

2022 Media Kit





CONTENTS

VISION AND MISSION STATEMENTS	3
FREQUENTLY ASKED QUESTIONS	4
EXPERTS LIST	5
ORGANIZATIONAL HISTORY TIMELINE	6-7
BY THE NUMBERS	8
MAPS AND TESTIMONIALS	9-12
MEET OUR PRESIDENT/CEO	13
INVESTMENT IN PROGRAMS	13
CONTACT COMMUNICATIONS	14
BOARD OF DIRECTORS	14



OUR MISSION IS
BUILDING HOPE,
TRANSFORMING LIVES,
AND **SHARING CHRIST'S**
LOVE THROUGH SERVICE
IN APPALACHIA.

CAP'S VISION IS TO BE THE
LEADING ORGANIZATION
CHANGING THE FUTURE
OF PEOPLE IN NEED IN
CENTRAL APPALACHIA.





FAQs

What does Christian Appalachian Project (CAP) do?

We provide services to people in need. Our mission is to build hope, transform lives, and share Christ's love through service in Appalachia.

How many and what types of programs does CAP currently operate?

We currently operate 17 direct human service programs, including child development, elderly visitation, housing, day and overnight camps, emergency services, counseling, in-home respite, food and clothing assistance, and disaster relief.

In what areas does CAP provide service? While we primarily serve Rockcastle, Jackson, McCreary, Floyd, Johnson, and Martin Counties in Kentucky, surrounding counties also benefit from our programs and services.

Does CAP provide service to any states outside of Kentucky?

Our Disaster Relief Program provides emergency services to Appalachian states. Operation Sharing also connects with community partners throughout Appalachia and the Ozark states of Arkansas and Missouri. In times of disaster or other urgent situations, Operation Sharing may provide goods, such as water, hygiene products, food, cleaning supplies, home repair items, etc.

Can someone outside of CAP's service area receive food or housing assistance?

We usually do not provide direct assistance outside of our service area. When possible, we do work to connect people in need with local agencies that can provide assistance.

What programs and services does CAP offer specifically to children?

Children's programming includes a child development center, summer camp programs, counseling services, and in-school educational programs throughout the school year.

How many children does CAP serve each year?

Our summer camp programs, child development center, and counseling programs serve approximately 1,500 children annually.

What is Operation Sharing?

Our Operation Sharing warehouses receive donated products and goods, termed Gifts-In-Kind. CAP programs and a network of partner agencies and churches redistribute these essential items, including food, office and cleaning supplies, furniture, paper goods, and building materials, to families and individuals in need throughout all 13 Appalachian states, Arkansas, and Missouri. Eligibility guidelines require that no donated products or goods be sold. Operation Sharing is one of CAP's largest programs. Since its beginning, the program has received and redistributed Gifts-In-Kind at a value of more than \$2 billion.

Can churches, community organizations, or businesses volunteer with CAP?

Yes. Please call 1.800.755.5322 or email groups@chrisapp.org for more information.

Are there opportunities for individuals to volunteer with CAP?

Yes. Please call 1.800.755.5322 or email volunteer@chrisapp.org for more information.

EXPERTS LIST

Christian Appalachian Project employees and volunteers are available to speak to the news media about a variety of topics in their areas of expertise. Members of the media wishing to interview or consult with someone from CAP's Experts List, please contact Tina Bryson, Asst. Director of Communications, at **859.270.1776** or **tbryson@chrisapp.org**.

Bobbie Playforth

Bobbie serves on CAP's Leadership Team where she helps guide our commitment to investing in employees.

Team Specialties:

Continuous Improvement, High-performance Workplace as a Nonprofit, Employee Engagement and Retention in a Rural Setting, Wellness, Self-care, Prioritizing Mindfulness in the Workplace.

Chris Griffith

Chris is a past president of the Kentucky Counseling Association (KCA). He is also a past KCA Outstanding Mental Health Counselor. He manages CAP's Family Life Counseling Service.

Team Specialties:

Intimate Partner Violence, Mental Health Law/Regulation, Appalachian Parenting, Mental Health and Children, Emerging Technologies in Counseling such as Rapid Eye Movement Therapy, Wellness Integration and Mental Health, Children and Trauma.

Mike Loiacono

Mike directs all Human Service programs for CAP's Cumberland Valley Region (Rockcastle, Jackson, and McCreary Counties).

