

Fall/Winter 2015

[www.OutreachEast.org](http://www.OutreachEast.org)



WWW.OUTREACHEAST.ORG

# Outreach East

## Most Americans Are One Paycheck Away From Economic Disaster

If you're fortunate enough to have never needed financial assistance, have you ever thought about how easily that could change? Have you wondered how, why, or what brings people to us for help? Can you imagine how it would feel to financially support a charity and then have a life event cause you to seek services from the organization that you once contributed to? Some of our clients know.

Humbling, to say the least. Americans are 40% poorer today than they were in 2007.<sup>1</sup> Most people live paycheck-to-paycheck and are only one check away from their financial world crumbling around them. Approximately 62% of us have no emergency savings for things such as a \$1,000 emergency room visit or a \$500 (or more) car repair.

Situations that could sweep you into economic devastation, especially when more than one happens at the same time, could be:

- Reduction in household income due to divorce or a break-up (which can also cause legal fees, home foreclosure or eviction, bankruptcy, car repossession, etc.)
- Death of a spouse or child
- Spouse or child become seriously ill or disabled
- Job loss, layoff or hours cut
- Being a victim of violence
- Illness lasting three weeks or more
- Major injury or health problem ( mental illness, heart attack, stroke, etc.)
- Car accident
- Becoming a caregiver for a loved one

In Genesee County alone, out of 412,895 residents: 21.7% live in poverty (higher than 16.2% overall in Michigan & 15% overall in the U.S.), 12.4% are under age 65 with a disability, 11.4% are under age 65 without health insurance, and only 57.2% are in the civilian labor force (age 16+).<sup>2</sup> **15.1% of Davison city residents are living at poverty level<sup>3</sup>.**

According to the Metro Community Development point-in-time annual homeless count, the number of homeless people counted in Genesee County rose from 387 in 2013 to 635 in 2014 – a 64% increase. The number of unsheltered homeless people from 2013 to 2014 increased 200%. Liz Ruediger, Director of Development at Shelter of Flint, said Genesee County has about 3,000 homeless people; the number is higher because of “hidden homelessness,” or those who are overlooked during the annual count.

<sup>1</sup>BankRate.com  
<sup>2</sup>U.S. Census Bureau (July 2014)  
<sup>3</sup>City-Data.com  
<sup>4</sup>Mlive.com

We have many clients that come to us because of the financial strain of raising their grandchildren has put on their resources. We are able to help with clothing, food, and because of our Cans for Coats drive, coats and other winter outerwear.

Most of our clients have jobs but just don't make enough to keep up with all of the costs of a household and raising a family.

Occasionally they need assistance with food, personal care items, diapers, wipes and school supplies.

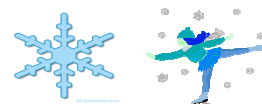
Some people are on Social Security Disability, trying to live on \$745 a month. Paying rent of \$530 leaves very little room for utilities and other necessities.

Our customers that visit us every month are typically our seniors. They are very appreciative of the help they receive with food, personal care items, Depends and clothing.

I could go on about some of the circumstances that brings people to us for help but you probably already know some of them. Not as clients, but as neighbors, people you may work with, sit next to in church, wait on you at our grocery stores, gas stations, restaurants and so on.

Through your support of Outreach East you are making a difference in area families lives.

We appreciate the caring community we are a part of and hope everyone has a very blessed, happy Thanksgiving and Christmas!



