



the ministry messenger

and 2024 Community Impact Report

WINTER 2025

A Publication of
Crisis Control Ministry

see enclosed
2024
Community
Impact
Report

Expanding to Meet the Need

Look for changes to the Kernersville office. Construction is scheduled to begin in February for renovations.

Renovations to Our Kernersville Office

From the start, Crisis Control Ministry has been evolving to better respond to the needs of our neighbors. In October 1977, Crisis Control Ministry opened a satellite office in Kernersville. By 1980, the ministry had outgrown the original location and moved into the Pinnix Drug building in downtown Kernersville. In 1991, Crisis Control Ministry moved to its current location at 431 West Bodenhamer Street. Until 2021, it shared the space with The Shepherd's Center of Kernersville. Since then, Crisis Control Ministry has occupied the entire building. Despite the larger space, the ministry is again experiencing the need to expand.

Crisis Control Ministry's client-choice food pantries not only offer clients a more dignified experience by allowing them to shop for their foods. They also encourage healthier eating and are especially important to clients with special dietary needs. Since COVID, the Kernersville office has taken orders over the phone and packed the orders for clients. This process has been labor intensive for staff and volunteers and more challenging for clients receiving food orders. The renovations will allow clients to once again shop in the pantry.

Construction will begin in February. "We are fortunate to be a part of a loving community that has always made a way when we have need," stated Margaret Elliott, Executive Director, "We really could not do the work we do without the support of individual donors."

Your Support Impacts Lives

Steve came to Crisis Control Ministry for assistance some time back. While he needed our help, he also recognized that he had something to offer us as well - his time. He quickly offered to volunteer.

Steve has been a reliable and dedicated volunteer with Crisis Control Ministry for more than a year. Steve's story is not entirely unique. We have had many former clients volunteer and even join our staff. They truly exhibit the spirit of neighbors helping neighbors.

For more of Steve's story, see the 2024 Impact Report enclosed.



1977



1980



1991

Winston-Salem Office:
200 E. Tenth Street
Winston-Salem, NC 27101
T: 336.724.7453

Kernersville Office:
431 W. Bodenhamer St.
Kernersville, NC 27284
T: 336.996.5401

www.CrisisControl.org

 North Carolina Association
of Free & Charitable Clinics

 N.C. Center for Nonprofits

 AFP
Association of
Professional Fundraisers

 NAFC
The National Association of
Free & Charitable Clinics

 KERNERSVILLE
CHAMBER OF COMMERCE

 GREATER
WINSTON
SALEM
CHAMBER OF COMMERCE

 DOWN
TOWN
PARTNERSHIP



Help Fill Our Pantries

Our client-choice food pantries in both the Winston-Salem and the Kernersville locations are especially low.

For a list of Most Needed Items, and resources to help promote Food Drives and Gift of the Month programs, visit our website.

crisiscontrol.org/resources

Gift of the Month

- February:** Soul Foods (canned greens, black-eyed peas, etc.)
- March:** Pancake Mix & Syrup
- April:** Applesauce & Canned Fruit
- May:** Baked Beans

Kids Gift of the Month

- February:** Granola Bars
- March:** Wee Care! Cereal Drive
- April:** Goldfish Snack Bags
- May:** Cereal Bars

Location Hours

Winston-Salem:

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

Kernersville:

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

EXECUTIVE DIRECTOR
Margaret Elliott

THE MINISTRY MESSENGER is a quarterly publication of Crisis Control Ministry.

Crisis Control Ministry provides assistance with basic life needs to those facing a crisis in Forsyth and Stokes Counties.

Send editorial ideas to
The Ministry Messenger Editor:
Tammy Caudill,
PR & Marketing Manager
Crisis Control Ministry
200 East Tenth Street, Winston-Salem, NC 27101
tcaudill@crisiscontrol.org

Dear Friends,

In this newsletter, we are also including our annual impact report from our most recently completed fiscal year. 2024 was a year where we completed a new three-year long-range plan, hired new staff members, expanded our store partnerships in the food pantries, were recognized as a "healthy" food pantry, installed a more client-friendly phone system, expanded pharmacy services to Medicaid recipients, and welcomed two new babies born to staff members.

I celebrated twenty-five years as director here and I have to remind myself that the BEST way to get to know us here at CCM is to please come for a visit! As we start off this new year, we welcome you to come take a grand tour and bring your families and friends! We're always looking for volunteers and for feedback about our work and services here.

As we enter this new year, I was also reminded by my preacher, Jon Gaska, during our Epiphany service that we can always find ways to be the light to others who seem to fall in the shadows of life sometime. We are God's "epiphany people" who, despite setbacks, can still offer our gifts of kindness, compassion, and genuine life-giving love to people around us who are suffering. It is my hope that we continue to follow the light of Christ in all that we do.



