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Mrs. Laura Bush and Announcement About The Magdalen House's New Facility Mark Milestones
The Leave a Legacy Dinner was the Largest Fundraising Event in The Magdalen House's 32-Year History

Dallas, TX (October 29, 2019) – The Magdalen House's *Leave a Legacy Dinner* with Former First Lady of the United States Mrs. Laura Bush was not only the largest fundraising event in the agency's 32-year history, but it was the first public announcement of the organization's \$3.2M *Legacy of Hope* Capital Campaign – seeking funding for a new facility on Gaston Ave. Presented by Ben E. Keith Company Foundation and chaired by Kathi and Scott Shuford & family, over 500 guests gathered at the *Leave a Legacy Dinner* for a memorable celebration of life, recovery, and freedom from alcoholism for both women and their families in North Texas.

"It is estimated that over 250,000 women in the Dallas-Fort Worth area are alcohol-dependent. This includes wives, mothers, sisters, and even daughters. The Magdalen House's treatment plan has saved thousands of these North Texas women from the darkness of alcoholism, and most importantly, it has put mothers back with their children, and on a path to success." – Mrs. Laura Bush, Former First Lady of the United States

The *Legacy of Hope* Capital Campaign to build a new facility for The Magdalen House is the most significant milestone in the organization's three-plus decades of helping alcoholic women achieve sobriety and sustain recovery. Following Mrs. Laura Bush's speech, Executive Director Lisa Kroencke approached the podium to share her personal experience of finding The Magdalen House early in her own recovery, 12 years ago. "Regardless of where a woman gets sober, The Magdalen House offers alcoholic women a community full of hope that is available for a lifetime and allows them the opportunity to give back what they've been given and be of service to the next woman in need." She emphasized how the new, larger space will allow the organization to increase capacity for the Social Detox and Peer Recovery Programs that offer free crisis care and comprehensive care to better serve the growing population of alcoholic women in the Dallas-Fort Worth Metroplex. The paddle raise for the Capital Campaign was filled with enthusiasm to support the project as excited donors raised their bid cards at every level from \$50,000 to \$250, raising \$403,350 for the new facility alone in a single evening.

Awards were presented to honor those that have been integral to The Magdalen House's mission. The Honorary Award was accepted on behalf of the David M. Crowley Foundation by Delia Johnson, Vice President of Programs at the foundation. "The moment we walked through the front door, we felt moved to support The Magdalen House, an organization that helps alcoholic women achieve sobriety and sustain recovery with compassion, faith, and hope." – Delia Johnson. The Paul Tate Advocate Award was presented to Nancy and Jack Zogg. "Providing a safe and dignified environment for women who have the disease of alcoholism is a tough job, and they do it really well at The Magdalen House." – Nancy and Jack Zogg.

Overall, the event raised over \$670,000 that will go directly to providing free programs for alcoholic women and building a new facility for The Magdalen House. Sponsors of the event include The David M. Crowley Foundation, James Hallam and Louise Collins of Ben E. Keith Company, Lee Ann and Steve Van Amburgh of KDC, The Moozie Foundation, Linda and Ed Appleby, Tessa and Lucinda Real Estate Group, Dallas Auction Gallery, Sapphire Foundation, Becky Frey Real Estate Group, Sparrow House Counseling, Tradition Senior Living, Sewell Automotive Companies, Lucky 21, Improving, Origins Behavioral Healthcare and Benchmark Bank.

About the Legacy of Hope Capital Campaign

Donating their services pro-bono, KDC and Omniplan have taken the lead on the project to renovate a historic home on Gaston to serve as the new facility for The Magdalen House. They have enlisted BufordHawthorne Builders to handle the renovations with an estimated project completion of Spring 2021.

By increasing the overall square footage of The Magdalen House, the capacity for the 14-day Social Detox Program will increase by 40%, while the space for Peer Recovery Program meetings, classes, and workshops will double.

“This project will enable us to serve more women in a home that is dignified,” said Mary Shuford, lead staff on the project. “We have not only outgrown our current space, but it is falling apart. We have needed a new home for a while, and it is incredible to have the opportunity to feel the support from the DFW community validating our mission and investing in our long-term vision.”

To date, \$2.79 million has been raised for the new facility thanks to generous gifts from foundations including Constantin Foundation, Inc., The David M. Crowley Foundation, The Epperson Family Foundation, Hanley Family Foundation, Hillcrest Foundation, Hoblitzelle Foundation, The Hoglund Foundation, The J.E. and L.E. Mabee Foundation, The Meadows Foundation, The Moozie Foundation, The Rees-Jones Foundation, Sapphire Foundation, Simmons Sisters Fund, William and Phyllis Snyder Foundation, William and Susan Ragland Fund, as well as several generous individual donors.

More information can be found at <https://magdalenhouse.org/capital-campaign/>

About The Magdalen House

The Magdalen House is a nonprofit organization helping women achieve sobriety and sustain recovery from alcoholism at no cost and based on 12-Step spiritual principles. Founded in Dallas in 1987, The Magdalen House remains the only agency in the Dallas-Fort Worth area to offer comprehensive recovery services – without insurance or state funding – 100% free of charge.

The agency provides crisis intervention through a two-week, in-house Social Detox Program, alongside continued care through a Peer Recovery Program. One serves women in crisis, while the other is available to any alcoholic woman at any stage of her recovery. This creates a recovery community grounded in the idea that together, we can accomplish what we cannot do alone.

After 32 years, The Magdalen House continues to play a vital role in changing the lives of thousands of alcoholic women and their families. The Magdalen House is wholly privately funded – accepting no government monies – with a vision to build a thriving community of recovered women and their families, one woman at a time.

For more information about The Magdalen House, visit magdalenhouse.org or follow us on Facebook at [facebook.com/themagdalenhouse](https://www.facebook.com/themagdalenhouse) or Instagram at [@themagdalenhouse](https://www.instagram.com/themagdalenhouse).

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