### 2016 Freezin' for a Reason

**Date:** Saturday, January 16, 2016

**Where:** Lake Callis Recreational Complex  
1152 North Gale Rd  
Davison

**Time:** Registration starts at 11:00 AM

See details on our website:  
[Outreacheast.org](http://Outreacheast.org)



### Upcoming Events

**Nov 1- Jan 2:** Meijer 2015 Holiday *Simply Give* Campaign (Double Match Days: Nov 13-14)

**Nov 7:** Cans for Coats Drive, 10:00 a.m. to 4:00 p.m. at Trinity Lutheran Church's Youth Center

**Nov-Dec:** Christmas Gift Drive

**Nov 27-Dec 27:** AJ & J's Christmas Light Extravaganza & Donation Drive

**Dec 9:** Davison Community School's "Cool to Care" Food Drive

**We're on the web!**  
[www.OutreachEast.org](http://www.OutreachEast.org)



## Outreach East's 2015 Assistance Statistics

*In the first 6 months of  
2015, Outreach East:*

- Assisted **2,830** clients (937 families consisting of 1,560 adults and 1,270 children).
- Provided **50,000** pounds of food to clients.\*  
\*Excludes free shelf items, fresh produce & bakery items.
- Assisted **80** families (\$17,000) with utility shut-off notices.

### Clients' Residence:

Davison 92.7%  
Otisville 5.4%  
Goodrich 1.9%

### Clients' Ages:

0-19 53%  
20-59 30%  
60+ 17%

- 1375** people received clothing from our clothing room.
- There was a **10%** increase in the number of families needing assistance from 2013 to 2014.

**We are 100%  
funded by  
fundraisers and  
donations from  
local businesses,  
churches, clubs,  
and individuals.**

## Meijer Holiday *Simply Give* Campaign



Davison Meijer has chosen Outreach East to be the recipient of the 2015 Holiday *Simply Give* campaign. For every \$10 *Simply Give* card purchased at our Davison Meijer November 1, 2015 through January 2, 2016, Meijer will match the amount, providing \$20 for our food pantry.

**Double Match Days are November 13-14.** These two days Meijer will donate \$20 for every \$10 *Simply Give* card purchased, providing \$30 in food for our food pantry!

We have been very blessed by this program, having received **\$18,870** in food cards from Meijer just from the Fall *Simply Give* Campaign alone.

We recently increased the amount of food that goes into food orders, to

further help our clients.

We spend approximately **\$42,000 every year** at Meijer for food to stock our food pantry. In the first 6 months of 2015, we provided over 50,000 pounds of food to 2,830 clients (1,270 of which were children).

Our Davison Meijer has also set us up with a Business Account so we can pre-order items at their wholesale cost to stretch our grocery dollars even further.

Without the generosity of our Davison Meijer and the Meijer *Simply Give* Campaign, we could not help feed so many of our area individuals and families.

**A very special thank you to Meijer** for the care, concern and continual support they show for families through their

*Simply Give* Campaign.

Meijer stated, "We sincerely thank you for your partnership and for encouraging the community to help feed a growing number of hungry families. Together, it's elevated our program's total donation count to more than \$18.6 million since its inception in November 2008."

**Thank you Davison Meijer!**

Because of this amazing program, we will not have to hold a Thanksgiving Food Drive to provide our clients with Holiday meals but would like to ask for donations of shampoo, toothpaste and deodorant. Every month we give out hundreds of these items and expect to need even more during November and December.

**The 2015 Fall *Simply Give* campaign was the most successful campaign in the program's history, resulting in a total of more than \$3 million for hungry families across the Midwest.**

## Davison Community Schools' "Cool to Care" Campaign *November 3-December 2*

The holiday season is quickly approaching and that means it's time for Davison Community Schools' Annual "Cool to Care" Canned Food Drive. Davison High School students from DECA and DTV are once again helping to coordinate and organize this year's drive.

All school buildings and the Cardinal's Nest will be collecting nonperishable food items and paper products starting November 3 through December 2. Please do not send items that are expired. Money contributions will also be accepted at the middle school and high school. **All items and money collected will be given to Outreach East.** Much of what is collected through the Cool to Care drive will go right back to helping Davison students and their families.

School staff and DTV and DECA students will be delivering all collected items and money to Outreach East in early December. The students and parents of Davison Community Schools have always been very generous in contributing to this worthwhile project. If you are able, please consider helping to make this another successful drive as we reach out to help others this holiday season.

