



RISE and Shine

The Campaign
Christian Appalachian Project



“Meeting the future needs of this region will require the excellence of every single CAP employee and volunteer, the unwavering support of community partners and churches, and the compassionate generosity of donors throughout the country.”

A WORD FROM OUR PRESIDENT

Because of you, CAP employees and volunteers are compelled to live CAP’s mission every day. Undergirded by our strategic plan and with strong support by the board of directors, we are engaged in a great philanthropic effort, RISE and Shine, which is sure to help touch and change even more lives, while offering our participants hope that tomorrow will be better than today. We are excited to share with you this bold new vision for the impact we can make together in Appalachia.

The purpose of the campaign is to give strength to CAP’s mission of **building hope, transforming lives, and sharing Christ’s love through service in Appalachia**. In a word, the response to the campaign has been overwhelming.

Built on our strategic plan with specific initiatives vital to enhance our services to the most vulnerable in Appalachia, progress toward an initial campaign goal of \$75 million has exceeded our hopes. Because of the commitment and generosity of friends like you and human services challenges great in scope, CAP’s board decided to raise the campaign goal to \$95 million. Increased resources will enable CAP to make an even greater impact for people in need in Appalachia.

The words of Victor Hugo inspire me, “The future has several names. For the weak, it is impossible. For the faint hearted, it is unknown. For the thoughtful and valiant, it is ideal. The challenge is urgent. The task is large. The time is now.” You are thoughtful and valiant in your prayer and charitable support of CAP, which is hope-giving and life-transforming. Please join us as we RISE and Shine together.

God Bless You,

A handwritten signature in black ink that reads "Guy Adams". The signature is fluid and cursive, with a long horizontal stroke at the end.

Guy Adams

President/CEO

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



MISSION & CORE VALUES

OUR GUIDING PRINCIPLES

- Live out the Gospel of Jesus Christ through our interactions.
- Demonstrate accountability for the resources entrusted to us.
- Encourage personal growth among employees, volunteers, donors, and participants.
- Preserve the dignity of individuals by promoting self-help.
- Foster open, honest, and effective communication.





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



CAP ORGANIZATIONAL



1965

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

1964

CAP's Official Incorporation



1967

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

1972

Child 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.

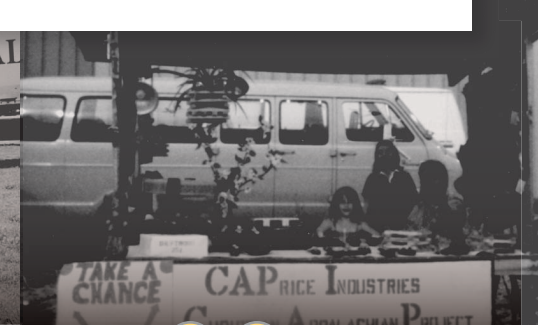
Operation Sharing distribution warehouse opened.

1986

Family Life Counseling Services began.

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

HISTORY



Christian Appalachian Project (CAP) is a nonprofit organization in Appalachia committed to serving people in need through self-help human services 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. Because of the incredibly diverse needs of the people in the region, CAP focuses on 9 human services priorities: food insecurity, clothing, home repair, emergency assistance, early childhood education, counseling, youth, elderly, and disaster relief.

For more than 50 years, CAP has served the region through its mission. With the help of donors, employees, volunteers, and the communities we serve, 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.

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.

