

Spring 2020

# Heart and Hope

## Lake Christian Ministries

### Director's View

Dear LCM Supporters,

When this newsletter reaches your home, we will have found our way through two months of life in the COVID-19 State of Emergency. Life as we knew it has changed for all of us. Those who are impacted the most are our vulnerable Neighbors in need. Those living in poverty are never prepared for a crisis. There just isn't enough income to maintain reserve savings to weather the storms of life. The longer this COVID-19 health pandemic continues, the greater the needs will be for those families who have lost jobs and income over the last two months.



*Volunteers provide food assistance with curbside pickup at LCM.*

The second half of the year will likely be harder for those who were struggling with poverty before COVID-19. Starting in June, if the effects of the pandemic lessen by the end of May, LCM will offer food assistance curbside on both Monday and Friday mornings and add limited financial aid and New Tomorrows appointments to a Wednesday morning schedule. We will follow direction from the health department to screen Neighbors and volunteers by taking temperatures, issuing gloves and masks, and respecting social distancing.

I want to thank our generous community for its overwhelming support over the past two months. Food collections and monetary donations helped LCM provide 12,110 meals to 1,225 individuals during March and April. Our volunteers donned masks and gloves and bravely worked each week to provide food for those in need. Inside this newsletter you will see the creative ways that our community has stepped up to enable LCM to provide assistance during this crisis. As we move forward, we ask you to stay engaged with our mission



*LCM's small but mighty volunteer crew meets in the LCM lobby for a health and safety briefing before Monday's food assistance.*

to keep our Neighbors connected, valued and living in hope. Early feedback indicates the need for financial assistance and New Tomorrows services to help stabilize families in the second half of this year will be greater than we have seen in a long time.



*Warehouse Manager Mark Oliver unloads USDA food.*

We are going to need new volunteers, donations, and community collaboration to mitigate the economic impact of this pandemic on those struggling with poverty. Thank you for your support of our Neighbors in need during this unprecedented time of uncertainty.

Stay safe and healthy!

Jane Winters  
Executive Director

## Thank You to All of Our Community Supporters

During this unprecedented pandemic, we are grateful for the outpouring of support from the community. Individuals, businesses, schools and churches have found innovative ways to help LCM serve those in need during this time of crisis. Our lake community is amazing and collectively they have shown that when we all work together so much can be done. It is not possible to list everyone who has stepped forward with support, so we are sharing just a few of the highlights.

- **Trinity Ecumenical Parish MOS Committee** - provided an emergency grant for food
- **Bedford Community Health Foundation** – provided a COVID-19 Emergency Fund grant for food assistance
- **Rescue Mission of Roanoke and Heavenly Manna** - shared restaurant supply overstock of food
- **Weight Watchers** - donated food supplies
- **SML Giving Garden** - donated over-wintered produce
- **CVS, Hardy** in honor of longtime *LCM* volunteer *Betty Thompson* - donated Easter candy for children in need
- **Bedford County Schools** - donated gloves and disinfectant wipes for LCM volunteers
- **Franklin County Schools** - donated gloves for LCM volunteers
- **Epworth and Halesford United Methodist churches** - donated canned vegetables
- **Dennis Evans Meats, Inc.** – contributed services to process donated restaurant supply meats
- **A Simple Gesture SML Donors** – conducting regular and emergency collections
- **The Willard Companies** - conducting monthly food drives at Westlake Towne Center (May 30, June 27 and July 25) and proceeds from the Popcorn-To-Go fundraiser
- **Smith Mountain American Association of University Women (SMAAUW)** – food drive collection
- **SML Antique Boat Club** – donated emergency support
- **SML Women's Club** – donated proceeds from an annual fundraiser, GameFest
- **Society of St. Andrews (Gleaners)** - provided overstock restaurant supplies
- **An Anonymous Donor** - provided a very generous donation to support food purchases and the New Tomorrows Program
- **LCM volunteers** – made homemade face masks for LCM volunteers

And – a BIG THANK YOU - to all the generous individual donors, churches and businesses that provided donations of food and monetary support to enable LCM to meet the growing needs of our Neighbors during the COVID-19 pandemic.

## A Simple Gesture Collects Tons of Food for LCM



*LCM volunteers unload community food donations from A Simple Gesture.*

Due to a growing food shortage during the early weeks of the COVID-19 pandemic, LCM conducted two emergency A Simple Gesture collections. On April 3 the collection provided 2,248 lbs. of soup, peanut butter and jelly from a record number of 268 donors. On May 1, the collection provided 2,151 lbs. of canned tuna, chicken and potatoes from 236 donors.

The next quarterly collection is scheduled for June 12 with a wish list of shampoo, bar soap, deodorant, toothpaste, and toothbrushes. If you have not registered for A Simple Gesture, contact Linda Strup at [asimplegesturesml.org](mailto:asimplegesturesml.org).

## RVG Online Giving Succeeds Despite COVID-19 Threat

This year's Roanoke Valley Gives (RVG) event planners were faced with a tough decision in late February. While non-essential businesses had not yet closed and stay-at-home orders had not yet been issued, news of the spread of COVID-19 and the importance of social distancing was rampant. The planning team met to consider options and quickly decided to participate in the RVG campaign, but without the midday event that in previous years had allowed donors to gather for lunch and assistance in making donations.

Not surprisingly, LCM supporters came through. Online donations totaled \$44,990 and allowed LCM to capture a \$500 bonus for most funds donated during the designated noon to 1 pm "Power Hour," as well as the \$5,000 bonus for most funds raised overall by a medium-sized charity. In fact, LCM had the second largest donation total of all participating charities, regardless of size, and the most donors (139) of all participating non-profits. What a fantastic outpouring by the generous LCM donor community at SML!

