

The Campaign for Securing Rosemount's Future

Early childhood education, family support, and caring community come together at Rosemount Center like nowhere else. Since the early 1970s we've succeeded by doing things differently — and ahead of the times. We've always been focused on serving a socio-economic mix of Washington DC families, many of whom have significant needs.

Today, Rosemount is “home away from home” to almost 200 children, birth to age five, and pregnant women. More than half of our children come from lower-income families in our Early Head Start and Head Start programs — learning and growing every day alongside classmates from tuition-paying families in a dual language educational setting.



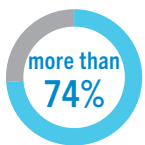
Here are a few indicators that show how our model is making an impact:



of our children across all age groups met or exceeded developmental milestones in cognition, literacy, and math.



of our center-based children achieved social-emotional and physical developmental milestones before kindergarten.



of our children met or exceeded milestones in language, physical, and social-emotional development.



met cognition milestones before kindergarten, and **65%+** met language, literacy, and math milestones.

To understand where we are now, it is important to know our start.

Our Past

Our history goes back to the House of Mercy, which was established in 1884 by the Episcopal Diocese of Washington. House of Mercy was founded to help and house unwed women and their children. Fast forward to the 1940s, the organization moved away from long-term to short-term housing as cultural norms changed. In the 1960s housing needs for single mothers and their children declined. But a new calling became clear: quality childcare and support for infants and children of all backgrounds in Mount Pleasant.

To answer this need, in 1972 the House of Mercy created **Rosemount as a separate 501(c)(3) organization** to carry on the House of Mercy's work, supporting services to women and children through childcare services for the community. House of Mercy maintained ownership of our historic building and generously provided a \$1 a year lease.

Our Present

For 50 years — from 1972 to 2022 — our relationship with House of Mercy meant that our beautiful campus — modernized and customized for those we serve — was subsidized, sustainable, and affordable.

In 2023, House of Mercy decided to terminate Rosemount's lease and let us know of its intention to sell the building and because of this, Rosemount announced it would be forced to close. House of Mercy agreed to re-negotiate Rosemount's lease ending in August 2024 from \$1/year to \$335,000/year for each of two years (ending in August 2026) and gave Rosemount the option to purchase the property.

Rosemount did consider moving. But finding an affordable, turnkey space in Mount Pleasant is impossible. The cost of moving and remodeling was not in our 5-year plans or budgets. We reached out to developers, non-profits, and universities to explore partnerships but that proved too difficult in the short timeline we were given. We exhausted our options and decided that our historic home is where we need to be.



Our Mount Pleasant location is convenient by public transit and on foot. Our current layout is customized specifically for us with beautiful playground space, ample parking, large parent and staff meeting rooms, quality space for 163 infants, toddlers and preschooler classrooms, and multiple offices for management and admin staff. **It is less disruptive for our families and staff to stay exactly where we are.** However, our historic Mount Pleasant campus also needs regular maintenance, system upgrades, and eventual replacement of key structural elements such as our HVAC unit and our ceramic tile roof components.

The truth is that the community needs Rosemount. And they need us in our Mount Pleasant home.

Now's the time to secure Rosemount's permanent campus in perpetuity. **Future generations are counting on us to pull together.**

That's why we're launching ***The Campaign for Securing Rosemount's Future*** — a **\$10 million effort** to stay in Mount Pleasant and lay the foundation for our growth in the years to come.



The campaign goals include:

\$7,000,000
Secure Our Home

Help with purchasing the building

\$2,000,000
Care for Our Home

A Building Reserve Fund to serve as our source for major repairs and system replacements as needed

\$1,000,000
Annual Support

Rosemount General Operations as we transition from renting to owning the building. Funds to support property management fees, regular maintenance expenses and unforeseen costs of new ownership

Our primary goal is to raise \$7 million to help with purchasing the building. The DC Council made a lead gift by appropriating a \$2 million grant in its FY 2026 budget for Rosemount to purchase the building. The Council is also providing an opportunity for Rosemount to receive an additional \$1 million in matching gifts.

Our Future

We believe in Rosemount's irreplaceable value to DC's children and to our Mount Pleasant neighborhood. In our next chapter, we are enthusiastic about answering the persistent call: quality care for infants, toddlers and preschoolers that **is accessible to all**. We currently have a long wait list, and quality care for young children is hard for many DC families to find.

We are proud of our half-century legacy of serving families in need of early childcare and our cutting-edge approach to early childhood education and family support services. We are deeply committed to being right here in our historic home for the children who need us most for decades to come.

"We must be teaching our children from a young age so that they can be successful in life, so that they can have access to the best education, throughout their whole lives, so that they can have access to good jobs, so that they can help one another out in the world. These are really critical functions that Rosemount plays here in our community."

— Brianne K. Nadeau, Ward 1 Councilmember, Council of the District of Columbia

Your Opportunity

Rosemount's campaign is an opportunity to help us ensure that families across Mount Pleasant will continue to have access to our unique model of providing enrollment options to parents at varying income levels in a dual language early childhood education center.

Will you consider making a meaningful gift to support our campaign and help Rosemount purchase its building?

This is the largest campaign Rosemount has ever launched and the need for an early childhood center with proven success such as ours has never been greater. And we know we can realize our goals with caring, committed donors like you.

Your gift can be the catalyst for our community to come together to ensure that future generations of children in the D.C. Metro area — regardless of income or background — have the strong start they deserve.

Thank you for your thoughtful consideration.



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