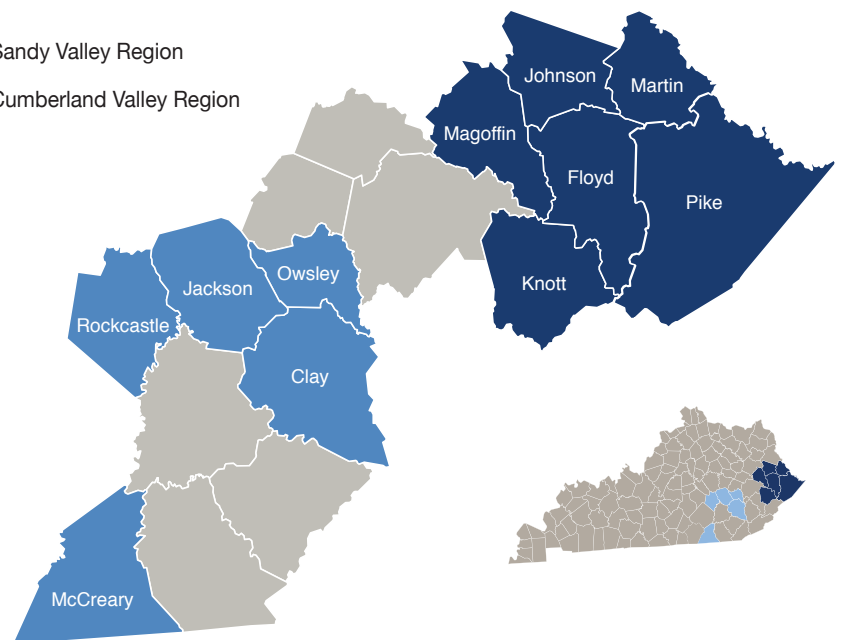
*This is a timeline of programs that CAP has offered throughout our history. We do not offer all of these programs at this time. To best serve our participants, we strive to maximize community partnerships and offer programming based on the most critical needs in our service counties.

MEETING THE CHALLENGE

APPALACHIAN MISSION FIELD

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 1 million miles each year servicing these areas.

- Sandy Valley Region
- Cumberland Valley Region



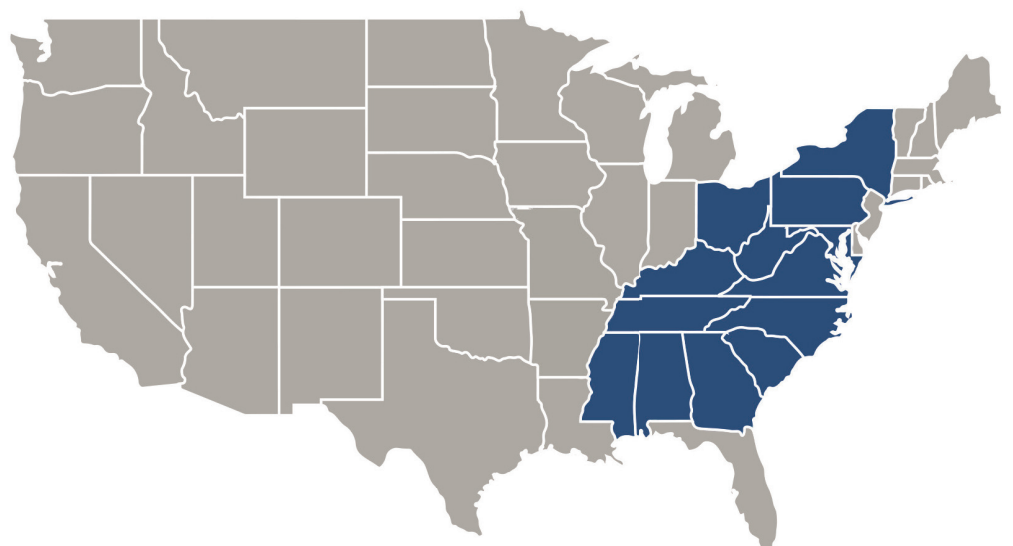
36.9%

This is the percentage of children in CAP's service area that are growing up in poverty.* This is more than double the national average.

HOW TO MEET THE NEED:

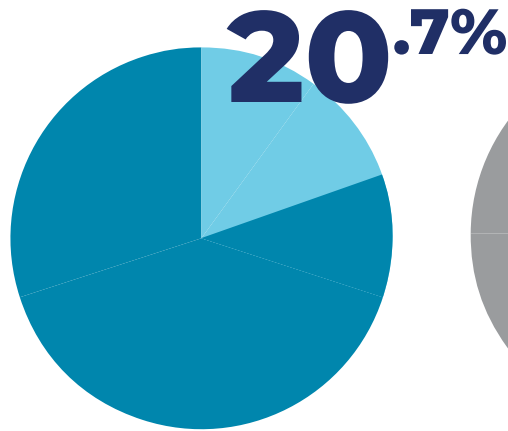
Strengthen services for children and teens in Eastern Kentucky.

