left to be done. Last year we were able to serve only 13% of the 65,000 people eligible for our services based on their income.

Though we make a difference in the lives of many, we know what harm befalls thousands of

potential clients when they cannot access legal aid. People are homeless, suffering with serious medical problems without access to health care, and victimized by abuse in their homes simply because PLS lacks the facilities and funding to help them.

**It is our goal to double the number of people we serve over the next 15 years, but to accomplish this we must have sufficient office space and adequate funding.**

*It is our goal to double the number of people we serve over the next 15 years.*

### The Need for Legal Aid Grows as Local Affordable Housing Crisis Worsens



**PLS helped the Rains children and their parents escape dangerous, substandard housing.**

Crystal and John Rains and their three children (pictured at left) lived in a dangerously dilapidated rented mobile home for almost three years. The home had rotting floors and walls, a shoddy electrical system, broken windows and doors that would not close.

Their landlord refused repeated requests to repair substandard conditions. A PLS attorney helped secure a settlement of \$1,000 from the landlord. The family was able to move into a decent home.

In 2007, PLS provided legal services to help 1,900 clients solve housing problems. As the affordable housing crisis worsens, **PLS will be needed more than ever to help low-income families solve their housing problems.**

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# Campaign Need

## Sufficient Space for Growing Needs

The historic Gudger House has been the main office for Pisgah Legal Services for twenty-five years; however, PLS outgrew this space several years ago. While we worked to resolve a question of ownership that prevented us from moving, we have been successful in obtaining funding and expanding our staff to meet the growing community need.

**PLS' space crisis is real and critical.**

**The kitchen, basement, attic, waiting room and even a closet, are all being used as office space.**

**Staff is forced to share desk space.**

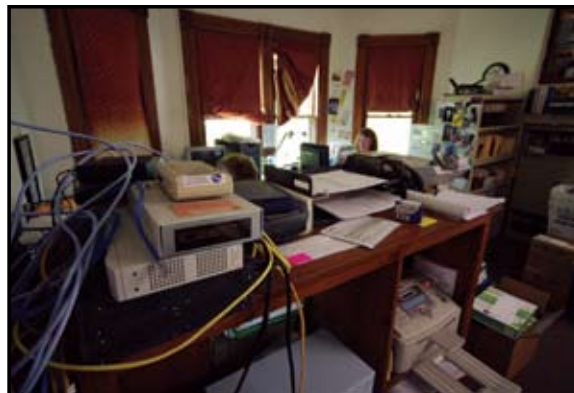
**Volunteer attorneys and other volunteers are being turned away due to lack of space.**

**Safety, confidentiality, and effectiveness are all being compromised.**

Architects have assessed PLS' space crisis and determined that, based on state standards, our staff of thirty-four should have a office of 10,000 square feet instead of our current office of 4,500 square feet.



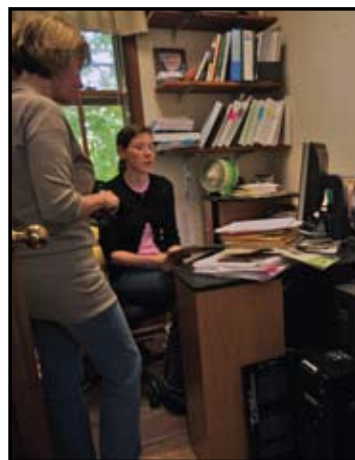
More than 30 staff members crowd into 4,500 sq. ft.



Power needs dramatically exceed capacity of the building's wiring

Sufficient operating space will help Pisgah Legal Services **SERVE MORE CLIENTS** in need by:

- *Improving our ability to provide comprehensive services.*
- *Creating a professional environment for our staff to help clients cope with crisis.*
- *Protecting client confidentiality.*
- *Improving the safety of clients and staff from threatening abusers of PLS' domestic violence clients.*



Closet doubles as an office and Server Room

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# Campaign Need

## Secure Funding for Critical Services

PLS' vision is to not only sustain but build on our programs that serve low-income people. We are particularly committed to adding a fund to our endowment which will provide for the long-term maintenance of the building. This fund will ensure that our ability to serve our clients will not be impacted by the financial responsibilities of property ownership. It is critical that these programs not be compromised or threatened simply for lack of precarious governmental or grant funding, or other budgetary demands.

Since the needs of our clients will not wait while we secure our future, a primary objective of this campaign is to continue to increase annual operating support for high priority legal work.

Our successful annual giving and endowment programs, combined with a new, adequately sized home for our offices, will result in long-term sustainability and expansion of essential, effective legal services to help people in crisis solve their problems and bring us closer to fulfilling the promise of "Justice for All."



### PLS Helped Four Children Find a New Home

When Teresa, a grandmother raising her four grandchildren, died suddenly, the children – all of whom had special needs – almost ended up in foster care.

