

# 2024 Media Kit







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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.

## **What types of programs does CAP currently operate?**

We address nine human services through our programming. Those are food insecurity, clothing, home repair, family advocacy, early childhood education, youth, counseling, disaster relief, and elderly.

**In what areas does CAP provide service?** CAP's service area consists of two regions. Those are the Cumberland Valley Region (Rockcastle, Jackson, McCreary, Clay, and Owsley Counties) and the Sandy Valley Region (Johnson, Floyd, Martin, Magoffin, and Knott Counties).

**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 camps, counseling services, a Teen Leadership initiative, an after school program, and in-school educational programs throughout the school year.

**How many children does CAP serve each year?** Our youth programming, like summer camps, in-school services, Teen Leadership, child development center, after school program, and counseling services, serves approximately 2,000 children annually.

**What is Operation Sharing?** Our Operation Sharing warehouses receive donated products and goods, termed gift-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 gift-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](mailto: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](mailto: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, Assistant 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.

## **Carolyn Lindsey**

Carolyn directs Human Services programs in Rockcastle, Jackson, and McCreary Counties of CAP's Cumberland Valley Region.

### Team Specialties:

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

## **Jamie Conley**

Jamie directs Human Services programs in Floyd, Johnson, Martin, Magoffin, and Knott Counties of CAP's Sandy Valley Region.

### Team Specialties:

Emerging Trends of grandparents raising grandchildren, Isolated seniors, Aging in Appalachia, Educational Partnerships, Youth Empowerment Programs.

## **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.

## **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 Services.

### 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.

## **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, AmeriCorps, Apprenticeships.

## **Becky Neuenschwander**

Becky leads CAP's Groups program and Seasonal Admissions Team, which recruits, places, and supports mission teams and volunteers in service opportunities in CAP's Home Repair program.

### Team Specialties:

Mission Team Recruitment Strategies, Volunteer Impact in Appalachia, Workamper/RV Volunteers, Alternative Spring Break Service Opportunities, Corporate/Church/School Service Opportunities, Service Partnerships.





# 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.

1977

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

Donors sponsored the **Christmas Baskets** program.

1975

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

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.

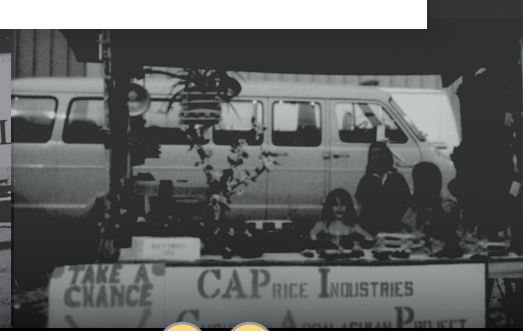
**Operation Sharing** distribution warehouse opened.

1986

The **Family Life Counseling Service** began.

First short summer held at **Camp Shawnee**.

