



ANNUAL REPORT 2019

Rural Outreach Center

A LETTER FROM OUR EXECUTIVE DIRECTOR

When people ask me how things are going at the ROC, I am faced with a dilemma. If I say, “Good,” it seems insensitive to the many in need that we serve. It’s not necessarily going good for them. If I say, “Bad,” it would imply that the ROC isn’t doing well.

The truth is that we are uncovering a lot of bad in our rural communities. Families, and too many children, are dealing with the trauma of poverty exacerbated by additional traumas of abuse, food and housing insecurity and so many more. The numbers in this report tell the story of the “bad.”

It also is true that we continue to meet people where they are with care and love, offering hope that for some is beyond anything they have imagined. The stories of changed lives in this report attest to this “good.”

None of this transforming work would be possible without a skilled, dedicated, passionate staff. We owe them a huge thank you. Likewise, their work would not be possible without the generosity of our communities of support. You help make all of this happen. Take a moment to reflect in the glow of your kindness. You are much appreciated.

A handwritten signature in black ink, reading "Frank G. Cerny". The signature is fluid and cursive, with a long, sweeping underline.

FRANK CERNY, PHD MDIV

2019 BY THE NUMBERS

423

The number of active Participants engaged with the ROC's services in 2019. This includes individuals seeking counseling, play therapy, and care coordination services.

The total number of play therapy sessions provided in 2019 - giving the next generation of children the best chance possible to break the cycle of generational poverty.

1007

77%

The percentage of Participants who improved or remained stable with their income and savings goals. This means they created savings accounts, received higher incomes, and worked towards making better financial choices.

The percentage of Participants who improved or remained stable with their employment status. This means they maintained their current job status or received better job offers or improved hours at their current jobs.

81%

783

The number of adult counseling sessions held in 2019. These sessions offered support and resources to ROC Participants, giving them the opportunity to process their trauma and heal. Their improved mental health gives them the capacity to reach new goals and break the cycle of poverty.



A FAMILY TO CALL MINE: ANNIE'S STORY

Annie* came to the ROC as a foster child, angry at the world and afraid of all the changes that had happened so quickly in her short life. She had been through unimaginable trauma at the hands of her biological family. Annie's foster parents knew that she needed more support than they could give her, so they turned to the ROC. Annie began working with one of the ROC's trauma- and attachment-trained social workers through play therapy sessions.

Play therapy provides children with a way to process their life experiences in a safe environment. At the ROC, our play therapy room is designed with healing in mind. Children have access to a variety of therapeutic toys and a sand tray that is often host to re-enactments of difficult situations that children have faced. It takes time and training to provide therapeutic play therapy. Annie's social worker has specialized training in play therapy, which gave Annie a true opportunity to heal.

Over the next several months, Annie and her social worker engaged in weekly play therapy sessions. They explored Annie's anger towards her family. They gently approached her trauma history, moving at Annie's pace the whole time. Big changes continued to happen in Annie's life - one of them a true dream come true for her. Her foster parents were approved to adopt her. She became an official, permanent part of their family. For the first time, she had a family who loved her, wanted nothing for the best for her, who supported and cared for her even when she was consumed by anger or fear.

Annie's adoption was approved in 2019. The next time she came into the ROC, she proudly announced that we'd have to change her last name. She had a family of her own now!