Team Specialties:

Early Childhood Education Challenges and Opportunities, Food insecurity in depressed counties, Pantry partnerships and expansion, Youth Empowerment Programs.

Bridget McCormack-Finley

Bridget leads CAP's Mission Engagement and Volunteer Life teams, which recruits, places, and supports one-year and short-term volunteers and AmeriCorps members in service opportunities throughout CAP's service areas.

Team Specialties:

Volunteer Recruitment Strategies, Gap Year opportunities, Retirees who volunteer, Skills-based and Specialized volunteers.

Owen Wright

Owen directs all Human Service programs for CAP's Sandy Valley Region (Floyd, Johnson, and Martin Counties).

Team Specialties:

Emerging Trends of grandparents raising grandchildren, Isolated seniors, Aging in Appalachia, Teen Leadership, Educational Partnerships.

Robyn Renner

Robyn is the past chair of the Kentucky Voluntary Organizations Active in Disasters (VOAD). She has led CAP's Disaster Relief Program since its inception in 2004.

Specialties:

Disaster Relief in Eastern Kentucky, Disaster Relief Preparedness for elementary students, Interagency coordination during disaster responses.

Amy Schill

Amy oversees CAP's AmeriCorps program, which includes securing grant funding, supporting members, and ensuring program compliance, evaluation, and development.

Specialties:

Partnership with AmeriCorps, National Service.



ORGANIZATIONAL HISTORY TIMELINE



1965
The **Attic** thrift store opened in Mt. Vernon.

1964
CAP's Official Incorporation



1967
Youth day camps began at **Camp AJ**.

1972
Child and Family Development Center began as a preschool in the basement of St. Clare Catholic Church.

Elderly Services Program also began.

1975
Group Home for Foster/Teenage Boys began on a farm at Camp Nelson.

1977
Home Repair crews began to help participants make their homes safe, warm, dry, and accessible.

Donors sponsored the **Christmas Baskets** program.

1979
CAPrice (Keystone) began as a "Sheltered Workshop" for people with disabilities.

1985
Rainbow Respite Care Center was established to serve the families of children with disabilities.

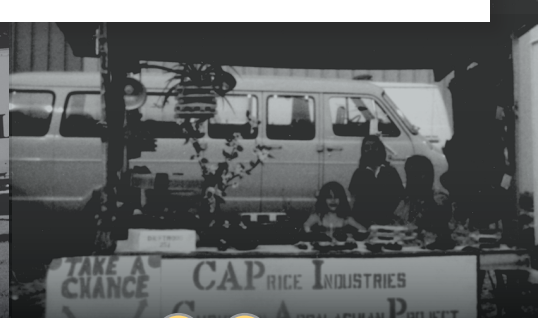
Operation Sharing distribution warehouse opened.

1986
The **Family Life Counseling Service** began.
First short summer camp held at **Camp Shawnee**.

Christian Appalachian Project (CAP) is a nonprofit, Christian organization in Appalachia committed to serving people in need through self-help human service programs. Since its start by Rev. Ralph W. Beiting, a young Northern Kentucky priest, in 1964, CAP has been committed to its mission of building hope, transforming lives, and sharing Christ's love through service in Appalachia.

CAP primarily works with children and their families, seniors, and individuals with disabilities, to provide the basic needs of food, clothing, and shelter. CAP offers a variety of targeted programs and services to meet the incredibly diverse needs of people in the region.

For nearly 60 years, CAP has served the region through its mission. With the help of donors, employees, volunteers, and the communities it serves, CAP will continue to restore hope for thousands of children, families, and seniors in Central Appalachia.



1992
Originally known as College Student Fest, **WorkFest**, CAP's alternative spring break home repair program, started for college students.

1997
Camp Boone's Landing leased a 500-acre camp with five small houses and a dining hall.

1996
JobStart began in Mt. Vernon as a direct response to the Welfare Reform Act.

2004
The **Disaster Relief Program** began after serious floods devastated Eastern Kentucky.

2007
The **Grateful Bread Food Pantry** was opened in Mt. Vernon. Qualified low-income residents, elderly, and local schools are provided monthly food assistance.