Warmest regards,

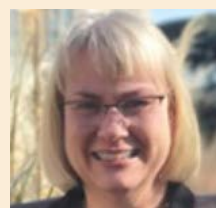
Margaret P. Elliott

Margaret Elliott
Executive Director

Welcome New Board Members & Staff



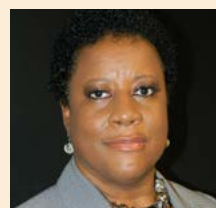
Jason Bragg
Leonard Ryden Burr
Real Estate



Denise Price
Forsyth County
Government



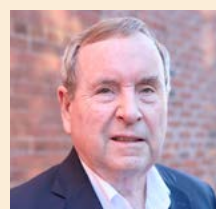
Shannon Bruggen
Community
Volunteer



Rev. Dr. Tressala Hicklin
Goler Metropolitan
AME Zion Church



Valerie George
Community
Volunteer



Duane Long
Long Insurance
Services



Sydney Angel
Poverty Awareness Coordinator

Sydney is a delightful new addition to our staff. She coordinates our Living on the Edge, Poverty Simulations, and Bridges Out of Poverty programs.



From Shopping to Stocking

Neighbors helping neighbors - sometimes you are able to be the helper and sometimes you are the one who needs help. It is not uncommon for those who receive assistance from us to want to give back. Sometimes, that means giving financial donations; sometimes, it is food donations; and other times, it means volunteering.

For Steve, that meant becoming a regular volunteer in our food pantry. Tonya Hairston, Food Pantry Manager, recalls the first day Steve came to volunteer. She arrived at work early and Steve was already standing outside waiting. She asked him what he needed and he told her that he needed to help. Tonya has numerous stories of clients asking how they can give back. Whether it is giving back to Crisis Control Ministry or paying it forward, Tonya says she often hears, "You have blessed me in so many ways, I just want to help others."



Neighbors Helping Neighbors Community Impact in 2024



23,700
PEOPLE
ASSISTED



\$3,661,531
SERVICES
PROVIDED



421,555
POUNDS OF FOOD
DISTRIBUTED



31,448
VOLUNTEER
HOURS

**" Crisis Control Ministry has blessed me in so many ways.
I just want to help others. How can I give back? "**
-A Former Client

Fiscal Year 2023-2024 Highlights

Nourishing Pantry NEFPAT Gold Certification

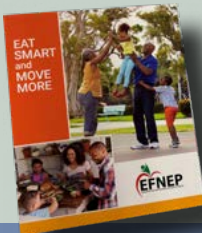
Crisis Control Ministry is pleased to announce that our Winston-Salem client-choice pantry has been awarded the NEFPAT Gold Certification. The Nutrition Environment Food Pantry Assessment Tool (NEFPAT) is a robust tool used to assess food pantries. The tool serves to measure six objectives:

1. provide client choice options
2. increase healthy food choices
3. diversify fruit/vegetable forms
4. diversify fruit/vegetable types
5. provide additional nutrition resources
6. accommodate alternate eating patterns

While Crisis Control Ministry's client-choice food pantries already met the criteria to achieve Gold status, this year additional improvements were made including providing healthy cooking demonstrations and classes for clients.



Paul Cribb, Operations Mgr. and Tonya Hairston, Food Pantry Mgr.



Healthy Cooking Classes for clients were offered at Crisis Control Ministry in partnership with NC Cooperative Extension, Expanded Food and Nutrition Education Program (EFNEP).



Cailia Cater-Edwards, NC EFNEP
Tonya Hairston, Food Pantry Mgr.

Grateful Client Pays It Forward to Help Hurricane Victims

"After living in hotel rooms, I was finally able to find a new home that I could afford, but I could not pay both the security deposit and the first month's rent they required. Crisis Control Ministry was able to help with the security deposit and helped me fill my new kitchen with food. I am grateful for the assistance I received and have paid it forward by helping those impacted by Hurricane Helene in Western North Carolina."

- T.A. (client)



Crisis Control Ministry Wee Care! Cereal Drive

2024 marked the 24th Annual Wee Care! Cereal Drive. 71 preschools, elementary school and other organizations participated and donated **9,194** pounds of cereal, which is more than **147,000** servings! Because of this support, not only were we able to provide more than **1,867** households with cereal, but we were also able to share cereal with those in Western North Carolina who were impacted by Hurricane Helene and many local community partners.



pictured above: students from Sedge Garden Elementary Preschool, who donated 1,147 boxes of cereal

For more information about this annual event, visit crisiscontrol.org/weecare.

KIDS 2025 GIFT OF THE MONTH



Inspired by the popularity of the Wee Care! Cereal Drive, this year we added a Kids Gift of the Month program. This helps kids learn about giving throughout the year.