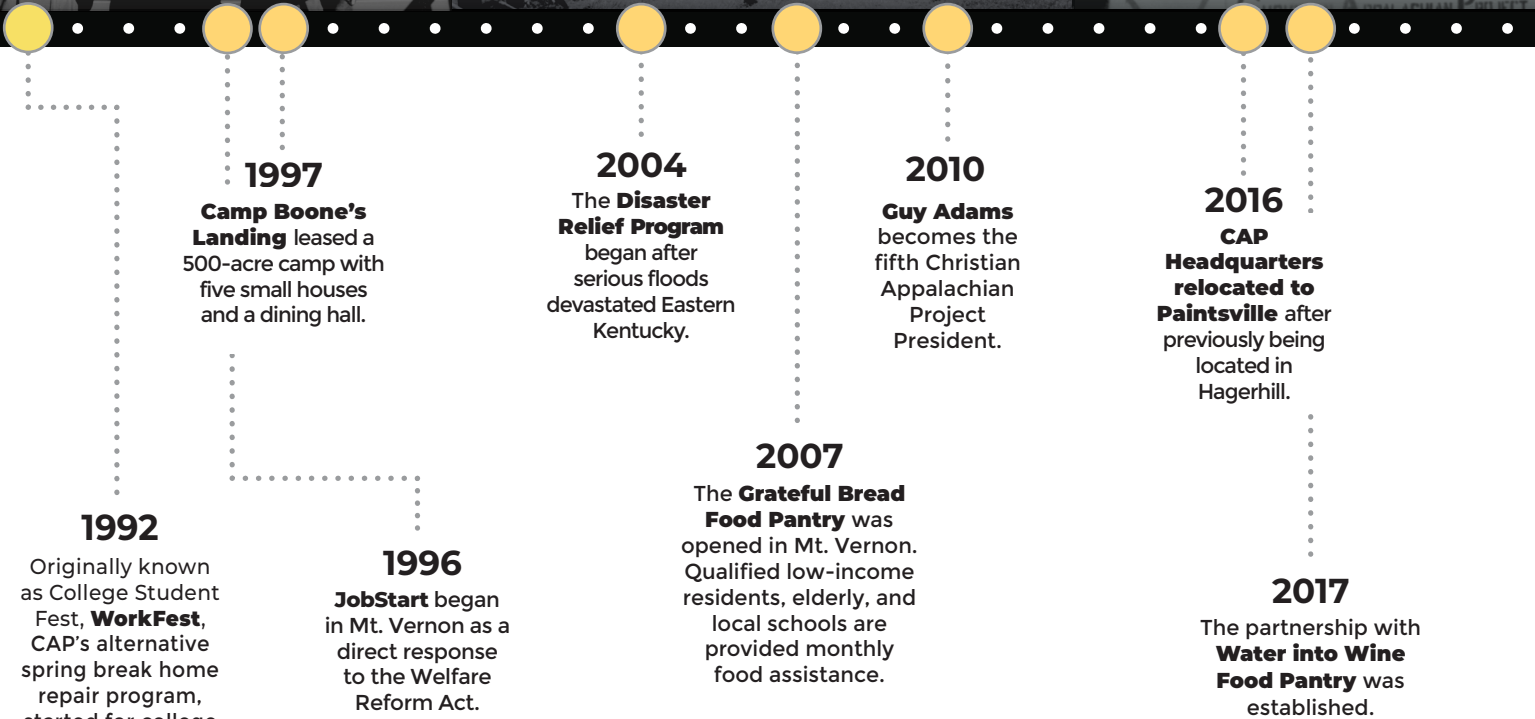




Christian Appalachian Project (CAP) is a nonprofit organization in Appalachia committed to serving people in need through self-help human service programs. Since its start by Rev. Ralph W. Beiting, a young Northern Kentucky priest, in 1964, CAP has been committed to its mission of building hope, transforming 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 more than 50 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.

**1996**

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

**1997**

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

**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

**11,571\***

participants received direct service through CAP's human services programs in Eastern Kentucky.

**2,941**

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

**4,010**

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

**307**

homes repaired and/or rebuilt.

**2,163**

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

**194\***

children and adults trained in disaster relief preparedness.

**160**

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

**98**

at-risk children received educational support through pre-school, infant/toddler, parents as teachers, and after-school programs.

**346**

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

**1,211**

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

**1.5 million**

individuals impacted by corporate gift-in-kind donations valued a \$155.3 million and distributed by CAP's Operation Sharing program in 13 Appalachian states, plus the Ozarks region of Missouri and Arkansas.