The children's uncle Russell (pictured above with his niece and nephew) was eager to step in and care for them but did not know how to cut through red tape with the Department of Social Services.

PLS expedited the custody process and secured services to help the children and their uncle cope with their grief and make a smooth transition to their new family situation.

All too often crucial legal aid is not available, creating an unjust system where:

- *A man abusing his wife has access to a court-appointed lawyer and she does not;*
- *A disabled veteran facing wrongful eviction from his home has nowhere to turn;*  
*and*
- *An elderly widow who is a victim of phone fraud cannot get legal advice to undo the damage to her credit.*

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# Justice For All Campaign

The “Justice For All” campaign seeks to meet the following objectives:

## Secure Capital Gifts of \$3.9 Million

This includes the costs of purchasing our new home and alterations to the building necessary to meet our work and security requirements.

## Establish a Fund Within Our Endowment for Building Maintenance

This goal will allow us to be responsible stewards of our physical resources while continuing to bring the highest level of service possible to our clients. As a part of an ongoing endowment program, this fund will grow with gifts and investment for the years to come.

## Continue Our Growth in Annual Giving Support Over the Next Three Years

In 2007, generous supporters helped Pisgah Legal Services exceed its \$242,000 annual campaign goal.

In order to meet the needs of our community, PLS needs to double the number of clients served over the next 15 years. It is time for Pisgah Legal Services to make a significant investment in our future. Sufficient work space and a secure funding base will allow PLS to:

- *Relieve current, stressful overcrowding.*
- *Increase volunteer attorneys by 10% each year.*
- *Intensify advocacy and policy development efforts.*
- *Strengthen collaborative relationships with numerous organizations.*
- *Accommodate a growing legal staff to handle an increased case load.*
- *Utilize college and law school interns year round.*
- *Meet operating space needs for the next generation.*
- *Ensure the long-term provision of essential anti-poverty legal services.*

### Why I Support Pisgah Legal Services

Terry Van Duyn  
Board President



Terry with her husband Ted.

As the mother of a child with special needs, I learned that many of the programs designed to help aren't nearly adequately funded. I was able to afford help for my son, but I needed a private attorney to convince his school to allow him to receive special services in his classroom. We got my son what he needed and today he is a happy, independent adult.

Many families struggle to provide even basic necessities for their children -- health care, housing, protection from abuse. For them, Pisgah Legal Services is the only place they can turn for a legal advocate to help them get these necessities.

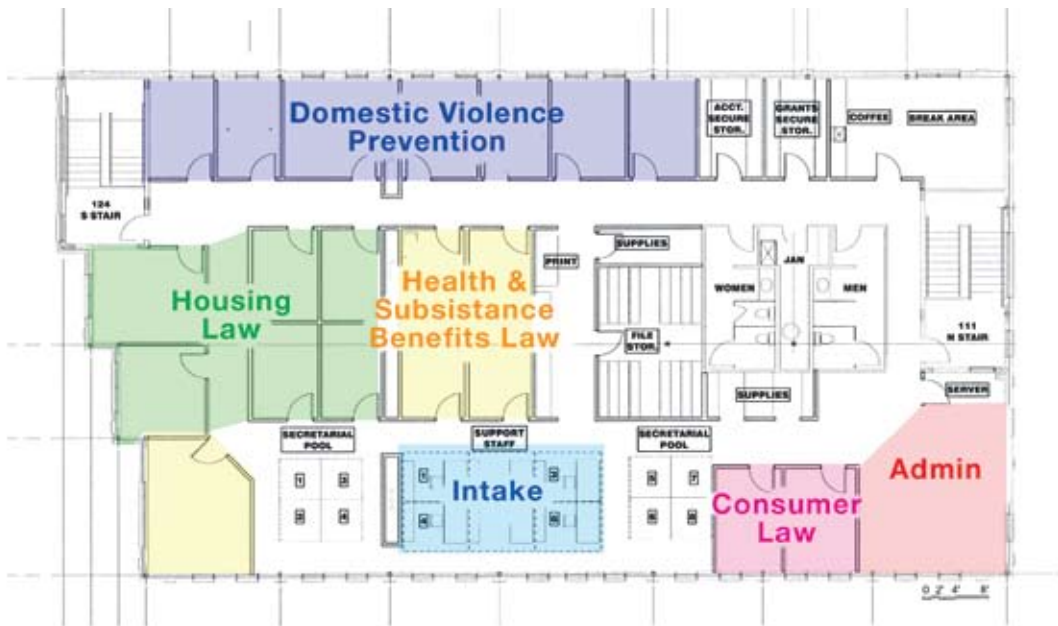
I'm very excited about being involved in the first PLS capital campaign. **The time is right; the need is dire.** This campaign will help sustain Pisgah Legal Services so they can help people meet their most basic needs – regardless of their ability to hire an attorney.