*University of Wisconsin Population Health Institute. County Health Rankings National Findings 2022.

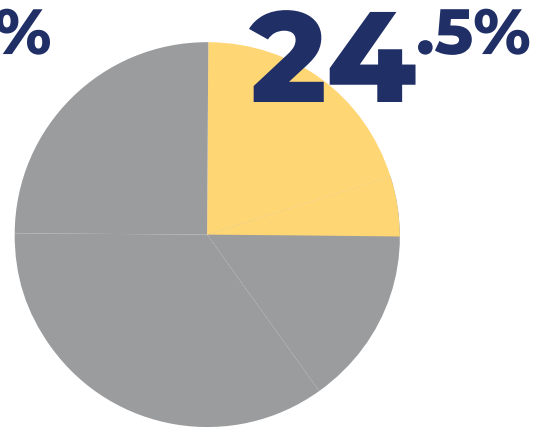


APPALACHIAN STATES

The overall food insecurity rate in CAP's service area is 20.7%. The child food insecurity rate sits even higher at 24.5%.*



PERCENTAGE OF THE POPULATION LIVING WITH FOOD INSECURITY WITHIN CAP'S SERVICE AREA.



PERCENTAGE OF CHILDREN IN CAP'S SERVICE AREA LIVING WITH FOOD INSECURITY.

HOW TO MEET THE NEED:

Expand food distribution throughout the Grateful Bread food pantry and Operation Sharing program.

*Feeding America Charity Data, 2020

MENTAL HEALTH PROVIDERS RATIO WITHIN THE ENTIRE NATION



MENTAL HEALTH PROVIDER RATIO WITHIN CAP'S SERVICE AREA.



This ratio represents the number of individuals served by one mental health provider in CAP's service area, if the population were equally distributed across providers. The need in CAP's service area is more than 4 times the national average.*

HOW TO MEET THE NEED:

Provide additional professional counselors who are able to serve our participants with state-of-the-art mental health therapies.

*Robert Wood Johnson Foundation, 2020

CAMPAIGN PRIORITIES

DAILY DEDICATION TO HELP THOSE IN NEED

\$30M

STANDING WITH APPALACHIAN YOUTH AND FAMILIES

The children and youth of Appalachia are the future of the region. In CAP's service area, the childhood poverty rate stands at 36.9%. Through our commitment to stand with Appalachian youth and families, CAP will continue to build hope for a brighter tomorrow.

Youth Empowerment Services

Through our Youth Empowerment Services, CAP has faithfully poured into the lives of young people. Through CAP's summer camps at Camp AJ and Camp Shawnee, normally 1,000 youth each year experience the joys of childhood through a camp experience focused on building self-esteem and expanding the dreams of the children we serve. Through in-school tutoring, CAP staff serve over three thousand students each year, instilling confidence, study skills, and a will to succeed. Through CAP's teen leadership focus, our passionate staff are working hard to inspire and embolden future leaders to reach their fullest potential. Our dream is to grow the impact of these programs even more by investing in additional staff, expanding programs, increasing access to educational technology, and seeing more lives changed.





Custodial Grandparent Support

Regardless of where someone might live or their financial situation, no grandparent expects to spend their senior years with the added responsibility of raising their grandchildren. The reality is that grandparents living with grandchildren in Central Appalachia [have] more than double the odds of being the primary caregiver when compared to the rest of the United States.* CAP recognizes the incredible need present and is addressing that need through the network of programs we offer. However, there is much more that can be done. Through expansion

*Phillips & Alexander-Eitzman, 2016

of our efforts and collaboration between Family Advocacy, early childhood education programs, Youth Empowerment Services, Family Life Counseling Services, and Elderly Services, we will make a more impactful difference not only in the lives of the children and youth in our region, but also in the lives of the grandparents who are raising them.