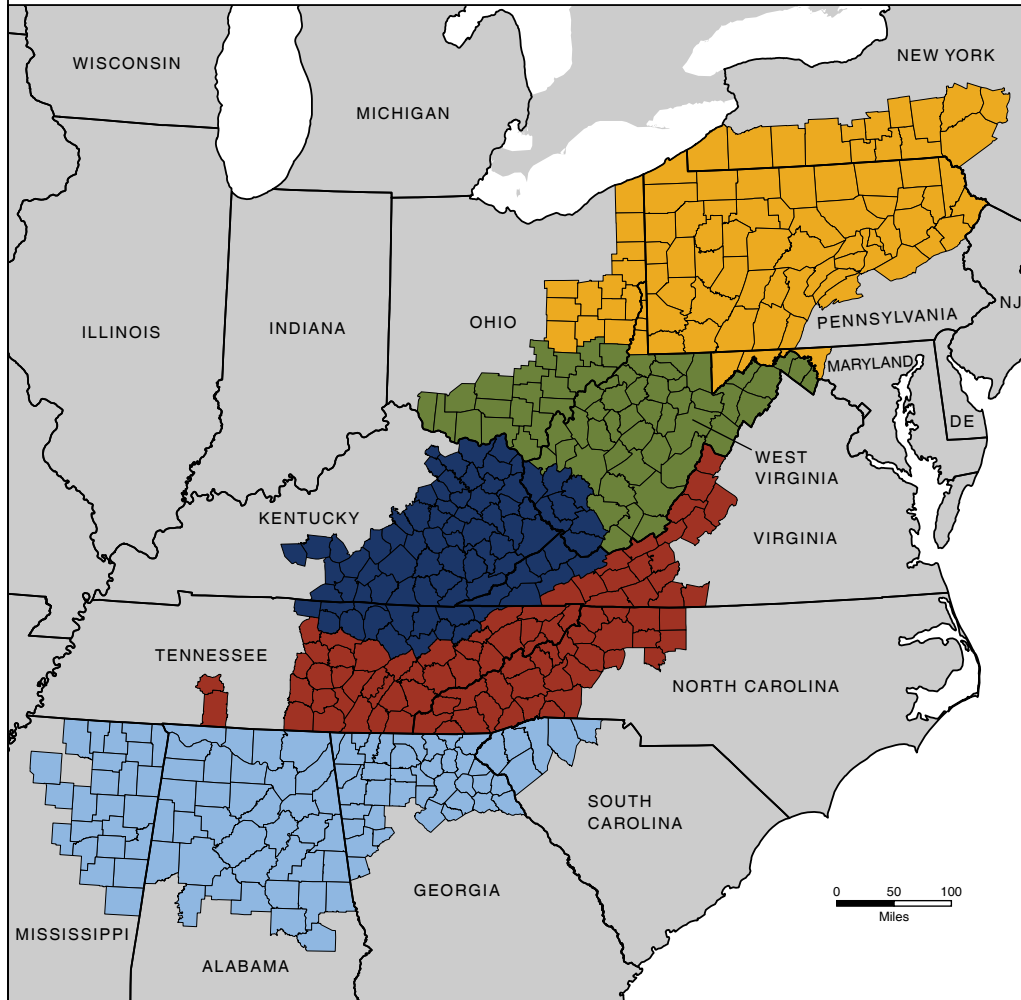
\*Due to immediate need in the wake of natural disaster events, this number was elevated in previous years.







## 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 many human services programs it offers. I am blessed to be a part of an organization that is Christ-centered and gives back to our community.”



