

FOR RELEASE MONDAY, AUGUST 3RD, 2020

CONTACT: Shanda Hansen, Community-Based Center Director

PHONE: (641) 423-7362 Ext. 5225

EMAIL: shansen@yss.org



YSS Francis Lauer unveils \$3.8M campus transformation, \$1M capital campaign

YSS Francis Lauer has revealed the plans and undertaking of a \$3.8M transformation to their Mason City campus, leading the organization to launch a \$1M capital campaign.

The organization has secured over \$2.8M of out of the \$3.8M needed to complete the campus transformation. Through the newly announced capital campaign, known as Building Hope Community Campaign, YSS Francis Lauer aims to raise the remaining funds for the project.

The foundation for the campaign, known as the Building Hope Community Campaign, was set thanks to four key donors: Steve and Vicki Sukup, \$1M; Richard O. Jacobson Foundation, \$1M; First Citizens Charitable Foundation, \$200,000; and Variety – the Children’s Charity of Iowa, \$200,000. Additional commitments have been made by the Hanson Family Foundation, County Social Services, and the Roy J. Carver Charitable Foundation.

“Hope springs eternal,” said Vicki Sukup, lead donor for the project with her husband, Steve. “That’s what we have to contribute to: Hope for the future of these kids.”

For several years, the organization has watched the demand for mental health, addiction treatment, and crisis services outgrow their current campus, which was constructed 20 years ago. The team at YSS has researched, planned, and prepared for an opportunity to address the needs of youth and families in North Iowa.

The campus transformation will place an emphasis on trauma-informed care and design, offering a welcoming environment conducive to recovery. The goal of trauma-informed care and design is to improve one’s sense of identity, worth, dignity, and empowerment – all key aspects of maintaining mental health and healing.

“Throughout the campus transformation, we will provide a welcoming, deinstitutionalized, trauma-informed and homelike environment,” said Shanda Hansen, Community-Based Center Director of YSS Francis Lauer. “Our goal is to provide immediate comfort to families in crisis.”

After renovations are complete, the campus will feature a new wellness center, an updated education wing, a renovated inpatient unit for adolescent addiction treatment, a new crisis intake center, and significant improvements to the expanding outpatient behavioral health clinic. This project has been designed from the ground up and includes best practices to ensure best-in-class care.

“This project is extremely vital to our community,” said Chelsy Snyder of Dean Snyder Construction, general contractor for the campus transformation and member of the Building Hope Community Campaign Cabinet. “To have facilities like this in North Iowa is an incredible advantage.”



To contribute to the Building Hope Community Campaign, please contact Shanda Hansen, Community-Based Center director, at (641) 423-7362 Ext. 5225 or email shansen@yss.org. Checks can be mailed to: YSS Francis Lauer, 50 N. Eisenhower Ave., Mason City, IA 50401 with “Building Hope” in the memo line.

YSS Francis Lauer, formerly known as Francis Lauer Youth Services, has served youth and families in North Iowa since 1968. Since merging with YSS in 2016, inpatient and outpatient services have greatly expanded. Inpatient services include Child Welfare Emergency Services (CWES) Shelter, a Crisis Stabilization program, and an Adolescent Residential Addiction Treatment program. Inpatient services are available to youth and families of all ages, and include medication management, counseling for mental health, behavioral health, and substance use disorders, public school-based services, a partnership alternative school with the Mason City Community School District, Iowa Aftercare Services, and a Rapid Rehousing program. YSS Francis Lauer is a 501(c)(3) nonprofit organization.