For print and digital materials to promote your Gift of the Month or Kids Gift of the Month campaigns, scan the QR code or visit: crisiscontrol.org/resources.



A Donor About Our Poverty Awareness Programs



"Thank you for all you are doing to serve our community and to promote economic, conservation, and racial justice. Please continue to do your good work. You provide hope."

- E.K. (donor)

Thank You from a Pharmacy Client

"I will never forget the way we were helped through Crisis Control Ministry. After my husband had an unexpected medical issue, we were unable to afford his medication. Thankfully, Crisis Control's Free Pharmacy provided his medication at no cost. It was such a relief to know my husband's health needs were provided for even though we were not financially able. Many thanks to the kind employees."

- S.W. (client)

Association of Fundraising Professionals, Triad Chapter National Philanthropy Day Awards

Each year, the Association of Fundraising Professionals honors individuals and organizations across the Triad who have made significant contributions through their leadership, volunteer service, and philanthropy. The luncheon brings together community leaders, business professionals, nonprofit organizations, and honorees to celebrate the spirit of giving that is alive and well in the Triad.

Crisis Control Ministry is proud that two of our community partners were recognized. Trader Joe's of Winston-Salem was selected as Outstanding Business in Philanthropy, and Triad Community Band was recognized as a Spirit of Philanthropy Honoree.



Paul Cribb, Operations Mgr. presents Spirit of Philanthropy Award to Triad Community Band Members.



Abbey McCall, Director of Community & Volunteer Relations and Paul Cribb, Operations Mgr. with a few Trader Joe's of Winston-Salem volunteers.



Crisis Control Ministry's Free Pharmacy Now Also Medicaid-approved.

Crisis Control Ministry's pharmacy now serves as a free pharmacy and a Medicaid-approved pharmacy. When the state of NC expanded the income level for individuals who could qualify for healthcare services through Medicaid, many of CCM's pharmacy patients qualified. At the request of many of those patients, CCM opted to begin accepting Medicaid insurance so we could continue to be the pharmacy of choice for the nearly 1,000 patients who have been coming to our pharmacy for years. We continue to offer free services to patients who do not qualify for Medicaid. Beginning in 2025, we are opening pharmacy services to anyone in the community who has a Medicaid card. Our hope is that we will also be able to offer these patients other services, such as nutritious food from our client-choice food pantries, or financial assistance for other needs such as housing and utility bills.





Community Impact Highlights

ALL LOCATIONS

2024

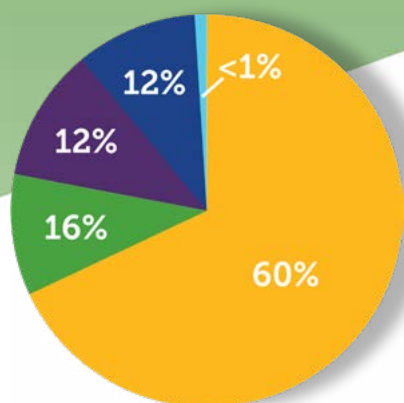
FISCAL YEAR

23,700*

People Assisted
at a Value of

\$3,661,531

*Individuals may have received more than one service.



REVENUES RECEIVED

Individual Donors	\$ 1,805,654
Businesses/Corporations	\$ 499,982
Churches/Congregations	\$ 352,195
Foundations	\$ 366,277
Government	\$ 10,000
TOTAL	\$ 3,034,108

421,555

pounds of food
distributed



1,740

volunteers
served

31,448

hours



884

individuals from

46

organizations,

participated in **28**
Poverty Awareness
Programs

FOOD ASSISTANCE

People
Assisted

15,017

Value

\$1,282,826

Includes
Community Share
Partners Distribution

HOUSING ASSISTANCE

People
Assisted

2,612

Value

\$ 858,042

Rent and
Mortgage
Assistance

PHARMACY ASSISTANCE

People
Assisted

4,472

Prescriptions filled

19,680

Value

\$1,313,323

cost to CCM \$312,759

UTILITY ASSISTANCE

People
Assisted

1,394

Value

\$ 198,836

Includes
Electricity, Fuel Oil,
Natural Gas, and Water

OTHER ASSISTANCE

People
Assisted

205

Value

\$ 8,504

Includes
Transportation,
Dental, HVAC, etc.

Making Your Mark: The Power of Legacy Giving



Angie Wilson
Director of Philanthropy
336.727.9976
awilson@crisiscontrol.org

As we think about our life's impact, many of us focus on the immediate - our daily actions, current giving, and present influence. However, one of the most powerful ways to extend your values and vision into the future is through legacy giving.

Legacy giving goes beyond traditional cash donations. It encompasses a variety of creative giving options: a simple bequest in your will, naming a charity as a beneficiary of your retirement account, or establishing a charitable gift annuity; these gifts often cost nothing during your lifetime while creating substantial future impact.