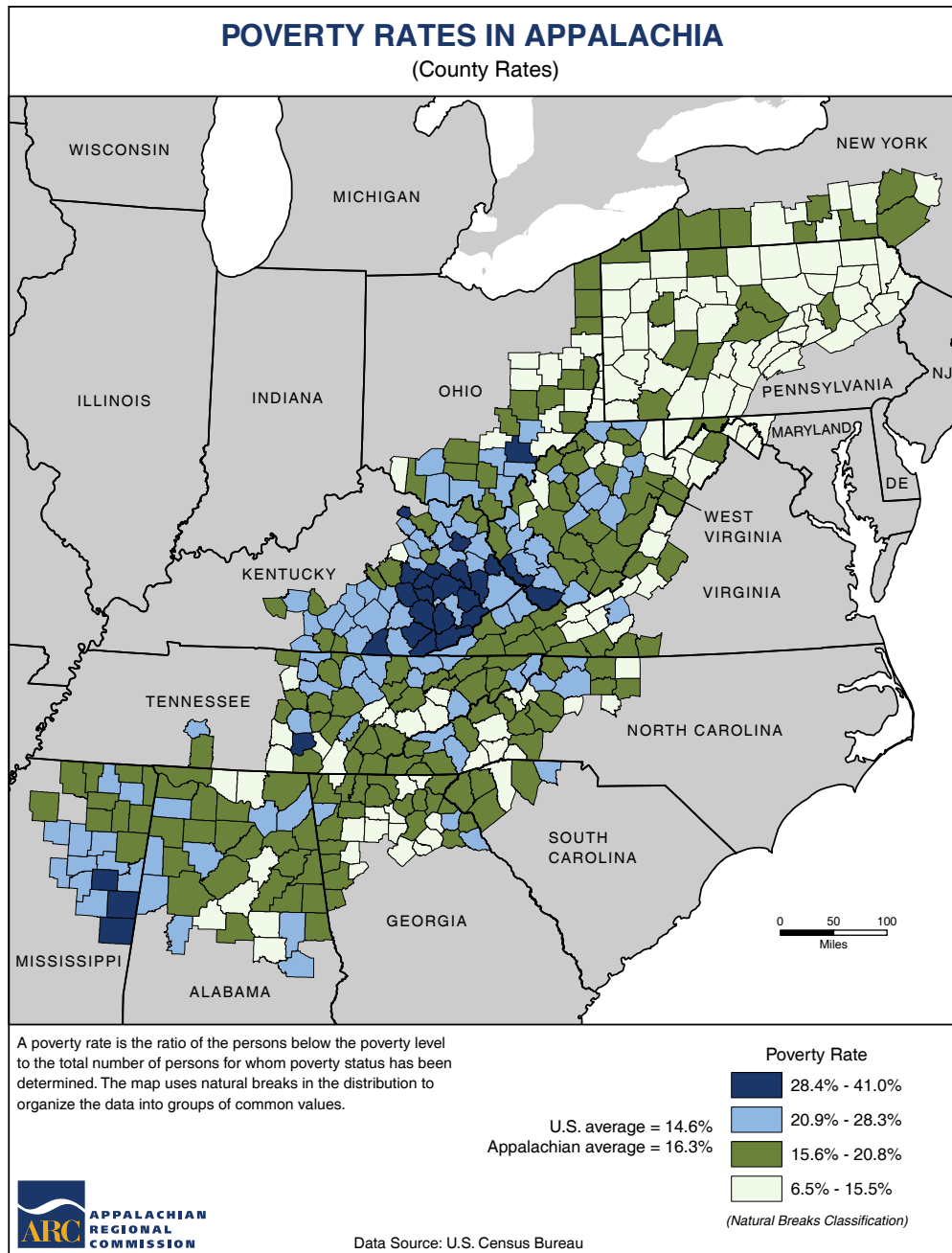
- Tina Terry, CAP Board Member

“Our partnership with Operation Sharing has helped our ministry flourish, be able to change lives, and help people who are impoverished. It has been a great blessing.”



- Scott Phipps, Community Partner





"A long time ago, I looked for opportunities where God was working and obviously, He's working here with CAP. We come here to do whatever CAP needs done."