2010
Guy Adams becomes the fifth Christian Appalachian Project President.

2016
CAP Headquarters relocated to **Paintsville** after previously being located in Hagerhill.

2017
The partnership with **Water into Wine Food Pantry** was established.

***This is a timeline of programs that CAP has offered throughout our history. We do not offer all of these programs at this time. To best serve our participants, we strive to maximize community partnerships and offer programming based on the most critical needs in our service counties.**



BY THE NUMBERS*

12,455

participants received direct service through 17 human service programs in Eastern Kentucky.

136

participants received home visits, transports, and in-home respite in our Elderly Services Program.

2,424

people received critical, emergency, and family-oriented community service through the Family Advocacy Program.

229

children and adults trained in disaster relief preparedness.

6,309

participants served at the Grateful Bread Food Pantry and partner pantry, Water Into Wine.

435

low-income or at-risk family members received professional counseling services.

206

homes repaired and/or rebuilt.

399

people volunteered their time and talents to the mission of Christian Appalachian Project.

6,264

students received in-school curriculum, tutoring, mentoring, and leadership training.

1.5 million

individuals impacted by corporate gifts-in-kind donations valued at \$129 million and distributed by CAP's Operation Sharing Program in 13 Appalachian states, plus the Ozarks region of Missouri and Arkansas.