TEMPORARY SHELTER TO A HOME OF HIS OWN

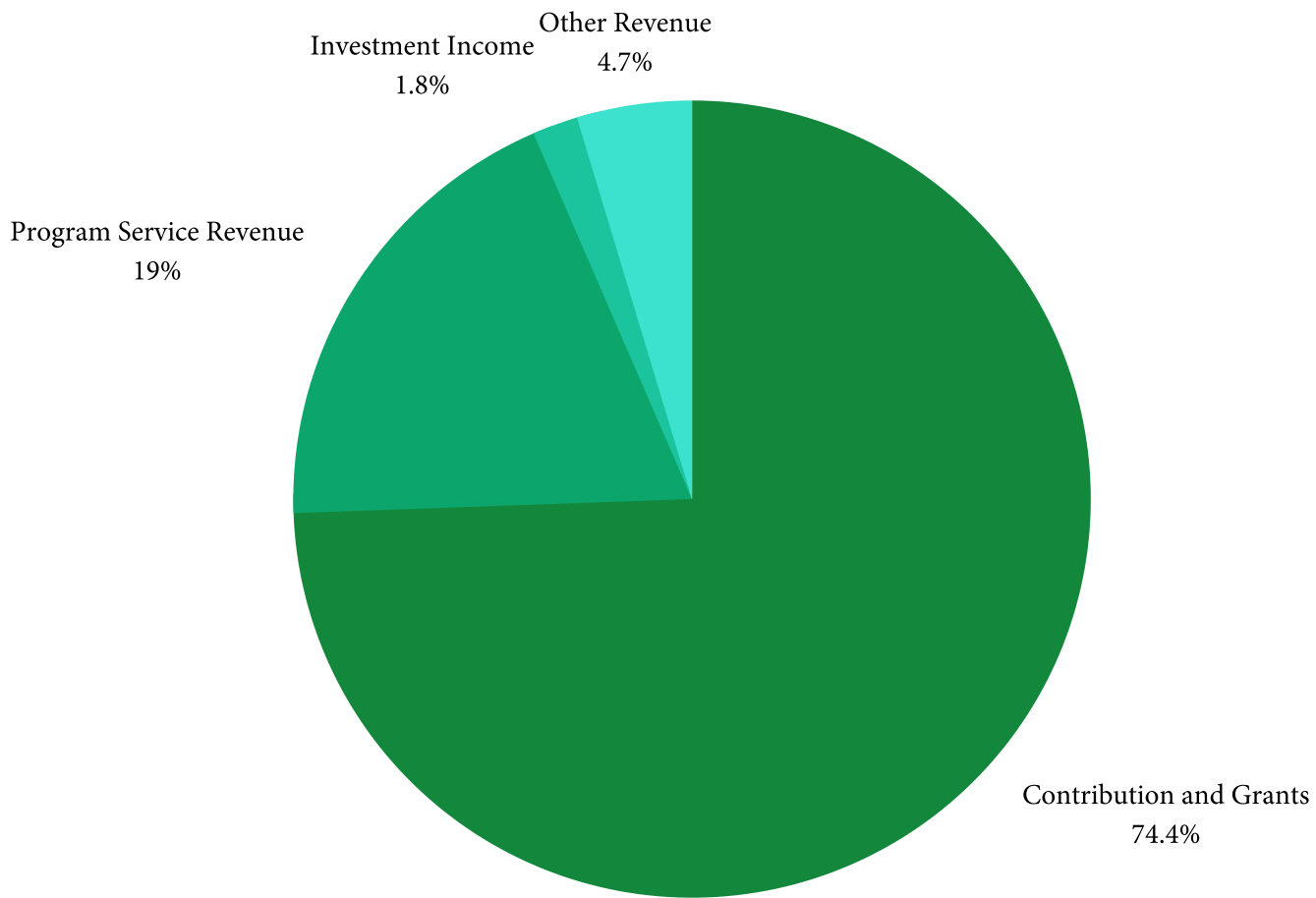
When Joe* arrived at the ROC's Code Blue Shelter in January of 2019, all he was looking for was a roof over his head. He was homeless - a situation that happened quickly after a few months of bad luck and hard situations. The Code Blue Shelter, which offers temporary housing to homeless individuals in extreme winter weather, was his only option left.

Joe worked hard while he was at the Code Blue Shelter. He was able to keep his job, putting in extra hours and saving the money he made so he would be in a better situation when Code Blue ended for the season. He met with the ROC's care manager to apply for important benefits that would save him money. He kept positive even when everything in his life was a struggle.

By the end of Code Blue, Joe had saved enough money to rent an apartment of his own. He had managed a difficult series of events, worked hard to move forward and could enter the next phase of his life with pride.

*Names have been changed to protect the identity and privacy of the ROC's Participants

