

Impact Report

January 2020
to June 2021



Western Wake
CRISIS MINISTRY



Community » Compassion » Equity
Impact » Optimism » Relationship » Vision

A Note from Leadership

In early 2020, COVID-19 quickly transformed from a global news story to a local threat that touched us all. The spread of the virus forced charitable organizations everywhere, including Western Wake Crisis Ministry, to rapidly shift gears to efficiently offer services to our neighbors who needed them most.

Almost overnight, hundreds of local families faced food & housing insecurity, many for the first time. The most common refrain heard at WWCM in those early days of the pandemic were "I've never had to ask for help before".

The onset of the pandemic created waves of job loss, wage loss, loss of access to nutritious food and forced many families to have to choose between protecting their family's health or protecting their financial security.

And while organizations like WWCM are adept at stepping in during short term crises, no one could have foreseen how devastating and long-term the effects of the pandemic would be.

Over the last few years, our Board of Directors & team have focused on bringing our values of community, relationship & equity to the forefront of program development & delivery of services.

The introduction of the Impact Coaching Program and the strengthening of our entire Resource Assistance Network allowed WWCM to develop an even deeper connection with the community and carry out our mission with unparalleled support.

What an unprecedented year like 2020 has shown us is that our commitment to our mission, and those values in particular, is what sustains us. In 2021 and 2022 we will continue to partner with those still facing the effects of this global crisis, measuring our impact not just by numbers served but by relationships made.

On behalf of the entire staff & Board of Western Wake Crisis Ministry, thank you for walking alongside us as we strive to uplift our neighbors in need.



David Brown
Board President



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I was let go from both of my jobs and had to live off of savings for 8 months. The WWCM food pantry allowed me to spend my money on my mortgage instead of groceries.

- Christina, *mother of 3*

Our Vision: A brighter future for all by cultivating a healthy, hunger-free and housing-stable community.

Our Mission: Partnering with those in crisis, helping them gain stability through basic supports for food, financial/housing assistance, education, and opportunity.

Managing Through Crisis

Running Western Wake Crisis Ministry through those early days of the COVID-19 pandemic was an exercise in crisis management. Work was stripped down to the essentials and priorities were determined.

Key resources and systems that WWCM had relied upon for decades had disappeared almost overnight. Volunteer numbers plummeted & our ability to offer in-person relief & assistance to our neighbors in crisis was impossible.

The first step to stabilization was making sure that food distribution continued. Our staff and volunteers needed to be able to provide essential services and still remain safe. Next, we began to evaluate existing resources and expand on partnerships, like that with the YMCA of the Triangle, to help us get groceries to existing clients as well as neighbors who found themselves facing food insecurity for the first time.

From there, our team moved swiftly to other critical needs: assisting with housing & utility bills, securing funding to pay for the growing community need and sustaining our programmatic response to the crisis.

Inventory levels, program strategies & budgets were examined and by mid-March WWCM was already pivoting to providing services virtually or through no-contact home delivery.

Our analysis showed that to keep families in our service area safely housed through the first 6 months of the pandemic would cost an estimated \$125,000, which was 30% more than we spent on direct client assistance in all of 2019. We launched the Family Recovery Fund with a goal of \$150,000, to help us keep families safely housed during the pandemic & beyond.

The WWCM team came together each morning to reassess our strategies, make decisions and often had to quickly pivot the way services were offered.

We moved from an in-person, choice shopping experience to strict no-contact home delivery to curbside groceries by appointment in a matter of months. Each shift in the way we offered services required a complete restructuring of staff time, volunteer needs and warehouse operations.



Our Town Council is passionate about providing hope and relief to our community. We are proud to support [the] WWCM Family Recovery Fund. This will allow more families to be served. There is nothing we can't accomplish when we work together

- Jacques Gilbert,
Mayor, Town of Apex.



Neighbors Helping Neighbors - Impact At-A-Glance



9869 Individuals Served

2678 Households Served



10,176 Visits to WWCM For Any Service

38% First time visitors to WWCM



540,000 Pounds of Food Distributed



\$1,109,460 Direct Client Assistance for Food, Rent & Utilities

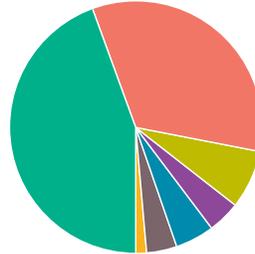


13,377 Volunteer Hours

Financials: January 2020 - June 2021

Income

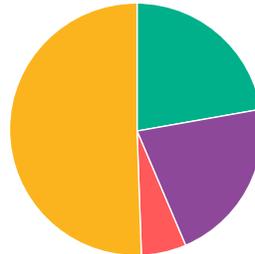
● In-Kind	\$ 976,068
● Individual	\$ 738,632
● Faith Communities/Civic Groups	\$ 163,177
● Foundations	\$ 90,210
● Government	\$ 111,493
● Corporate	\$ 83,259
● Interest, Indirect, Other	\$ 29,606



Total Income **\$ 2,192,445**

Expense

● Client Assistance (including Food)	\$ 1,109,460
● Facilities & Equipment	\$ 131,518
● Operations	\$ 467,307
● Future Use	\$ 484,160



Total Expenses **\$ 2,192,445**



We are in this together and we will help each other.
It's not about one entity, it's not about individuals,
it's about us coming together and making our
community stronger.

- Angie Field, *Executive Branch Director, Kraft YMCA*



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CAE, Vice President

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