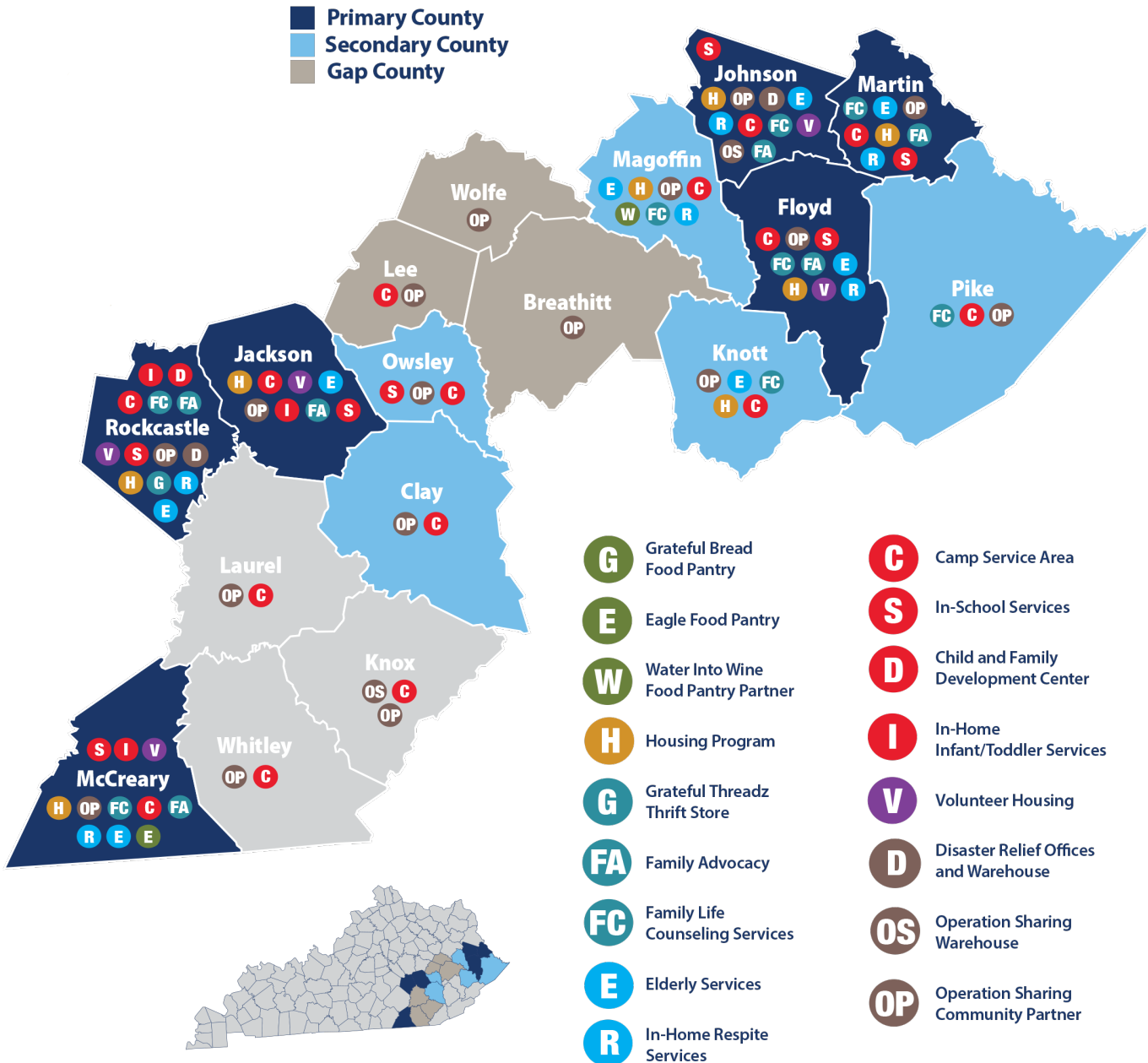
38

at-risk children received educational support through pre-school, infant/toddler, parents are teachers, and after-school program

*CAP Programming was impacted in 2021 by COVID-19. There are no statistics for Grateful Threadz Thrift Store for 2021. The store has been closed due to COVID restrictions, but there are plans to reopen soon.

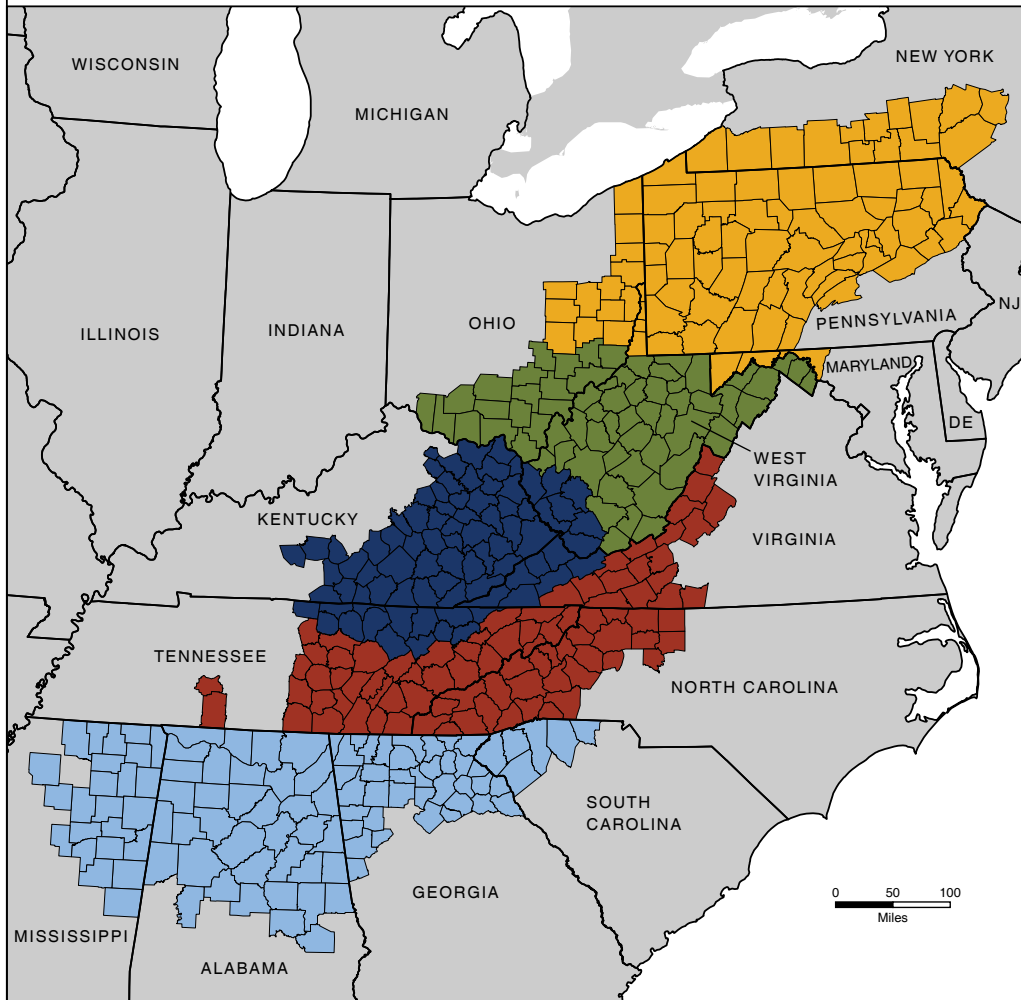
AREAS OF SERVICE

12,455 people were served through 17 direct human service programs in Eastern Kentucky.