# Preliminary Budget



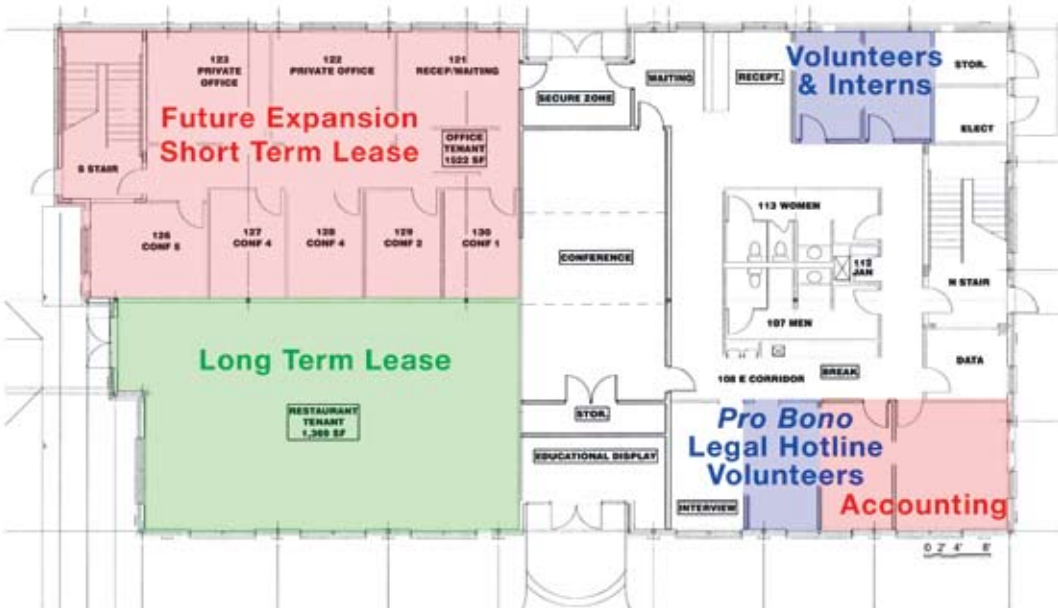
ITEM	COST
Purchase Price	\$3,625,000
Upfit Cost	\$450,000
Interest Expense	\$365,000
Fundraising Expense	\$150,000
Unpaid Pledges	\$210,000
Sale of Gudger House	-\$900,000
<b>Amount to Raise</b>	<b>\$3,900,000</b>
Usable Square Footage	13,000
Annual Income From Leases	\$40,000
Occupancy Date	August, 2008
Parking Spaces	51

# Preliminary Floor Plan



**SAMSEL ARCHITECTS** LEVEL TWO  
07.21 PISGAH LEGAL SERVICES

08.31.07



**SAMSEL ARCHITECTS** LEVEL ONE  
07.21 PISGAH LEGAL SERVICES

08.31.07

# Naming Opportunities

BUILDING SPACE	NUMBER OF OPPORTUNITIES	GIFT AMOUNT
The Building Name	1	\$1,000,000
1 <sup>st</sup> Floor	1	\$500,000
2 <sup>nd</sup> Floor	1	\$500,000
Large Conference Room	1	\$300,000
Small Conference Room	1	\$125,000
The Commons	1	\$100,000
Main Entry Foyer	1	\$100,000
Executive Director's Office	1	\$75,000
Waiting Room	1	\$75,000
Managing Attorney Offices: Senior Managing Attorney Domestic Violence Prevention Homelessness Prevention	3	\$50,000
Legal Support and Accounting	3	\$40,000
Program Offices: Children's Law Project Domestic Violence Prevention Homelessness Prevention Elder Law Disability Assistance Consumer Protection	10	\$30,000
Volunteer Attorney Offices	3 - 5	\$30,000
Interview and Reception Areas Client Screening Offices Interview & Reception Areas	5	\$30,000

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# Frequently Asked Questions

## **Why is Pisgah Legal Services needed? Aren't poor people provided a court-appointed attorney by the government when they need one?**

Low-income people only have access to a court-appointed attorney if they have committed a crime, may lose their parental rights or they may be committed to a mental institution.

In many other situations, low-income people in crisis desperately need an attorney to help them defend their rights and meet their most basic needs but there are no government resources for them. Most low-income people in our service area have no place else to turn for civil (non-criminal) legal aid other than Pisgah Legal Services. Low-income people need PLS poverty law attorneys to help:

- *save their homes and avoid homelessness;*
- *secure health care, food and other essentials for their families; and*
- *escape domestic violence and rebuild their lives.*

## **Why is PLS selling the Gudger House after resolving its ownership of the property in 2005?**

PLS was thrilled with the 2005 court decision that we were the sole owners of the Gudger House and nearby parking lot in Montford, which we had purchased in 1981. Since 1999, the federal Legal Services Corporation (LSC) had claimed an interest in the property because LSC funding was used to help buy the property. In 2005, LSC brought a federal law suit to resolve this issue.