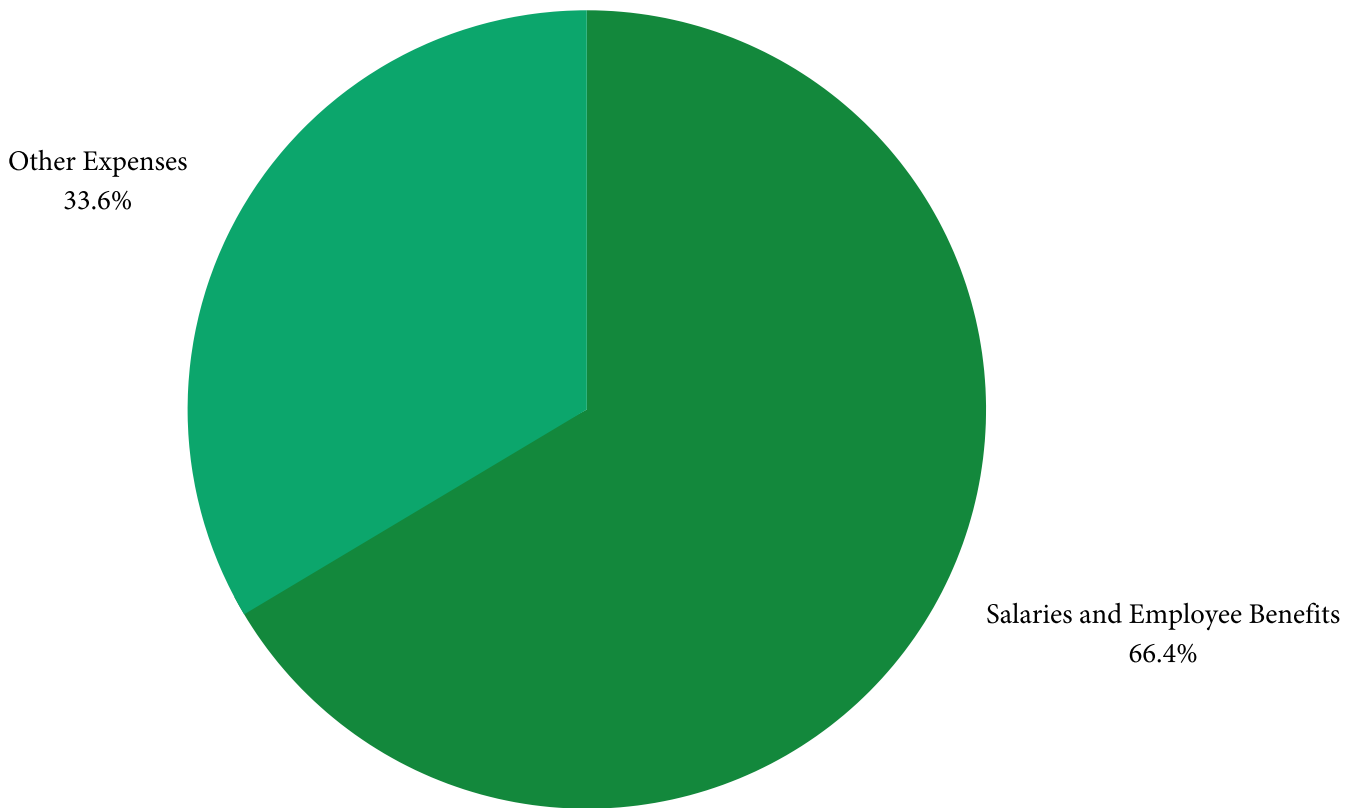
2019 FINANCES: REVENUE



Revenue

Contributions and Grants.....	\$502,671
(74.4%)	
Program Service Revenue.....	\$128,631
(19.1%)	
Investment Income.....	\$12,486
(1.8%)	
Other Revenue.....	\$31,394
(4.7%)	
Total Revenue.....	\$675,282

