



the ministry messenger

Summer 2019
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Crisis Control Ministry

Neighbors Helping Neighbors

Crisis Control Supporter, Dr. Doug Maynard, Wins Award

By Margaret Elliott, Executive Director



Dr. Doug Maynard, a founder of Crisis Control's free pharmacy, has won the Don Lucey Award which recognizes a person who has worked to improve access to health care and assistance to free and charitable clinics in North Carolina over the course of their career.

Former CCM executive director Ginny Britt and I nominated Doug for this coveted award granted by the North Carolina Association of Free & Charitable Clinics. The following are excerpts from the nomination:

In 1986, Ginny Britt and Dr. Maynard were enrolled in Leadership Winston-Salem.

From Ginny: "One day each month, we boarded a bus to travel to a different destination. I was seated next to Dr. Doug Maynard, chair of the Radiation Department at Baptist Hospital. CCM responded to individuals caught in financial crises, such as lack of funds for rent, food, and utilities. Because we received our money from the churches, foundations and individuals, we could basically help with anything that was a crisis.

The need to pay for prescriptions for clients had increased greatly since our founding in 1973. We only had \$250 each month designated for medicine. I found myself sharing with Doug this dilemma. He turned to me and said, "Ginny, we are throwing closets full of samples away at Baptist. There has got to be a way to make this work."

Doug held a party for drug representatives and explained the issue. Our board voted to open a free,

licensed pharmacy and we began with volunteers in an 8' x 10' room. After four expansions, the pharmacy today has 1,800 square feet and last year, filled 23,529 prescriptions valued at nearly \$1.8 million dollars.

In the beginning, samples donated by drug companies and doctors' offices were the source of our medication. To keep up with demand, we eventually had to purchase medications and also receive and use medicine given by long-term care providers which is still the case today.

The CCM Pharmacy needed money so Doug approached the Forsyth/Stokes Medical Society and they adopted the pharmacy as a project. For years, we had Med Bowl, where doctors from the competing hospitals played against each other in a basketball game. One year the money from gifts and tickets was over \$100,000.

Doug Maynard's vision became a functioning reality.

His credibility enabled us to raised hundreds of thousands of dollars to support the work and to recruit volunteers who to this day still work at CCM. Patients are interviewed and approved for a one-time prescription or if they have a chronic condition, they return monthly. The pharmacy model has been duplicated in other cities and free pharmacies in North Carolina.

We nominated Doug for this award because his action and support have literally saved thousands of individuals in Forsyth and Stokes counties. Doug truly exemplifies CCM's core belief: Everything we seek to accomplish depends on building genuine human relationships in everything we do.

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Role Playing Can Be Eye-Opening

By Elizabeth Gordon, volunteer and guidance counselor at Davie High School

Following a long day of work on Monday, January 14, I questioned why I had volunteered to help with a community project. After attending the event, I was glad I had volunteered. I participated in a poverty simulation exercise, led by Bill Blackburn, Director of Training for Crisis Control Ministry. The simulation was held at Temple Emanuel in Winston-Salem.

Individuals present were assigned either the role of a person living in poverty or the role of a representative from a community organization. My role was a community health care staff member. The community organizations were set up around the room and included places such as a bank, grocery store, school, pawn shop, and the Department of Social Services. For the role of someone living in poverty, participants were given a script to follow for the evening. For example, one script read: a single parent, part-time employment, one school age child, \$500 in cash, eight bus passes, and a list of bills due. The poverty participants played their roles for the next hour, carrying out their responsibilities and meeting the needs of their families. As time progressed and resources were often not helpful or available, the real struggles of poverty were revealed. Everyone present got a realistic glimpse of what individuals living in poverty face each and every day.

After an hour of role playing, Bill Blackburn asked the group what they were feeling following this experience.

Answers included frustration, anger, loneliness, discouragement, and helplessness. At the end of the evening, I was able to get in my car and drive to my heated home. I had money to buy gas, pay bills, put some in savings, and even enough to spend on a movie or dinner out. Yet, the poverty simulation left a mark on my heart, knowing that many in our city are without the privileges I take for granted. Now I must decide what I will do with this knowledge. Forget the poverty simulation ever existed and go on with my life of privilege? Or, find ways that I can help in my community? I am thankful I did not miss this volunteer experience and I would encourage others to participate if given the opportunity!

[Editor's note: For more information on volunteering at a future simulation or how to organize one of your own, contact Bill Blackburn at bblackburn@crisiscontrol.org or 336-724-7875 x1021.]



