



# Impact Statement

2022



# Table of Contents

3

VICRC STAFF

4

OUR STORY  
SO FAR

5

BOARD OF  
TRUSTEES

6

LETTER FROM THE PRESIDENT  
AND STRATEGIC GOALS

8

2022 DATA

7

EFFECTIVE SUSTAINABILITY



# STAFF

A SMALL BUT  
EFFECTIVE

# TEAM

JOHN R. KEUFFER, III (ft)  
CEO

MARK WOOTEN  
CHIEF ADMINISTRATOR, VOLUNTEER

EMMA WOOTEN (PT)  
BOOK-KEEPER

DR. RON ARUNDELL (PT)  
THERAPEUTIC CONSULTANT

GLENN HOWIE (PT)  
FOOD PANTRY MANAGER

MARIA LANZILLOTTA (PT)  
MEMBER CRISIS INTERVENTION & SUSTAINABILITY CASE MANAGER

ALICIA STOLLENWERI (PT)  
VOLUNTEER COORDINATOR

KIM EPPENS (PT)  
SEASONAL PROGRAM COORDINATOR

PAM MCDANIEL (PT)  
PROJECT DASH COORDINATOR

# Our Story So Far

## OUR MISSION

It is our mission to provide donors, advocates and volunteers an opportunity to partner with our community to provide necessary resources and build self-sustainability.

By doing so, we strive to reduce the risk of hunger, crisis, and harm/victimization many of our most vulnerable community members face.



# BOARD OF TRUSTEES

**ROB SHANK, ESQ**  
**PRESIDENT**

**ED MAYNARD**  
**TREASURER (TERM ENDED 02/2022)**

**ETHAN SHAFER**  
**TREASURER**

**LESLIE JOSEPH**  
**SECRETARY**

**GEORGE 'SKIP; KOESTERMAN**  
**MEMBER**

**KURT MARTY**  
**MEMBER**

**JOHN THOMAS**  
**MEMBER**

**NOEL BEYER**  
**MEMBER**

**JAN HARPER-JACKSON**  
**MEMBER**

# A MESSAGE FROM THE PRESIDENT



At the Board level, there are a lot of new and relatively new faces involved with Valley Interfaith Community Resource Center. I am one of the relatively new faces. And as I look back on the year that was 2022, and look forward to the coming year, there are a number of things that jump out at me.

The staff, volunteers, and donors do an absolutely first-rate job serving others - day in and day out, week in and week out. I saw this first hand in April, and was wowed by it. Simply put, the staff, volunteers, and donors model service to those in need. They do so with no expectation of recognition. In my view, a few things shall serve as our guideposts as Board members. One, the need to be intentional and to act. Plans and meetings are only good if we execute on the agreed-upon action items. And two, the desire to serve others in need. That is ultimately why we are all here.

Blessings,  
Rob Shank - Board Chair

## Strategic Goals and Objectives | Valley Interfaith Community Resource Center | January 1, 2022 – December 31, 2024

GOAL 1	GOAL 2	GOAL 3	GOAL 4
Ensure financial sustainability	Cultivate a diverse and accountable governing structure	Leverage partnerships to meet community needs	Amplify the brand
<p><b>Obj. 1:</b> Increase annual revenue by 10%.</p> <p><b>Obj. 2:</b> Diversify annual revenue streams by:</p> <ul style="list-style-type: none"> <li>Grant revenue target range \$25,000 to \$50,000</li> <li>Develop and implement a donor cultivation plan to drive increased donor contributions</li> <li>One to three fundraising events</li> </ul> <p><b>Obj. 3:</b> Have a six-month operational reserve funded by the end of 2025 (\$150,000 target).</p> <p><b>Obj. 4:</b> Maintain an annual net profit level of 5% to 15%.</p>	<p><b>Obj. 1:</b> Build out the board to reflect the people that we serve by September 30, 2022.</p> <p><b>Obj. 2:</b> Evaluate and research a suitable committee structure by June 30, 2022.</p> <p><b>Obj. 3:</b> Review and revise the by-laws to ensure accountability for all parties by September 30, 2022.</p>	<p><b>Obj. 1:</b> Increase annual partner connections between two to five.</p> <p><b>Obj. 2:</b> Evaluate opportunities to expand VICRC's professional network over the next five years.</p> <p><b>Obj. 3:</b> Explore building interior redesign to maximize strategic partnerships and VICRC services over the next three years.</p>	<p><b>Obj. 1:</b> Design a communication plan to effectively reach our stakeholders by December 31, 2022.</p> <p><b>Obj. 2:</b> Create a marketing plan that addresses each of our target audiences by December 31, 2022.</p>

**MISSION:** Partnering with the community to provide necessary resources and build self-sustainability. **PROGRAMS** reduce risk of hunger, crisis and harm/victimization many of our most vulnerable community members face.

# EFFECTIVE STEWARDSHIP

## YEAR END FINANCIALS

TOTAL CURRENT ASSETS	\$457,526.55
TOTAL FIXED ASSETS	\$ 53,560.15
TOTAL OTHER ASSETS	\$ 115,731.70
<b>TOTAL ASSETS</b>	<b>\$626,818.40</b>
TOTAL LIABILITIES	\$ 541.00
TOTAL NET ASSETS	\$626,277.40
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$626,818.40</b>
TOTAL INCOME:	\$580,403.01
PROGRAM EXPENSES:	-265,480.87
ADMINISTRATIVE EXPENSES:	- 184,158.08
FUNDRAISING EXPENSES:	- 28,985.64
TOTAL EXPENSES:	-478,624.59
ENDING NET ASSETS:	\$82,991.32
INKIND FOOD/CLOTHING:	141,181 POUNDS OF FOOD 225,923 POUNDS OF CLOTHING/GOODS



Platinum  
Transparency  
2022

Candid.



**6,946 Households  
Served**

**17,627 Individuals**

**44% Hispanic**

**12% African-America**

**9% Caucasian**

**35% Other/Multi-Racial**