LCM's grand total for the RVG event, including RVG bonuses, checks received by mail and a generous anonymous matching donation of \$10,000, came to \$50,490, exceeding the \$50,000 goal set before the coronavirus pandemic became news. We are extremely grateful to the LCM donor community for the early realization of the food and financial demands COVID-19 would place on our Neighbors in need.



## New Tomorrows Plans to Address Growing Needs

When Virginia's governor declared a state of emergency in mid-March due to the coronavirus pandemic, LCM suspended most services except food assistance for the safety of our clients, volunteers and staff. The New Tomorrows program, along with clothing, warehouse and financial aid services, will resume when the governor lifts the state of emergency. To prepare for an increased demand for services in the second half of this year, Susan Hughes, New Tomorrows Program Director, is working to align the program's services to address our Neighbors' growing needs and is finding creative ways to address these needs remotely when possible.

### Q&A with Susan Hughes, Program Director

#### Q. How is New Tomorrows connecting with Neighbors involved with the program?

A. During the pandemic, we recognize the importance of maintaining communication with Neighbors to make sure they continue to feel connected until LCM resumes full service. During this state of emergency, one Neighbor's Partner helped her secure a printer so she could participate with an online Certified Nursing Assistant class. Another Neighbor who lost her job due to the pandemic was able to secure a new job providing in-home caring for a senior thanks to the confidence and self-reliance she developed through the New Tomorrows program.

#### Q. How is New Tomorrows planning to address growing needs?

A. We expect the number of Neighbors participating in New Tomorrows to increase once the state of emergency is lifted. Our plan is to increase the number of Partners to work with Neighbors. Our Neighbors will most likely have growing debt, be newly motivated to make changes, and ready to get back to work. We plan to connect with them in new ways. We are developing procedures to support them in ways that are safe—such as training Partners via Zoom, completing the spring *Getting Ahead in a Just Getting by World* classes remotely if necessary, and offering job counseling by phone.

We will be offering stepped up resources for job readiness and placement. Jon Atchue will once again offer weekly job counseling at LCM during operational hours. LCM is creating connections with local employers to identify new job opportunities as the pandemic lifts its hold on the economy.

#### Q. What do you need most to support the New Tomorrows program?

A. What we really need right now are more Partners for the program who are trained and prepared for this work before the program re-opens. We plan to provide virtual training so everyone remains safe.

The relationship that develops between Neighbors and Partners is the backbone of the New Tomorrows program. Working with Neighbors to overcome barriers can be challenging, however; our Partners also find it very rewarding when they find creative ways to help people reach their goals. Success looks different for every person and any relationship that we can build is well worth our time. Building relationships keeps people feeling connected, valued and hopeful. That's what LCM and New Tomorrows is all about.

If you want to learn more or are interested in becoming a Partner in the New Tomorrows program, please email **Susan Hughes** at [lcmntdr@gmail.com](mailto:lcmntdr@gmail.com) for more information.

## Neighbors Offer Appreciation for Emergency Food Support

LCM Neighbors are extremely grateful for the emergency service that has been provided by LCM volunteers during the first two months of the pandemic. We wanted to share a few comments from grateful Neighbors.

*"I would like to give a HUGE THANK YOU to all the LCM volunteers who are working so hard to provide much needed food to our community. I never doubted for a minute that LCM would have a plan to keep us safe and continue to provide service to those of us in need during this state of emergency. This community and I need LCM now more than ever before," commented Mickie, LCM Neighbor.*

*"God is blessing you guys for what you do for us. If it were not for LCM, I would definitely go under. LCM is a lifesaver during times like this. I never take for granted what you do to help those of us in need," commented Nelson, LCM Neighbor.*

*"LCM's New Tomorrows staff was very helpful in breaking down the process for application for unemployment benefits. I was having a hard time understanding how to get the ball rolling. I am truly grateful for the guidance and support," said Nicki, New Tomorrows Neighbor.*



LCM volunteer Rusty McMullan delivers food to Neighbors by curbside delivery.

## 2020 Poverty Walk Cancelled Due to COVID-19

LCM's fall fundraising event, the SML Walk to End Poverty, scheduled for September 19, has been cancelled this year due to the COVID-19 pandemic. Plans are being made to conduct an online giving day, similar to the Roanoke Valley Gives campaign, in the fall. Watch for more information on this special opportunity to support our Neighbors in need in the lake region.



## Lake Christian Ministries

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### What Can You Do to Help?



*LCM volunteer Linda Caskie sanitizes food donations received through the Community Food Drives organized by the Willard Companies and A Simple Gesture collections.*

1. Support the next A Simple Gesture collection on June 12. We will be collecting shampoo, bar soap, toothpaste, and tooth brushes. If you have not registered for A Simple Gesture, contact Linda Strup at [asimplegesturesml.org](mailto:asimplegesturesml.org).
2. Support the Community Food Drives organized by The Willard Companies on the last Saturday of the next three months, May 30, June 27, and July 25, in the parking lot of Smith Mountain Building Supply at Westlake Towne Center from 8 a.m. to 2 p.m. Look for the LCM van. Volunteers will unload food donations from your vehicle's trunk to maintain safe social distancing.
3. Make a monetary gift by mail, LCM, P.O. Box 695 Moneta, VA 24121, or online at the LCM website: [www.lakechristianministries.org](http://www.lakechristianministries.org).
4. Please wait until after May 29 to donate any clothing or furniture. We need the space in our warehouse for food supplies.

#### Want to learn more about LCM?

Contact LCM Executive Director Jane Winters  
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