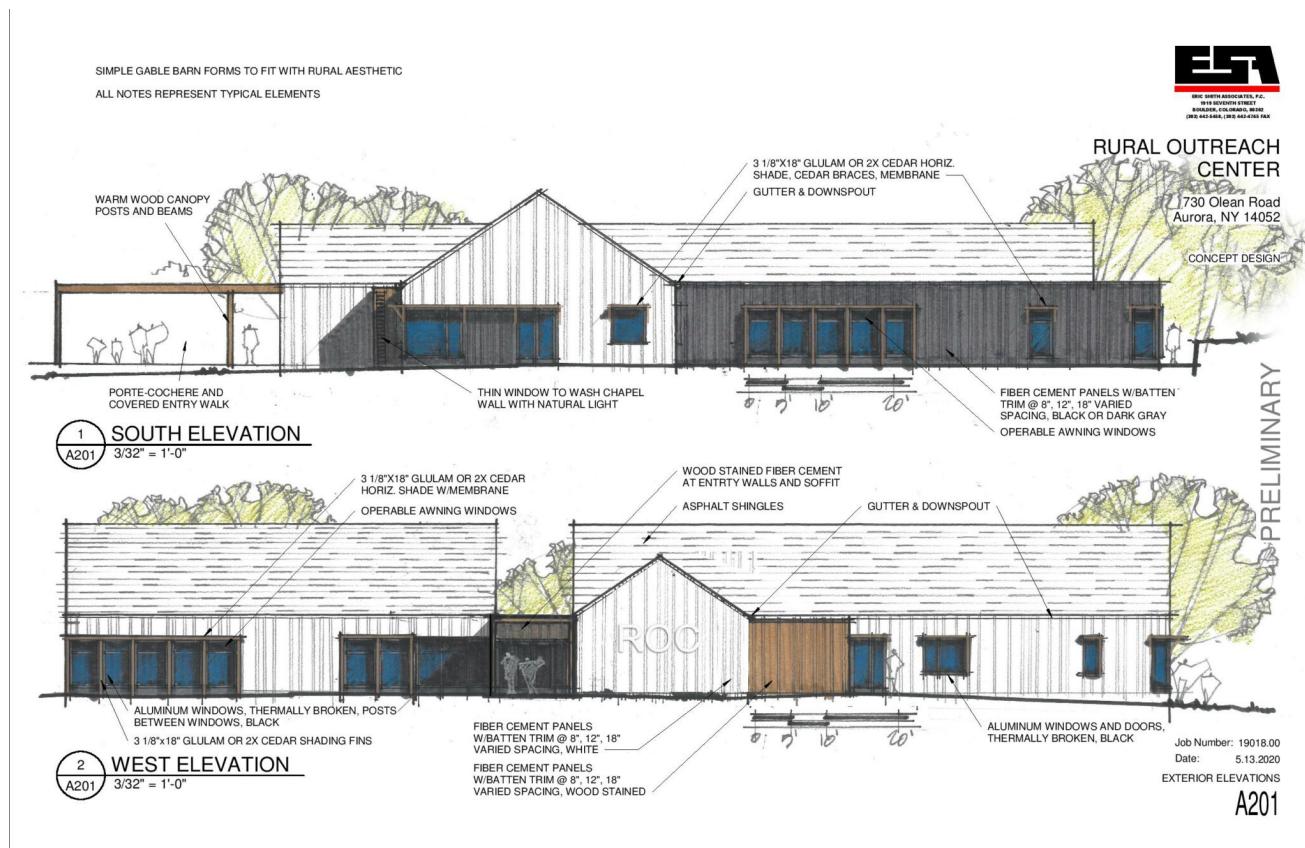
2019 FINANCES: EXPENSES



Expenses

Salaries/Employee Benefits.....	\$471,868
(66.4%)	
Other Expenses.....	\$238,513
(33.6%)	
Total Expenses.....	\$710,381

THE REACHING OUT CAMPAIGN



The Need:

Currently, ROC is located in a small, repurposed FEMA office trailer, which due to COVID-19 is too small to safely comply with guidelines. In 2017 ROC's total home/office sessions totaled 722. Total home/office sessions increased to 2881 in 2019, an exponential increase of 300% over 24 months. The current site is an inadequate resource for the expanding geographical reach and the dramatic increase in the need for services. Now a new centralized facility is not only needed but critical to the success of this innovative model of care. Without this centralization it is virtually impossible to bring together staff, partners and committed volunteers to address the complex problems associated with rural poverty.

The Solution:

A 9,300 square foot multi-use and counseling center, the focus of this campaign, will be built first to meet our most urgent needs. This building will include offices, a large, open, dividable area for children's programming including play therapy, larger community gathering spaces, and small group sessions. A chapel will provide a space for spiritual comfort. Friends and neighbors will have rental opportunities and access to the building for worship, private parties, and other community events. ROC Central will be a community asset, designed to be a welcoming place for all.

Reach out and change the lives of
our rural neighbors by donating to
the ROC Capital Campaign today.

The Reaching Out Campaign Building ROC Central (Commitments Received by 12/31/2019)

Paul Babbitt & Judith Van
Nostrand

John Mineo & Vicki
Feine

Judy & Jim Oubre

Donna Brott

David & Alison
Genders

Pathways Christian
Fellowship Church

Gordon Brott

Peter Grogan &
Christye Peterson

William R. Pictor, Advisor,
Paul & Helen Ellis
Charitable Trust

Dr. Frank & Mrs. Nancy
Cerny

Charlie & Sharon
Kettner

Michael & Karen Sawicki

Clifford & Kim DeFlyer

Geoffrey & Jane Vosseller

THANK YOU!

From all of us at the
Rural Outreach Center

Rural Outreach Center

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