Community Support

By Vicki Jones

A big shout out to BB&T for helping to make our community great! This is the tenth year of the Lighthouse Volunteer Project and the employees of the Human Systems Division chose Crisis Control. Besides the time and talent donated, they also purchased 1,278 items for the food pantry and the pharmacy. There were two vehicles packed to the ceiling with toiletries, food items, over the counter medication, adult diapers, supplement drinks, and much more. They spent time in the warehouse sorting food and sprucing up the grounds. They were so dedicated that one employee had on an orthopedic boot and still came. Thank you, BB&T, and to all who worked with us.



After 15 Years of Service, We Say Farewell to Kate McCaully



On August 30th, Kate McCaully will retire from Crisis Control Ministry. She began her time with us working full-time as the Community Relations Assistant. Her title and hours have changed over the years, but she has been integral in managing the donor database, generating acknowledgments to our donors, creating mailing lists, and generating reports. We will miss her attention to detail, her creative ideas, her steadiness, and her deep love for this place and its mission. She has been a tremendous asset to the Philanthropy team!

Although Kate will miss this place where she has given so much, we know that she is excited about having more time for herself and her family. She and her husband are looking forward to camping at the national parks all over the country.



Help Fight Hunger with a Food Drive

Last year Crisis Control's food budget was \$48,000, yet we provided food to 4,839 people valued at \$464,607. We rely on community donations for the majority of our Food Pantry needs. If you are part of a club, school, church, business or neighborhood that wants to make a difference in our community, consider hosting a food drive. We are happy to help. The following tips can get you started:

- Select a time frame. You may want to run a food drive over several days or weeks, or plan it for one day, such as at an event.
- Determine what you want to collect. You can collect non-perishable food items, toiletries and cleaning supplies. You can always collect our food item of the month (see left) or call the Food Pantry at 336.201.5595 to see what items we need.
- Set a goal and communicate it. It can be a weight goal, a certain number of items, or a competition on number of boxes collected. Keep your progress posted to encourage participation.
- Determine location. Pick a heavily trafficked area that people can easily see and access. Crisis Control can provide collection bins and signs, and we can also pick up your food collection.
- Advertise your food drive! Start publicizing your event well ahead of time with fliers or door hangers, social media, and announcements in your group's newsletter or email.
- Have fun with it. Create a theme that fits with your organization or event such as Meat the Need, Fill the Bag, Souper Bowl Sunday or the ever popular, Together we Can. Ideas are plentiful on the internet.
- Be sure to thank your volunteers and donors after your food drive and let them know your results.

Finally, please consider bringing your group for a tour of Crisis Control to see our operations and how your food drive helps firsthand. Call the Director of Community and Volunteer Relations at 336-201-5290 to schedule a tour. **Thank you!**

Summer Food Pantry Gifts of the Month

June: Canned Meats
(Salmon, Beef, Spam, Tuna)
July: Peanut Butter or Jelly
August: Cooking Oil

DROP-OFF HOURS: Winston-Salem Location

Monday-Friday:
9 a.m.-noon & 1 p.m.-4 p.m.
Tuesdays until: 7 p.m.

Kernersville Location

Monday-Friday: 9 a.m.-noon
Tuesday & Thursday:
1 p.m.-4 p.m.

CCM does not share donor information with anyone. To notify us about a change of address or to receive CCM newsletters electronically, please email us at give@crisiscontrol.org.

MAY 7, 2019
HOPE
du Jour



THANK YOU RESTAURANTS AND DINERS! YOU'RE AWESOME!

EXECUTIVE CHEF

WALL BABCOCK

SOUS CHEF

Wake Forest
Baptist Health

PASTRY CHEF

GARNER
FOODS

SAUTÉ CHEFS

EASTERN
FOOD EQUIPMENT

First
Citizens Bank

forever first

Piedmont
Natural Gas

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Save the Dates!

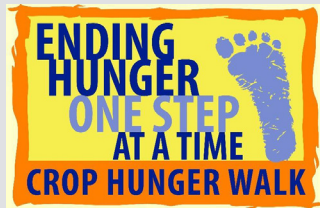
Wednesday, October 9

**Crisis Control's
Food Day at the Fair!**

Bring five non-perishable food items
for one FREE ticket to the fair.

For even more fun, call
336-201-5290 to volunteer.

Sunday, October 20



Join us for the 38th annual CROP
Hunger Walk of Winston-Salem
Forsyth County at Corpening Plaza.



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MINISTRY

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Saturday, August 24, 4 to 9 p.m.



Join us at the Winston-Salem Fairgrounds for Shmedfest '19, an annual event to benefit Crisis Control Ministry. Enjoy music, food, and fun while supporting a great cause!

Shmedfest '19 is free, but reservations are required.

Go to ticketmaster.com and search for Shmedfest 2019.