CAP's direct service area is over 4,000 square miles of rural, difficult to travel terrain. The Appalachian region includes 420 counties that stretch across 13 states. CAP employees and volunteers drive over one million miles each year servicing these areas, and more can be done.

SUBREGIONS IN APPALACHIA



The Appalachian subregions are contiguous regions of relatively homogeneous characteristics (topography, demographics, and economics) within Appalachia. This classification was developed in the early history of the ARC and provides a basis for subregional analysis. ARC revised the classification in November 2009 by dividing the Region into smaller parts for greater analytical detail and by using current economic and transportation data.

Subregions

- Northern
- North Central
- Central
- South Central
- Southern



“What I love most about my time with CAP is learning about the 16 human service programs it offers. I am blessed to be a part of an organization that is Christ-centered and gives back to our community.”

-Tina Terry, CAP Board Member

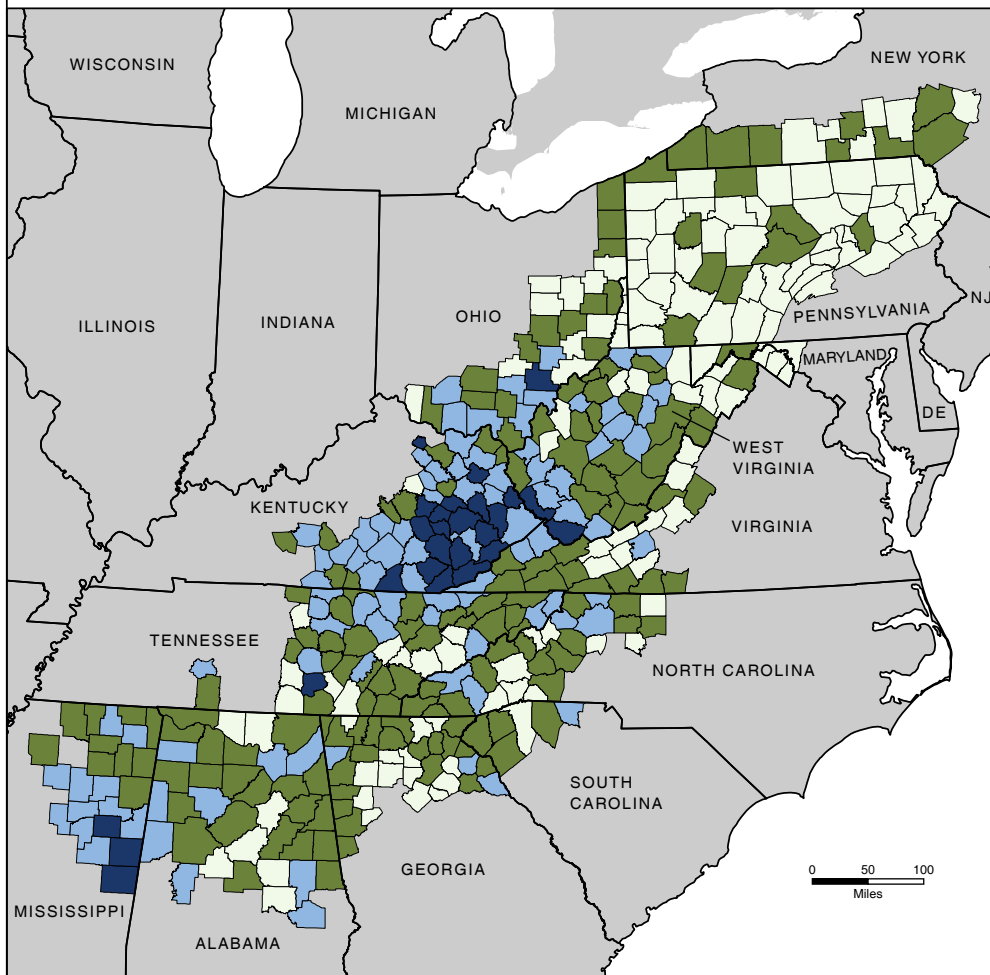


“There are no words to express what CAP has meant to Menifee County. I’m not only proud to partner with the people of CAP to help my community, I am proud to call them my friends. They love my people like I do.”

