



Photo: Former TLC guest, Patrick, in his new home

*Welcome*  
**HOME**  
Campaign

Helping our neighbors experiencing homelessness to thrive

# The Welcome Home Campaign

Homelessness is a complex problem that requires a compassionate and holistic response. The Welcome Home Campaign is The Lamb Center's answer. With a goal of raising \$3,850,000 by June of 2026, this comprehensive initiative will provide homes and expand services for people experiencing homelessness in Northern Virginia.

The Welcome Home Campaign is a comprehensive initiative designed to meet the three greatest unmet needs of The Lamb Center's guests:

1. permanent, affordable housing
2. onsite clinical mental health care
3. expanded employment opportunities

The Welcome Home Campaign will significantly expand opportunities for our most vulnerable neighbors to build stable, fulfilling lives - to thrive. Rooted in The Lamb Center's mission of living out the compassionate heart of Christ, the Welcome Home Campaign offers you the chance to bring dignity and security to our brothers and sisters experiencing homelessness.

Beacon Landing  
**FACTS**



Photo: A rendering of Beacon Landing

## BEACON LANDING

### Key Building Milestones

Site Acquisition | **Complete**  
City of Fairfax Entitlement Process | **Complete**  
Demolition of Existing Buildings | **Complete**  
Building Funding | **Complete\***  
Building Permit | **Expected May 2025**  
Construction Begins | **June 2025**  
Occupancy | **Fall 2026**

\* To be finalized April 2025

# 1. Permanent, Affordable Housing

In partnership with Wesley Housing, The Lamb Center is developing Beacon Landing, a 54-unit permanent supportive housing community. Designed to be a lasting exit from chronic homelessness, Beacon Landing will provide 24/7 supportive services that assist residents in meeting their own goals for self-sufficiency. As the largest permanent supportive development in Northern VA, Beacon Landing is being looked to as a model for other projects across the region.

Supports may include navigating complex physical and mental health challenges, budgeting and financial management, independent living skills, and employment and educational assistance.

## Why Permanent Supportive Housing?

**Direct Benefit to Community** – Wraparound supportive services enable residents who were previously homeless to maintain stable housing, fostering long-term community stability and well-being.

**Reduces Drain on Public Services** – Stably housed residents experience improved health and well-being, leading to reduced reliance on emergency medical care, reduced law enforcement interventions, and other public services.

### Residents' Responsibilities



- ✓ Sign and comply with a standard lease
- ✓ Pay 30% of monthly income OR a minimum of \$50 for rent



Photo: Former TLC guest, Stephan

# 2. Onsite Clinical Mental Health Care

Untreated mental illness is a major cause of homelessness. Adding low barrier clinical mental health services on-site at The Lamb Center, a familiar environment where guests feel safe, will dramatically increase their participation in treatment. Treating mental health issues boosts many positive outcomes for guests, including physical health, housing stability and employment.

# 3. Expanded Employment Opportunities

The Lamb Center's signature 90-day Workforce Development Program is successfully helping guests to re-establish work histories and transition to sustainable employment. Expanding the program will allow graduates to receive additional training for high-demand local jobs. The goal is to develop an agile and responsive workforce, creating opportunities for our guests and meeting the needs of area employers. The ground floor of Beacon Landing will serve as an employment center and networking hub for building employer partnerships and job training.



Photo: Workforce Development Program, Operation Stream Shield

# Welcome HOME Campaign

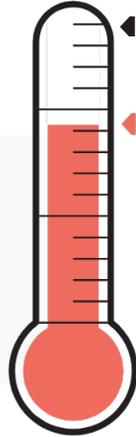
## Use of funds:

Grow TLC Strategic Fund **\$2,850,000**

Seed Mental Health & Employment Programs

**\$1,000,000**

**GOAL**  
JUNE 2026  
**\$3,850,000**



◀ To Be Raised  
**\$1,313,000**

◀ Raised  
**\$2,537,000**  
*as of 3/31/25*

## Beacon Landing Building Costs

Acquisition Costs	\$2,597,942
Construction Costs	\$20,268,257
Soft Costs	\$2,036,700
Financing Costs	\$2,196,295
Reserves, Escrows, Contingencies	\$2,786,382
Developer's Fee	\$2,500,000
Partnership/Operating/Carrying	\$296,325

**Total Building Cost \$32,681,901**

## Beacon Landing Resident Services\* Sustainable Funding Model

Anticipated Public Funding **\$326,500**  
TLC Strategic Fund† Contributions **\$342,500**

**Annual Cost of Services \$669,000**

\* Figures are estimates

† The TLC Strategic Fund is an unrestricted investment fund available to support the greatest needs of The Lamb Center.



Photos: A rendering of a Beacon Landing unit

## Will You Join Us?



By joining us at this final stage for Beacon Landing fundraising, you provide the piece most critical to its success, the care for residents. You ensure that people transitioning out of long-term homelessness have trusted advisors they can turn to as they move from crisis to comfort.

Naming opportunities are available for gifts starting at \$25,000. Gifts of \$5,000 and up will be recognized permanently on a donor wall. **For questions, please contact Development Director Wendy Baird at [wendybaird@thelambcenter.org](mailto:wendybaird@thelambcenter.org) or (703) 691-3178, ext.275.**