# “Cans for Coats” Drive



The 12th annual “Cans for Coats” Drive will take place:

**November 7**

**10:00 a.m. - 4:00 p.m.**

Bring your returnable cans and bottles to **Trinity Lutheran Church in Davison** and we'll cash them in and use the money to buy coats, snow pants, and boots for our area children in need. Last year the event raised enough money to provide winter gear for 100 children.

Donations may also be dropped off the week prior to the event (Nov. 2-6) at Outreach East and Trinity Lutheran Church located at 706 W. Flint St. in Davison.



For more information, call Brenda Hughes at  
(810) 653-7083.

**Thank you so much for your support and for your help  
in keeping our kiddos warm this winter!**

*Please note: We also accept can and bottle donations  
for this fund throughout the year.*

## Christmas Gift Drive

*Sponsor a Child for the Holidays!*

We are currently looking for folks who would like to sponsor a child (or more than one) and businesses, churches, and service groups who would like to sponsor an Outreach East family for Christmas gifts. If you'd like to help, please call us at (810) 653-7711 as soon as possible. For Christmas gifts, please let us know the sex & age of the child(ren) you'd like to sponsor so we can match you up with a child right away. **Thank you!**



This year, we are also asking for donations of gift cards for the teenagers, for stores such as Meijer, Walmart, Target, etc. — stores that have a large variety of items. Higher value gift cards for stores such as Kohl's will be redeemed at the store by our volunteer staff, to purchase items for the families.



# Ways You Can Support Outreach East

## Sign up for Kroger Community Rewards

Sign up today to help Outreach East when you shop at Kroger. To sign up or update visit: [www.krogercommunityrewards.com](http://www.krogercommunityrewards.com)



- \* Click on "Michigan."
- \* Click on "Enroll" Complete your information; Click "Save Changes"
- \* Next Screen: "Find Organization", type OUTREACH EAST
- \* "Select your organization" Click OUTREACH EAST, Davison, MI Org.#84837
- \* "Save your selection", click "Save changes"
- \* Next screen: Account Information to Verify Community Rewards Information: OUTREACH EAST



## Sign up for Meijer Community Rewards

Did you know you can help Outreach East by enrolling in Meijer's Community Rewards Program? You may apply online by visiting [www.Meijer.com/rewards](http://www.Meijer.com/rewards), completing an application in person at the customer service desk of your local Meijer store, or contact Outreach East for a form you can mail in. You will receive three cards for your household members only. When you receive your card, use the card when you shop at Meijer and you earn rewards for Outreach East.

The Meijer Community Rewards program was developed to meet the store's customers' growing desire to support non-profit groups in ways that don't stretch their budget... or their time. Enrolled members shop Meijer, simply paying with cash, a PIN-based debit card, or a linked Meijer Credit Card. Purchases made with a linked Meijer Credit Card earn 1%. Purchases made with cash or a PIN-based debit card and a swiped Meijer 1 Card<sup>SM</sup> earn 0.5%. Each year, at least 6% of Meijer net profits go toward overall community giving - one of the highest percentages in the retail industry!

When you fill out the application form, please make sure to check the Organization Information box when selecting the rewards method. The code for Outreach East is 552228. Once you sign up:

- Receive rewards for all your Meijer shopping, including gas and convenience store purchases!
- No minimum or maximum spending amount.
- Purchases can be made with cash, PIN-debit card or a Meijer Credit Card.
- Receive exclusive savings periodically!
- Your account is accessible anytime online at [www.Meijer.com/rewards](http://www.Meijer.com/rewards).
- Thank you for your consideration!

**Visit our website at  
[www.OutreachEast.org](http://www.OutreachEast.org) to  
see all the ways you can  
help Outreach East.**



***Outreach East thanks you for your continued support!***

## AJ & J's Christmas Light Extravaganza & Donation Drive

They will be accepting small (unwrapped) toys, gloves, children's coats (in good-new like condition), canned food, toiletries, household goods, gift cards, & monetary donations to go to Outreach East.