Family Life Counseling Services

We know that once people's basic needs of food, shelter, and clothing are met, it is imperative that we focus on their health and well-being. In a region with one-quarter the number of mental health providers as compared to the national average, the transformational work happening within CAP's Family Life Counseling Services is having a profound

effect in the lives of the people whom we serve. Last year, CAP provided necessary mental health services to 371 individuals in Eastern Kentucky, translating to well over 2,427 therapeutic sessions between program participants and CAP's award-winning counseling staff. Through these relationships, individuals and families in Appalachia are changing their lives, strengthening their communities, and creating a positive ripple effect that will be passed down for generations to come. CAP is committed to never turning away someone in need of counseling, regardless of insurance status or ability to pay. By investing in professional counselors and compassionate services, we can create compelling change in the lives of individuals and strengthen families.





YOU impact youth like Hannah.

For Hannah Thomas, the most magical place on Earth is CAP's Camp AJ. When she was just 6 years old, Thomas attended Camp AJ for the first time and attended every year she could after. She still remembers the day that she was invited back to camp as part of a teen leadership retreat and her surprise when they invited her to become a junior counselor. Those milestone moments cemented in her the value of service and the impact she could make on children's lives. Because of the support and care Hannah

received from Camp AJ, she continued on to serve as an intern in CAP's Youth Empowerment Services (YES), was the first in her family to graduate from college, served as a YES volunteer and AmeriCorps member, and is now a full-time CAP employee in the program to impact the lives of youth in the region.

"My life was changed for the greater good when CAP stepped into my life. They helped me with my education and have supported me the entire way through," Thomas said. "When I was part of the teen leadership program as a 15-year-old ... I never would have thought that I would be where I am today."

\$27M

MEETING THE MOST BASIC HUMAN NEEDS

Appalachian individuals and families are forced to reckon with a wide variety of challenges brought on by poverty. At CAP, we continually strive to respond to the needs of our neighbors throughout Appalachia. Through compassionate programming that utilizes a self-help philosophy, we can be a catalyst for change in the lives of people who need it most.

Food

The food insecurity rate overall in CAP's service area is 20.7%. The number of children in CAP's service area living with food insecurity is even higher at 24.5%. Throughout the Appalachian region, thousands of children and their families, the elderly, and individuals with disabilities rely on CAP's comprehensive array of food services. Many families must often choose between purchasing food and providing safe, warm, dry, and accessible homes for their families. CAP meets the most basic needs in programs like nutritious food for low-income seniors, weekend food backpacks for school children, summer food programs



when school is out, and through partner organizations like Water Into Wine Food Pantry. Together, we will overcome food insecurity in Appalachia and help to fill every table with nutritious food, hope, and love.

Shelter

Our dream for Appalachia is that no child, senior, or family will ever have to live in a place that is unsafe, cold, and damp. When faced with a choice between home maintenance and basic needs, maintenance takes a back seat. Over time small problems turn into big issues, leaving hundreds of homes in substandard condition. Each year, we see many families whose homes are barely habitable, with rolling floors that are falling through to the ground in places or with severely leaking roofs and sagging ceilings. Due to poor insulation and inefficient single pane windows, in winter these family homes are cold and inhospitable. With the help of over 37 volunteer groups completing over 20,000 hours of service from colleges, high schools, churches, and businesses during our last fiscal year, CAP's Home Repair program repaired hundreds of homes for children, their families, seniors, and people with disabilities. While we continue to make great strides, over 266 substandard homes remain on CAP's waiting list. By serving as a conduit for volunteer passion and



donor generosity, we are committed to tackling these challenges. The task is great, but we are up to the challenge of making every home safe, warm, dry, and accessible.



Clothing

We receive clothing and other essential items from partners all over the country, but we are only able to make an impact with those clothes by having the infrastructure in place to distribute them. Through programs like Family Advocacy and Grateful Threadz thrift store, CAP ensures that families can receive these goods. Access to clean, high-quality clothing and other necessities inspires both adults and children with self-worth and the confidence to thrive. In addition to clothing, CAP's Family Advocacy program also provides short-term emergency assistance to Appalachian children, families, and seniors, including food, utility assistance, household goods, and more. With your help, we can ensure that every child, family, and senior in Appalachia have the essentials needed to succeed.

