



the ministry messenger

Summer 2022
A Publication of
Crisis Control Ministry

Neighbors Helping Neighbors



A New Perspective

Written by Anna Brewer, Poverty Simulation Participant

Growing up, I was keenly aware of the stress my parents were under to provide necessities and enrichment opportunities for me and my sibling. Though we never went hungry and somehow they managed to scrape together funds for community sports and church youth trips, the stress they carried was apparent. In adulthood, I continue to learn and recognize the privilege I carry as a white woman in America, regardless of my socioeconomic background. Yet, it was not until the poverty simulation, provided by Crisis Control Ministry, that I realized the long-term impact poverty has on families. If you have never participated in a poverty simulation, I urge you to do so as soon as possible.

Without giving too much away about the simulation, my experience left me physically

and emotionally exhausted, but I am now more aware of and empathetic towards what 13% (or 58,000) of Forsyth County residents experience each year. It was a deeply impactful experience that I know I will carry with me for the rest of my life. It occurred to me after the simulation, as the participants reflected together, how difficult it is to think about planning a healthy and budget-friendly meal, getting exercise, reading to your child and participating in their lives, taking care of your mental health and a million other basic things when you live under the chronic stress of poverty. People living in poverty have incredible coping mechanisms and regularly navigate opaque and confusing systems because their daily lives depend on it. Many times, these decisions come down to the dollar and making one wrong decision at any given time of the month can result

in a financial crisis or a day or more without a basic need. Those of us with stable jobs, housing, and adequate resources move through the world as if we were not divinely blessed to be in these circumstances, and yet, most of us are closer to a financial crisis than becoming a millionaire.

While I was aware of my parents' financial stressors, they had a support system through their community, church, and family. I think about my neighbors who could appear fine, but could find themselves in a financial crisis after an unexpected expense or life change. Thanks to CCM, 13,630 Forsyth and Stokes County residents received financial assistance, food, and medications last fiscal year. I'm grateful that an organization like this exists and hope you'll join me by supporting them today.

CCM Bridges the Medication Coverage Gap

Written by Chelsea Franzese, Assistant Director of Client Services

Teresa first accessed the CCM pharmacy first in 2014. She and her husband had always worked and been able to make ends meet, but in 2011 he became disabled and could no longer run his business. His disability became so severe that Teresa also had to leave the workforce to become his full-time caregiver. Unfortunately, this left her uninsured and unable to afford her medication. On average, Teresa needed 19 prescriptions per month costing around \$3,500 without insurance. CCM has been able to provide those medications every month for the last eight years and now she qualifies for Medicaid. Her copay at a retail pharmacy will be one that she can now afford. CCM bridged the gap of medication coverage for Teresa and likely saved her life.



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Grand Opening

Pinnacle Financial Partners' Cherry Street office in downtown Winston-Salem celebrated a belated grand opening by welcoming friends, neighbors, and community partners. To mark the happy occasion, they presented a generous gift of \$10,000 to Crisis Control Ministry. Pinnacle is passionate about investing in the community and contributes to organizations focused on education, health and human services, the arts, and economic development.



Letter Carriers Go Above and Beyond

Written by Abbey McCall, Director of Community & Volunteer Relations



Did you receive a postcard in your mailbox from the Association of Letter Carriers about their annual Stamp Out Hunger food drive? Well, if you live in Kernersville and donated, your donation supported our Kernersville Client Choice Food Pantry. Your generous gifts will feed neighbors going through an unexpected financial crisis. We are grateful for your support and thankful to the letter carriers.

On Saturday, May 14th, with the help of volunteers, we set up a food sorting area and brought the CCM truck to the Kernersville post office where we collected the grocery items. "We were unsure how many donations we would receive because it was the first time in two years we were able to hold the event," said Kathy Hoffner, Director of Kernersville Office. "It was incredible to see the excitement of the letter carriers as they entered the dock area to unload the donations." It's

important to remember the letter carriers go out of their way to accept these donations. For many of them, it means getting out of their trucks to load and haul the food. This can slow them down on their route and cause them to get behind.

One of the letter carriers shared his experience with us upon his return to the post office. He was at his last stop, down a long road and was surprised to see an elderly gentleman waiting for him by his mailbox with a wheelbarrow full of food donations. The mailman got out to express his gratitude to the man. The two bonded as they loaded the food onto his mail truck; this act of generosity and kindness brought the men closer together. It's these stories of community that fill our hearts with joy. In total, we collected 4,309 pounds of food which was by far one of the biggest collaborative food drives in Kernersville this year!

CCM Board Retreat – Making Plans for Moving Forward

Written by Margaret Elliott, Executive Director

On April 6, 2022, CCM staff members met with the Board of Directors at their annual retreat. Guided by Frank McNair, consultant and friend to CCM, we enjoyed the first in-person meeting we've had in more than two years!

The purpose of the retreat was to get to know each other, to hear about and remember CCM's history, and then to start planning and dreaming for our future.

The biggest change for CCM has been the option for clients to call in for assistance rather than conducting an in-person interview. Other changes include the automatic qualification for food assistance for all pharmacy patients and reducing restrictions on the quantity of food that each family takes from home.

Administrative changes included virtual meetings and the shutting down and now the re-opening of all public events, such as Hope du Jour, Shmedfest, and the CROP Hunger Walk.

A "Moving Forward" group was convened after the retreat to continue important conversations about the future of Crisis Control Ministry. This group has already met to review where CCM excels and where we may have new opportunities to grow. Establishing strategic partnerships with other organizations and groups in our community is a goal that fits into our organization's strategic plan to make lives better for the families we serve. We had in-depth conversations about what families who experience crisis may need other than the emergency assistance that we provide.