- Steve Tate, Donor/Volunteer

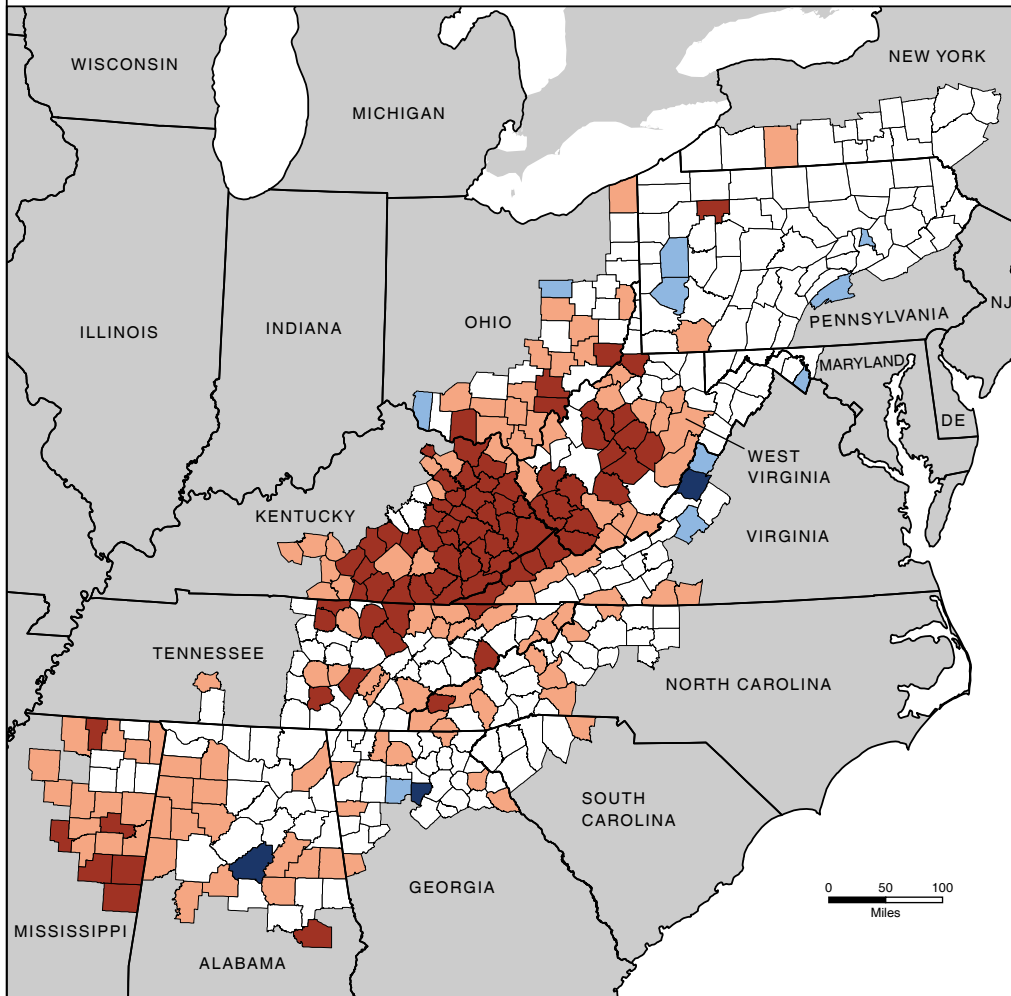
"It fills the soul coming to CAP, giving back, and being a part of something so positive and so powerful."



- Heather Spurlock, Texas Roadhouse, 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, CAP Director of IT

"My time at Camp Shawnee literally changed my life. I learned so much about myself, my faith, and what I wanted to do with my life."



- Emma Krall, Former AmeriCorps Member





# 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

88.51% of funds go directly to CAP programs

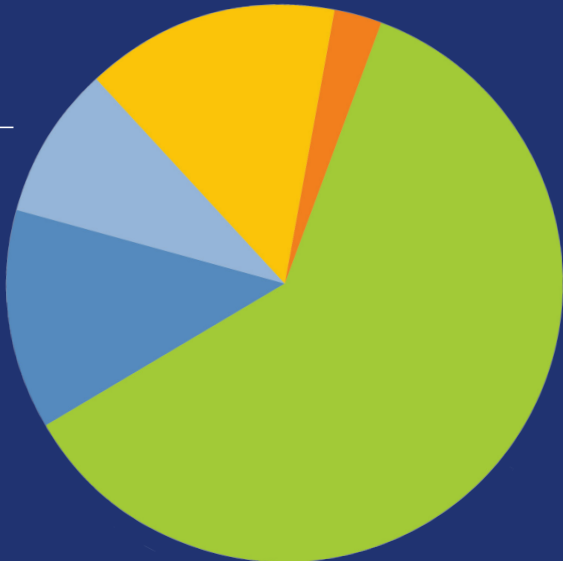
**14.97%**  
Family Services

**2.66%**  
Management and General

**8.83%**  
Fund Development

**60.90%**  
Community Services

**12.54%**  
Educational Services



.10% of total expenses contributed to economic development.



# CONTACT COMMUNICATIONS



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## BOARD OF DIRECTORS

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