**Display Schedule**

**\*November 27th - December 27th**

**Preview night\* and Sunday thru Thursday**

**\*November 26th, 6:00 - 9:00pm**

**Opening night, Fridays, Saturdays and the week of Christmas... 6:00pm-10:00pm**

**1 mile East of M15 on Davison Rd on the South East corner at Oak rd.**

Still photos and/or video cameras will be used during parts of the show for internet promos and videos

**\*\*Times & dates subject to change without notice**  
**\*\*Check your forecast and here before your visit**

For more information, visit:

<http://ajdejr.wix.com/ajchristmas>

### A note from an Outreach East client:

*"My son and I moved to Davison six years ago and being a single mom with limited income, we needed help and we found Outreach East by word of mouth. In the last six years, Outreach East has helped us tremendously! I honestly don't know what I would do without it. Sometimes you just need that extra help and it is nice to have a place to go to each month. Everyone there is so friendly and helpful. It's a wonderful program for those in need and I hope it stays around for a long time! We appreciate Outreach East so much and thank everyone there for their kindness!"*



### Donations

#### In memory of:

- Carl Armor
- Stephanie Beach
- Clarence Cyril Bousson
- Norma Brownrigg
- Gordon Church
- Jim DeLay
- T.J. Eubanks
- Paul Grohoski
- Joyce Hanje
- Ed Howell
- Alyce Jestila
- Joe Madore
- Donna Schreiber
- Ada Lucille Sinsel

#### In honor of:

- Dan & Mary Fairweather
- Lucille Goyette
- Mary Peterson
- Tom Sheroski



## Join Outreach East on Facebook!

[www.facebook.com/OutreachEast](http://www.facebook.com/OutreachEast)

Join hundreds of other folks who 'Like' us on Facebook and get real-time updates about current Outreach East news & fundraising events. *Already like us?* Then please help spread the word! Because we rely solely on donations from local business, churches, clubs, and individuals, it's so important to spread the word about Outreach East. Without continued community support, we cannot continue to service the ever-growing number of clients we do. **Thank you!**

*Outreach East's 12th Annual*

# CANS FOR COATS DRIVE

**Saturday, November 7**  
**10:00am-4:00pm**  
 Trinity Lutheran Church-Davison Youth Center

**Outreach East**  
 Non-Profit Organization

Create Call to Action Share ...



Find us on  
**Facebook**





**OUTREACH EAST**  
**425 GENESEE ST.**  
**PO BOX 61**  
**DAVISON MI 48423**

Phone: (810) 653-7711  
[www.OutreachEast.org](http://www.OutreachEast.org)  
 e-mail: [outreacheast@hotmail.com](mailto:outreacheast@hotmail.com)



Hours for clients and donation drop-offs:

**Mondays & Wednesdays**  
 10:00 a.m. - 3:00 p.m.  
**Tuesdays and Thursdays**  
 1:00 - 6:00 p.m.

For information about upcoming events,  
 frequently asked questions,  
 or to donate online, visit us at  
**[www.OutreachEast.org](http://www.OutreachEast.org)**

CURRENT RESIDENT OR:

Non-Profit  
 Organization  
 US Postage  
 PAID  
 Davison, MI 48423  
 Permit No. 12

## Can you help with?



Toothpaste  
 Deodorant  
 Shampoo  
 Bar Soap  
 Baby Wipes  
 Feminine Personal  
 Products



**Donations of these high-demand items are much needed and would be greatly appreciated. Thank you!**

*Outreach East is a non-denominational, walk-in, year-round 501(3)(c) emergency resource center dedicated to assisting area individuals and families with help with food, rent, utilities, clothing, medical, and other essentials in Davison, Goodrich, and Otisville. We are 100% funded by fundraisers and donations from local businesses, churches, clubs, and individuals. We accept monetary donations as well as food, clothing, personal & household items, and furniture.*



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