YOU comfort participants like the Burdens and help meet their needs.

The fire started before Christmas and destroyed the second floor of the Burden family's home. The devastation displaced the family of 10, which included five foster children, to a family member's three-bedroom, one-bathroom home.

Shelia and her husband, Scott, who have welcomed more than 22 foster children in their home since 2017, were encouraged to reach out to CAP for home repair assistance. Shelia's connection to CAP goes beyond that initial phone call for help. She volunteered to help CAP's Disaster Relief program during tornado clean-up in 2012 and during flood relief efforts in 2021.

The extensive work on the Burden home included addressing the damage from the fire and other safety and structural issues with the home. CAP's Home Repair employees determined the wiring was the main reason the fire occurred, and, after inspection, knew 3,000 feet of wiring needed to be replaced. Several mission groups



offered hands-on help to repair the home, and the Burdens also put in a lot of sweat equity toward the projects. The family insulated the home and installed and sanded the drywall to prepare it for painting, among other projects. "It would have taken us about five years to do all of the repairs if CAP hadn't been able to help us," Shelia said. "We just did not have the resources on hand all at once. It would have been a little bit here and a little bit there."

BUILDING STRATEGIC PARTNERSHIPS

\$25M

At CAP, we can attest that working together allows us to serve our communities more and better. That is why we aspire to expand our impact in Appalachia by leveraging resources and building partnerships. As an organization, we are developing a framework for the research, development, and growth of partnerships. We are committed to expanding CAP's impact through growth in human service-type partnerships, especially in the pockets of our service area with the highest urgency. Hand in hand, we can radically amplify our impact.

Food Pantry Network

Christian Appalachian Project's Grateful Bread Food Pantry provides free and nutritious food to eligible families in Rockcastle County each month. Many families are unable to afford the most basic groceries and must often choose between purchasing food and providing safe, warm, and dry homes or healthcare for their families. CAP helps fill the gap to ensure everyone has access to essential food and necessities.



In 2018, CAP saw an opportunity to build on our history of success by partnering with Water Into Wine Food Pantry, a ministry of Lakefront Church of God in Salyersville, Ky. Through this pioneering partnership, we were able to grow the services of the food pantry to meet the needs of families living in poverty in Magoffin County. Using this innovative relationship and Grateful Bread Food Pantry as models, CAP expanded its food pantry network in 2021 by opening Eagle Food Pantry to serve the Parkers Lake community of McCreary County.



These strategic expansions and collaborations will allow us to reach many more people with the resources needed to lessen the impact of food insecurity throughout our service area.

Operation Sharing Regional Expansion

One of the most important commodities we deliver at CAP is hope. CAP's Operation Sharing program collects donated goods from caring partners and corporations in our two warehouses in Kentucky. By working with over 1,300 non-profit organizations, community-based agencies, and churches throughout the region each year,

we serve over 1.5 million people across 13 Appalachian states, Missouri and Arkansas. We plan to strategically expand our services to communities and partner organizations in Tennessee, Virginia, and West Virginia. We know that by partnering with other community members who have a mission to serve and their own gifts to share we can impact even more children, families, and seniors in the years to come.



YOU strengthen strategic relationships with partners like Cabwaylingo.

The line for Cabwaylingo Appalachian Mission's food pantry reached more than a mile long. Families started lining up 12 hours before distribution began to ensure they could get the food they needed. Before the pandemic, the nonprofit, based in Dunlow, West Virginia, served about 400 families a month. Now it serves 750 families two to three times a month.