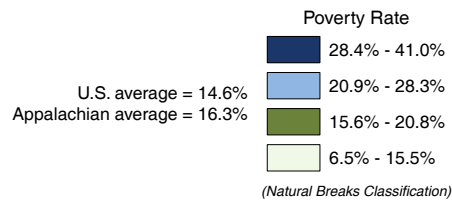
-Lori Franklin, Community Partner

POVERTY RATES IN APPALACHIA

(County Rates)



A poverty rate is the ratio of the persons below the poverty level to the total number of persons for whom poverty status has been determined. The map uses natural breaks in the distribution to organize the data into groups of common values.



Data Source: U.S. Census Bureau



"Our partnership with CAP has broadened our perspectives of what poverty and need can look like;

and sensitized us to see that poverty exists in our own country, and may be even near our own homes."

-Betty Jones, Church Donor

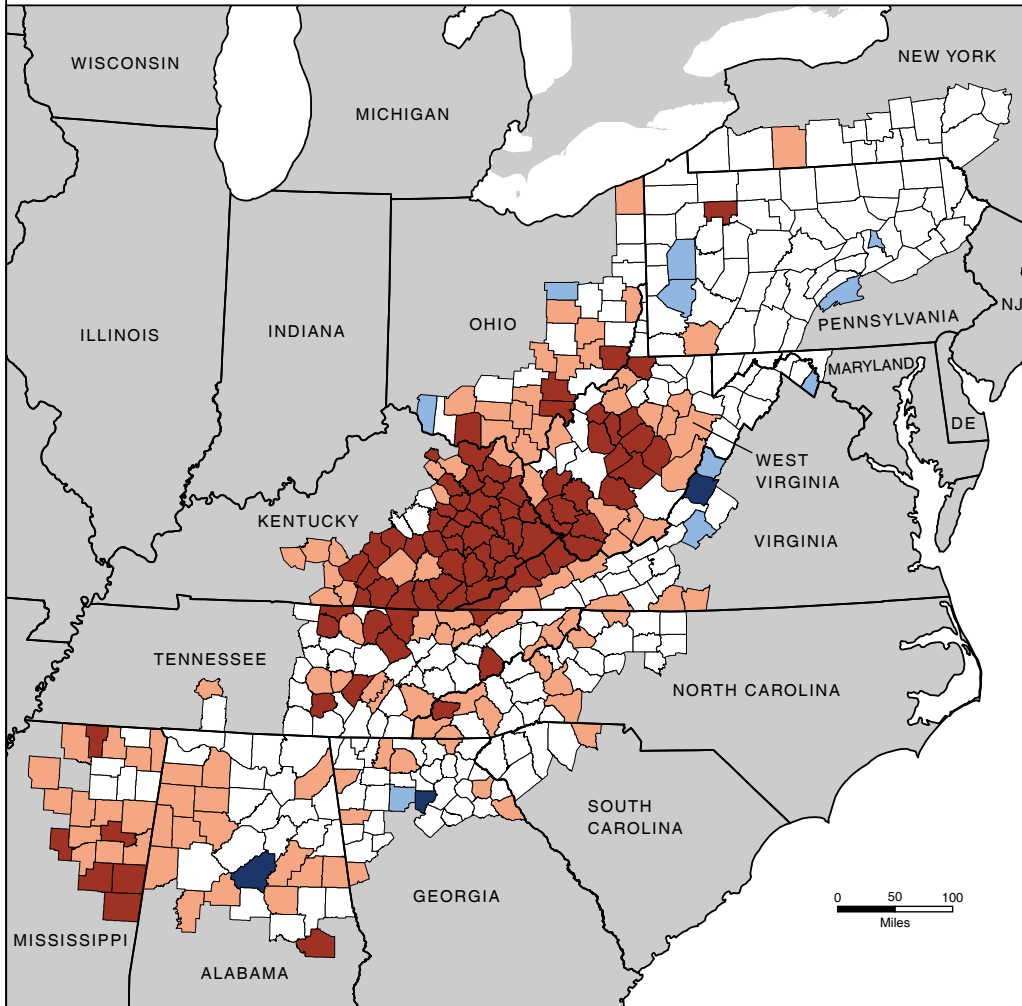


"It is rewarding to see the impact CAP makes on the community and knowing that through our relationship

and partnership with them we are helping with that."