These gifts offer flexibility - you maintain control of your assets during your lifetime and can modify your plans as circumstances change. Many options also provide tax advantages, potentially reducing estate taxes and probate fees for your heirs while maximizing your charitable impact.

Most importantly, legacy giving allows you to extend your passion and support for important causes well into the future. It's an opportunity to create lasting change and inspire future generations with your example of generosity.

We're happy to discuss various giving options and how they might help you achieve your charitable goals. Let's work together to create a legacy that reflects your values and vision for the future.

We need YOUR Help Spreading the LOVE in 2025!



Abbey McCall,
Director of Community & Volunteer Relations
336.770.1621
amccall@crisiscontrol.org

It's fun to help others, especially if you can fellowship with colleagues, friends and family while you do it. Here are 4 easy ways you can volunteer as a group to spread the love to our neighbors overcoming a financial crisis.

1. **Host a Food Drive.** Help keep our pantries well stocked.
2. **Make Cleaning Supply Buckets.** We often assist clients with rent deposits and help them move into a financially sustainable, housing situation. You can help us bring cheer to others during a stressful move by donating cleaning supply buckets.
3. **Pack Birthday Bags.** Imagine not having the funds to celebrate your or your child's birthday. It can be a sad time. With your help, it can continue to be a joyous occasion for clients.
4. **Assemble Health Care Kits.** Healthcare items are expensive. You can uplift the spirits of our pharmacy clients by putting together kits with a handwritten note of encouragement.

Join us in sharing tokens of love to our clients to ensure they feel valued as our neighbors.

To learn more and discuss the volunteer activity that is best for your group, contact Abbey McCall.

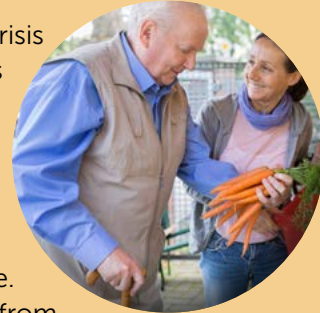


The Value of a Client-Choice Pantry

Clients get what they need and not items they can't use.

Mr. Will came to Crisis Control Ministry as a pharmacy client. When asked what he thinks of our client-choice pantry, he said, "I love shopping here.

I used to get food from another pantry. I appreciated it, but because they gave me a pre-packaged box, I couldn't eat much of the food they gave me." Mr. Will has a medical condition that means he has a restricted diet. "It wasn't just that I didn't have the food I needed, I really hated it going to waste. Someone else could have used it."



There is dignity in being able to make your own food choices.



Daniela shops with her mother. When asked what she liked about shopping in our pantry, she said, "I like this grocery store. I can pick my own cereal."

"When people are experiencing a hard time, I enjoy bringing joy to them. It touches my heart to see the smiles on their faces and to know I am sending them home with nutritious food. But more importantly, I want them to feel loved. It's the little things we do, like offering flowers, donated by Trader Joe's, or a birthday cake that tells them that we are their caring neighbors."

-Tonya Hairston
Food Pantry Manager



Don't throw away those almost-used gift cards!!

That small balance left on Visa, Master Card, American Express, Walmart, or Amazon Gift Cards after you shop this holiday season can help our neighbors at Crisis Control Ministry.

You can donate gift cards with small remaining balances (\$0.10 and up).

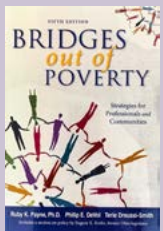
Mail cards to:
Crisis Control Ministry
200 East Tenth Street
Winston-Salem, NC 27101



200 E. Tenth Street
Winston-Salem, NC 27101
Client: 336.724.7453
Admin: 336.724.7875
www.crisiscontrol.org

RETURN SERVICE REQUESTED

Non-Profit Org.
U.S. Postage
PAID
Permit No. 324
Winston-Salem, NC



Bridges Out of Poverty February 7 & April 25

You're invited to attend an in-depth exploration of the effects of poverty across social and economic groups.

This program is offered free to the community by Crisis Control Ministry.

FREE SEMINAR

To learn more, or register, visit:
crisiscontrol.org/news-events



SAVE THE DATE March-April Feeding Forsyth The Hunger Challenge

Gifts designated for the Feeding Forsyth Hunger Challenge will be eligible for matching funds from local donors.

To make a donation, visit:
crisiscontrol.org/donate



Crisis Control Ministry's Wee Care! Cereal Drive is a wonderful opportunity for children to learn about helping others. Daycares, preschools, elementary schools and other organizations are invited to participate.

Last year, 71 participating organizations donated nearly 10,000 boxes!

Register at:
crisiscontrol.org/weecare

For more information, contact,
Tammy Caudill
tcaudill@crisiscontrol.org



Our Unifying Principles...

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