Through its partnership with Operation Sharing, Cabwaylingo Appalachian Mission receives food items from CAP in addition to clothing, household items, building supplies, and school/office supplies that it distributes to the community and to local schools. On occasion, truckloads of toys have been sent to the nonprofit to bring smiles to the faces of children in the community. Even in the wake of natural disaster, like devastating flooding in 2021, Operation Sharing sent essential items and furniture for Cabwaylingo Appalachian Mission to distribute to impacted families in the area. Addie and Bill Likens, who direct Cabwaylingo Appalachian Mission, said it is an eye-opening experience to see the impact each truckload from



Operation Sharing makes on their community. "We are very blessed to be partners with CAP," Addie said. "We are 40 minutes away from the nearest grocery store. Without the partnership with CAP, we could not continue to serve our community. We would not have enough to serve families."

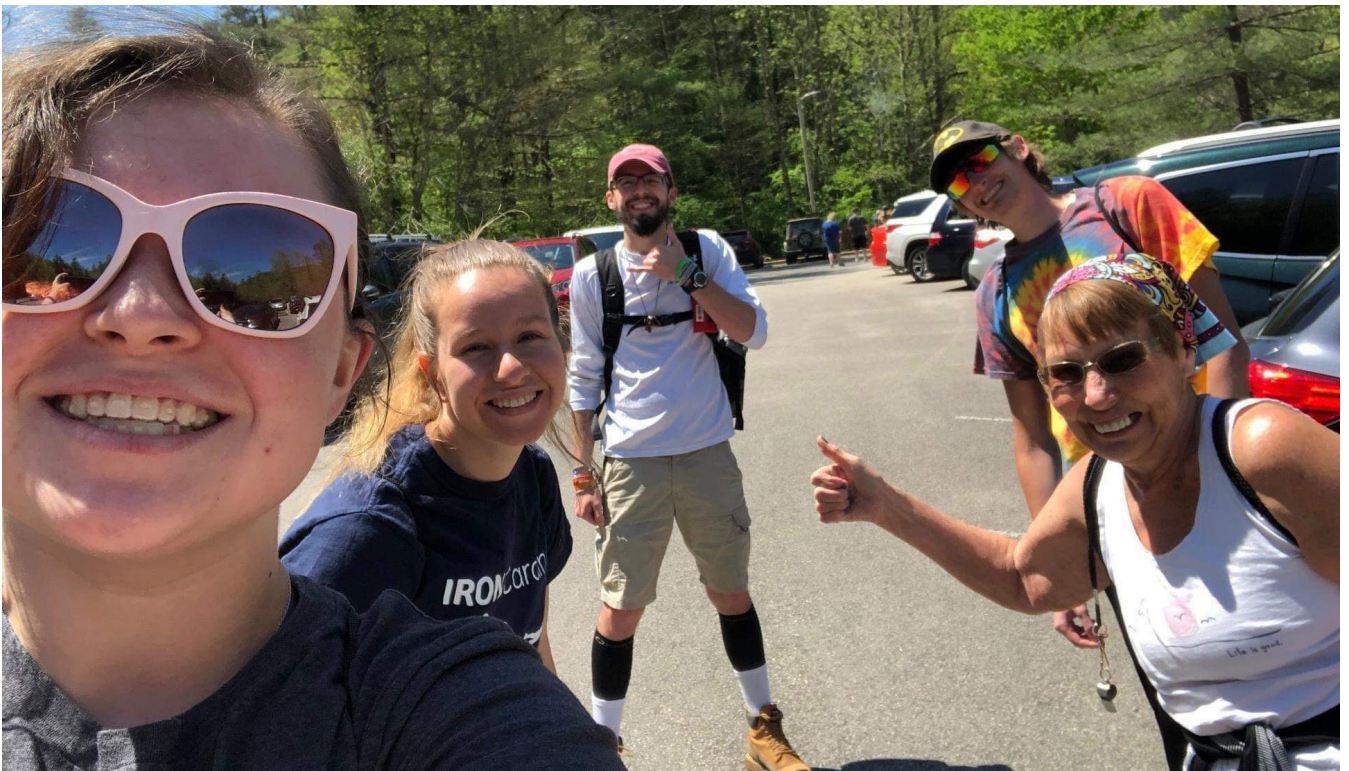
STRENGTHENING THE HEARTBEAT OF VOLUNTEERISM**\$13M**

Thousands upon thousands of people have joined our Christian Appalachian Project community as volunteers. These heroes have given tirelessly of their time, prayers, sweat, talent, and so much more to carry on the legacy of love that has blessed others over our long history. Our aim is to inspire more people and groups to join CAP as volunteers and to encourage those already involved to invite others to volunteer. By underwriting the cost of CAP's volunteer program for the next three years, we will strengthen and give back to this wonderful group of hope-builders.