PLS staff and board have explored every option for expanding and staying in our long-time home, however, after careful analysis we determined that there are too many challenges related to zoning, parking and other issues to make this feasible. We cannot create the space we need at this location. Therefore, the PLS Board decided that we will sell the Montford property to help secure the space the organization needs to serve its clients most effectively in the long term.

Local architects have assessed PLS' space crisis and found that, based on state standards, our staff of 36 should have a main office of 10,000 square feet instead of the current 4,500 square feet of the Gudger House.

*“Equal justice under the law is not just a caption on the facade of the Supreme Court building. It is fundamental that justice should be the same, in substance and availability, without regard to economic status.”*

– U.S. Supreme Court Justice Lewis Powell, Jr.

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## How did PLS select the property on Charlotte Street as its new location?

In a strategic planning process, the PLS Board determined that there are several key criteria for our new office. It must be (a) accessible by car and bus, (b) have adequate parking, (c) be reasonably close to the Buncombe County Court House and our volunteer attorneys, and (d) have growth space for at least 15 -20 years. Ideally, we would also find a property that we could occupy within a year or less, as the overcrowding at the Gudger House has begun to impede our ability to serve clients effectively.



In 2007, PLS' Children's Law Project attorneys closed 989 cases that directly addressed the basic needs of 1,989 children.

After an extensive, two-year search for existing buildings or land, the Board determined that the Charlotte Street property was by far the best option. This property is one of a very few that is available with space and parking appropriate for PLS' use.

There are numerous benefits to this property choice:

- *By purchasing a relatively new, existing building, PLS avoids an unwieldy construction project – with likely cost overruns and other foreseeable problems.*
- *The building can fairly easily be up fit to meet PLS' needs and has important features that PLS has been lacking at the Gudger House, including space for volunteers, private client interview rooms, needed security features, and a conference room for training, community collaboration and staff meetings.*
- *The central location will provide easy client access, convenience for volunteer attorneys, increased productivity for staff attorneys due to proximity to court house, and visibility to facilitate fundraising for our work.*

As suitable properties further from downtown were similarly priced, the PLS Board determined that these benefits make this property a good value and a smart investment for PLS' future.

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**Why has PLS decided to undertake a campaign to purchase the Charlotte Street property outright rather than pay a mortgage or rent space?**

Because PLS owns the Gudger House and owes nothing on it, we have been able to dedicate virtually all of our budget to delivery of essential, civil legal services. PLS pays rent only for its much smaller branch office in Hendersonville. If we were to take on rent or mortgage payments for our office in Asheville, PLS would have to lay off staff and serve fewer clients, or put time and resources into raising substantially more money each year.

PLS' Board has decided that, after 30 years of efficient operations and outstanding results, it is the right time for our first-ever capital campaign. This campaign to purchase the Charlotte Street property will allow us to secure our future for the next generation and focus our energies on serving people in need.

The sale of the PLS Montford property will decrease the capital that we need to raise to secure a larger office.

**How are PLS' programs funded?**

PLS has a diverse funding base that includes contributions from donors, faith and civic organizations and companies, as well as grants from local United Ways, private foundations and federal, state and local government agencies. Contributions to the PLS Annual campaign have doubled since 1998.

**Why is an endowment campaign important for PLS at this time?**

PLS provides a critical service, which improved the lives of more than 9,000 vulnerable people in WNC in 2007. We believe that we must secure our future ability to meet pressing community needs with a substantial endowment fund. Our current endowment goal is to establish a fund which will meet the anticipated long-term responsibilities of owning a highly visible and highly utilized building. When feasible, we would also like to raise endowment funds to secure the expenses of legal teams in our program areas, such as Children's Law and Domestic Violence. Donors can make a planned gift or a present gift to the endowment.

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*...after 30 years of efficient operations and outstanding results,  
it is the right time for our first-ever capital campaign.*

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# JUSTICE FOR ALL CAPITAL CAMPAIGN LEADERSHIP

## CO-CHAIRS

Roy W. Davis, Jr.  
The Van Winkle Law Firm

Eleanor M. Owen  
Community Volunteer

Wyatt S. Stevens  
Roberts & Stevens, P.A.

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Joe Brumit  
G. Ward Hendon

Patsy Keever  
Adelaide Key  
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Robert B. Long, Jr.

Philip J. Smith  
John S. Stevens  
Karl H. Straus  
Pam Turner

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Ingrid K. Friesen

Judy Futch  
Terry Van Duyn

T. Douglas Wilson, Jr.

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Trina G. Boyd  
Client Representative

Dershie McDevitt  
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Client Representative

## EXECUTIVE DIRECTOR

James A. Barrett

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