Another area of great focus, was for clients to have a navigator or friend to help make good choices and/or to talk through resources in life. Some might call this work integrated case management and it takes time and many people to make it work.

Also discussed, was the need to expand offerings in our three advocacy programs: Living on the Edge poverty awareness workshops for small groups, the Poverty Simulation, and the Bridges Out of Poverty training for members of all sectors in our society.

Stay tuned to learn about our strategic plans to accomplish these goals. Leveraging our partnerships to do the right thing for all families in this community is a smart thing to do. We must do this work.

What Is Shmedfest?

Written by Ryan Moody, Special Events & Marketing Manager



When I joined Crisis Control Ministry in June 2021, our community was just beginning to return to a sense of normalcy after enduring the events of the previous year. Summertime is one of the busiest times of the year, and since restrictions were lifted on in-person gatherings, I was quickly brought up to speed on upcoming events. One of these was Shmedfest, an end-of-summer bash benefiting CCM. If you're hearing that name for the first time, you probably have the same question I did: "What is Shmedfest?"

Shmedfest was started by two Crisis Control volunteers, Steve and Tonya Cavanaugh, as a yearly party held in their backyard for their shared birthday. They would invite all their friends to celebrate and put out boxes to collect donations for CCM. They called it Shmedfest, as a reference to their pet name for each other, "Shmeddy." Over the years, their backyard birthday bash grew into a full-on event that had to be planned months in advance. More and more people attended, which meant that Steve and Tonya could hardly handle the crowd showing up to their backyard party. Steve's band, the Downtown Band, which played every year, was

joined by other local bands to put on a concert. Children's activities were expanded, including a bounce house. Dinner and beverages were catered by local businesses, and eventually Shmedfest outgrew the Cavanaugh back yard and had to be moved to larger venues.

We are committed to making Shmedfest one of Crisis Control Ministry's biggest events of the summer. We have found a new home for Shmedfest at the Winston-Salem Fairgrounds and are excited to bring beloved local bands Souljam and Reliably Bad to the stage. This year also marks the return of our official 5K race and Fun Run the morning before the concert.

Shmedfest has grown to become a celebration of the work of Crisis Control Ministry and our continued devotion to our mission. It's a time to gather with friends and family to enjoy the last weekend of the summer, look back on the accomplishments of the previous year, and rejuvenate ourselves in preparation for the next. I hope you will come be a part of our tradition on August 27!

Giving Hope

Written by Rev. Dr. George C. Banks, Director of Philanthropy



After two years of modifications and cancellations, Hope du Jour returned to the community for its thirty-first year on May 3, 2022. The Hope du Jour fundraiser benefits Crisis Control Ministry's programs and services that we provide to families throughout Forsyth County and Stokes County. We are so grateful to the more than 100 restaurants that participated as their way of giving back to the community. We are also thankful for the support of our faithful sponsors, whose patronage makes Hope du Jour possible. We presented sponsors with a commemorative plaque acknowledging their support of Hope du Jour 2022. Donations from Hope du Jour 2022 are still coming in, but we look forward to Hope du Jour 2023, another great event raising money to give hope to our neighbors.

Save the Date: Saturday, August 27



Gift of the Month

July:

Toilet Tissue

August:

Peanut Butter & Jelly

September:

Canned Greens

Some essential items can't be purchased with food stamps. Please consider donating one or more of the following: dish detergent, shampoo, feminine hygiene supplies, bath soap, laundry detergent, and deodorant.



Hours

Winston-Salem Hours:

Monday - Friday
9 a.m. - Noon. & 1 p.m. - 4 p.m.

Kernersville Hours:

Monday - Friday 9 a.m. - Noon
Tues. & Thurs. 1 p.m. - 4 p.m.

SAVE THE DATE



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MINISTRY

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**FOOD DAY
at the FAIR**
Wednesday,
October 5, 2022

Bring five non-perishable food items for one FREE ticket to the fair. **For even more fun, call 336-770-1621 to volunteer.**



**CROP
Hunger Walk**
Sunday,
October 16, 2022

Walk to end hunger one step at a time at the 44th annual Winston-Salem/Forsyth County CROP Hunger Walk. **To sign up, visit www.crophungerwalk.org/winstonsalemnc.**

New Initiative to Assist Homeless Neighbors with Food

Written By: Abbey McCall, Director of Community & Volunteer Relations

This spring we expanded our partnership with Novant Health to address food insecurity in our community. We are proud to work with the Community Health Workers at Novant Health to provide 200 food bags a month for them to distribute to their homeless and food insecure patients. The idea to provide this service began

when one of the Community Health Workers received a request from a case manager at Forsyth Medical Center that a patient had been discharged and was food insecure. She knew about Crisis Control because she refers her patients to us already. She gave us a call to see if we could help address the need. Thanks to the generous support of

donors, we can purchase smaller canned goods with pop tops along with other accessible food options for our homeless neighbors. "Every food bag consists of 7 meals and 3 snacks," said Paul Cribb, Operations Manager of Crisis Control Ministry. "As long as we have the funds, we can continue to meet this need in our community."



Paul Cribb, from CCM with Pam Mathis, Community Health Worker who had the idea



Novant Health Community Health Workers



Our Unifying Principles...

Love • Stewardship • Listening • Grace • Truth • Collaboration • Better Lives • Transformation