Volunteer Recruitment

At CAP, we know we cannot enact change alone. That is why we are setting our sights on growing the CAP community, starting right here at home. Our aim is to inspire even more mission-minded people within our service area to lend their time and talents to further the mission of CAP. This could be a day of service, several weeks or months of service at Camp AJ or Camp Shawnee, or a year of service with AmeriCorps. One-year volunteers and AmeriCorps members at CAP dedicate themselves full-time to the human services programs in which they are placed. We plan to strengthen our capacity to receive the volunteer groups from across the country who are key to CAP's efforts to alleviate the hold of substandard housing on Eastern Kentucky. More than 1,000 volunteers come to CAP each year with their schools, churches, businesses, or friends to serve in our Home Repair program. We know that when we are able to welcome more people into service with our Groups program, many more families will have homes that are safe, warm, dry, and accessible.





Volunteer and AmeriCorps Member Life Experience

CAP volunteers and AmeriCorps members have a heart to serve, and we at CAP are always looking for ways to serve people who serve others. We recognize that investing in these individuals is vital to the organization's future success. We plan to invest in people, opportunities, and technologies to inspire both volunteers and employees to think creatively, grow in their faith, and give their best each day in service. Additionally, we plan to expand our current volunteer professional development track to lay the groundwork for even brighter futures, customizing our approach for each volunteer and AmeriCorps members based on their needs, goals, and dreams. Our priority has always been to minister to all who give of themselves so freely and selflessly, and we renew that commitment each day

YOU empower volunteers like Avery to transform lives.

One-year volunteer and AmeriCorps member Avery Ford's most memorable experience at CAP is the deep relationship he built with a participant, Jenni, while serving through the Home Repair program.

"She is the sweetest lady that there ever was," Ford said. "Jenni is a strong-willed woman, of deep faith, who only a few years ago conquered cancer and isn't going to let anything stop her now. She loves her dog, and sitting out on her porch, but, most of all, she loves her grandson, Jackson." Since moving into her home, built in the 80s, she has tried her best to take care of it. Between her cancer and living on a fixed income, things proved difficult for Jenni. CAP's Home Repair crews, with the help of short-term volunteers, tackled the repairs to make her home safe, warm, and dry.

Throughout the work, Jenni always sat on the porch talking with the volunteers. She shared with them how grateful she was for the work that was being done and how much she enjoyed the company. "Jenni's the kind of person that is just enjoyable to be around, full of wit, charm, and real-world wisdom that just brightens



your day," Ford said. "It was bittersweet the moment when we finished the work on her house ... we were proud to have completed the repairs for her, but we knew we would miss spending time with her each day because we loved being with her just as much as she loved having company there."



SERVICE & TRANSFORMATION

THE HANDS AND FEET OF JESUS



“

When I came home, to be honest, I was speechless. I got to meet some of the volunteers. They didn't know me, but they did everything they could; they put their heart and soul into it."

*-Willie Owens,
Participant*



“

I never thought I would be on the receiving end. I don't know what we would do if it weren't for CAP. I'm grateful."

*-Bessie McDaniel,
Participant*



“

Just know that as I'm down here, digging deeper into this year in Appalachia, I can't wait to keep on sharing what God's teaching me here. Thanks for all the support you give, whether through donation, service, or prayer."

*-Joel Engelhardt,
Volunteer*



“

Serving in the pantry, you get to experience firsthand why CAP does what it does. It is so powerful to interact with the people we serve, and see the tangible difference we are making in the community.”

*-Louisa Gould,
Volunteer*



“

My parents have told me over the years that CAP programs have improved my outcome in life.”

*-Jacob Mason,
Participant*



“

When my older children were little, if we needed help, CAP would help. CAP has been a Godsend.”