-Candy Bates, Lowe's, Corporate Partner

COUNTY ECONOMIC STATUS IN APPALACHIA



The Appalachian Regional Commission uses an index-based county economic classification system to identify and monitor the economic status of Appalachian counties. See the reverse side for a description of each economic level.

County Economic Levels

- Distressed (80)
- At-Risk (110)
- Transitional (217)
- Competitive (10)
- Attainment (3)



"I started at Camp Shawnee, and knowing that I get to help all of our programs be more efficient and effective feels divinely chosen for me."

-Barry Powers, IT Manager



"I have witnessed the tears and gratitude of various participants before and how they saw our work as such a great blessing."

-Sam Tomaso, Former One-Year Volunteer

OUR PRESIDENT



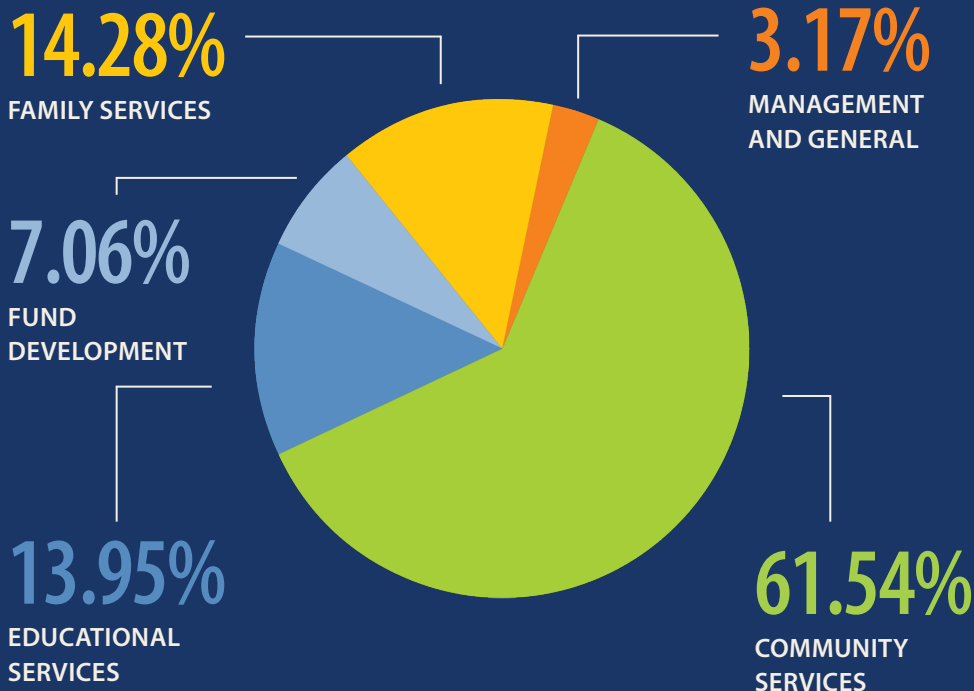
Guy Adams is president/CEO of Christian Appalachian Project (CAP), the nation's largest human service organization that focuses exclusively on the Appalachian region. He has led the nonprofit since 2010 with an emphasis on implementing best practices across the organization to maximize every donation toward the transformation of children, their families, and seniors living in poverty.

Adams previously worked for a consulting firm that provides fundraising counsel to nonprofit institution and organizations. In addition, he served as the Vice President of Development at Lindsey Wilson College where he managed the college's first comprehensive campaign.

He is CAP's fifth president and has strong ties to Appalachia where his father migrated from an area deep in the coal-mining region of Eastern Kentucky. His family roots in Appalachia gives him a personal perspective on the importance of CAP's work that has impacted so many families for generations. Adams's vision for the organization seeks to expand services while keeping administrative costs low. His 30-year plan for CAP builds on the foundation which was established in 1964 to build hope, transform lives, and share Christ's love through service in Appalachia.

Investment in PROGRAMS

89.77% OF FUNDS GO DIRECTLY TO CAP PROGRAMS



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