*-Bertha Mullins,
Participant*



“

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

*-Sam Tomaso,
Volunteer*

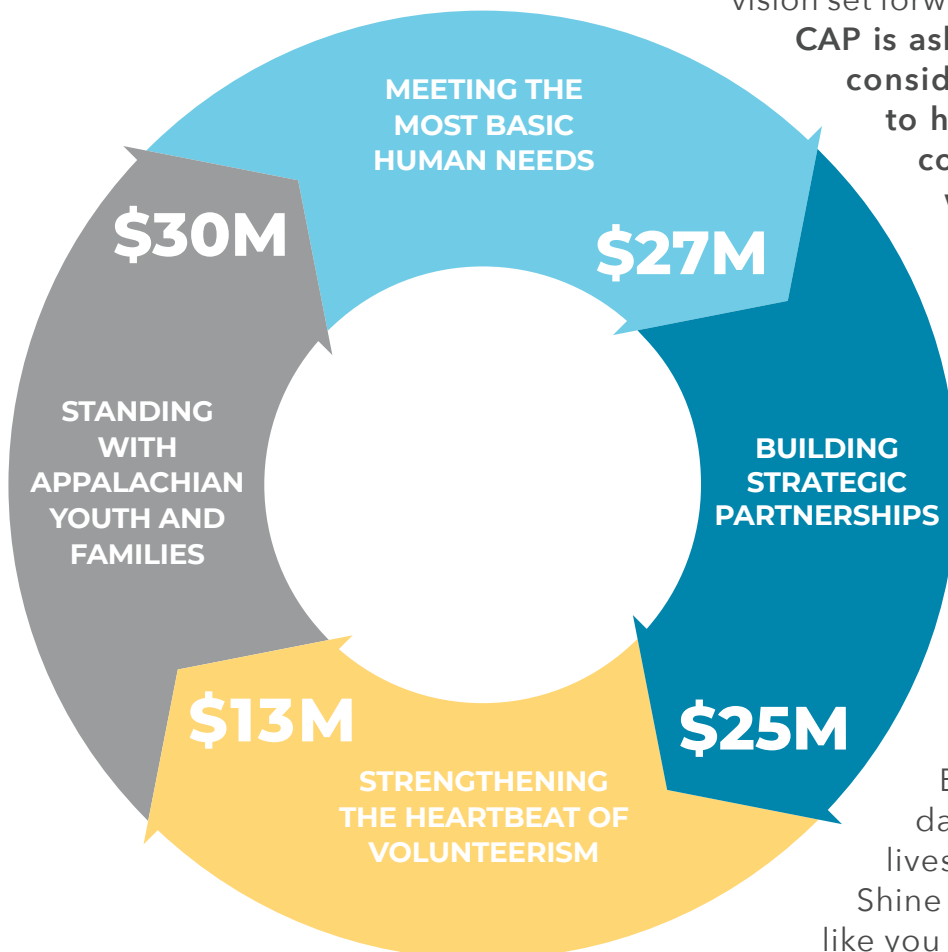
YOU ARE INVITED

HOW YOU CAN TRANSFORM LIVES

During this season at CAP, you stand with us on the edge of a God-sized dream for the people we serve together in Appalachia. These are challenging times to be sure, but the knowledge that generous and compassionate friends like you are with us is a great encouragement.

RISE and Shine: The Campaign for Christian Appalachian Project, is our boldest initiative in CAP's nearly 60 years. By September 2024, we will raise \$95 million to undergird the bold vision set forward by our third strategic plan.

CAP is asking all donors to prayerfully consider increasing their support to help us transform the lives of countless Appalachians living with the challenges that poverty creates.



At the heart of meaningful work is the knowledge that your efforts make other people's lives better. While we have not yet defeated the despair poverty creates in Appalachia, we have given help and hope to thousands of children and their families, seniors, and people with disabilities.

Every time you help us change darkness into light it transforms lives. As we prepare to RISE and Shine at CAP, we know with friends like you we will succeed.

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The Campaign For Christian Appalachian Project

