SEMI-ANNUAL BOARD OF DIRECTORS MEETING

2019/2020

SATURDAY
MARCH 6, 2021
4:00 - 6:30 PM MST
2020

We embraced the year of our **FOUNDING**

We tackled the year that literally changed **EVERYTHING**

and for **EVERYONE**
THE IMPACT OF THE PANDEMIC

1,955 Deaths in Utah
AS OF 03.04.21

Summit County - 10
Wasatch County - 20
WE PASSIONATELY CONTINUED TO SERVE OUR COMMUNITY
1. Julie was facing a 3 day eviction notice with a one month old at home and 5 other kids, so she came to CCPC to get help. We helped Julie pay her rent, which prevented her from being evicted. We also paid for her internet, gas, and light bills; along with giving her food, diapers, several onesies, warm baby clothes and a baby snowsuit.

2. Jen, a 15-year-old high school volleyball player, has been struggling with isolation throughout the COVID pandemic. She found herself isolating more than in the past and was fighting old patterns of self-harm and suicidal ideation. Thankfully, Jen has been able to work with our psychiatric nurse practitioner (APRN) and our Counseling team to adjust medications and process her emotions using different types of therapy.

3. Matt had received rent assistance from the Christian Center’s Basic Needs Assistance program. Through his interactions with the staff, he learned about the counseling department. One afternoon he found himself in tears seeking help for his son who had just been admitted to a psychiatric hospital. Being a refugee, he didn't know how to navigate this and lacked understanding about what his rights were as a parent. Through working with a therapist, he was able to connect with our case manager and have people to help him process his stress and provide guidance on how to get connected with long-term services for his son.

4. Jane was working in Park City at an outdoor ski retail shop. When Park City was placed on lock down and the ski resorts closed to prevent the spread of coronavirus, Jane lost her job. She quickly became homeless because she couldn’t pay rent, let alone pay for her bipolar medications. Through the scholarship fund at our Counseling & Wellness Center, Jane was able to start therapy which provided her extra support, coping and emotional regulation skills.

Continued...
These four stories, comprise just a few of the many, many stories we received during last year. When I reflect back on last year, I feel a mixture of both exhilaration and exhaustion. The ability to stay open during all of last year was remarkable, yet all of us staff felt the fatigue of serving so many people. Having said that, when I reflect back, I most of all have a satisfying feeling of fulfillment. It was oddly appropriate that our 20th anniversary would land in the same year as an unprecedented, worldwide pandemic. From our original mission and 20 years of serving this community, CCPC was perfectly prepared for this avalanche of need that came our way.

Thanks to our incredibly brave staff, not only were we able to respond, but we scaled up our primary programs to meet the exponential growth of needs this past year. From our food pantry and basic needs assistance programs to our mental health counseling center that grew by leaps and bounds, CCPC was ready to meet the moment. We provided a safety net of services for our community not only in Summit and Wasatch Counties, but throughout our state. I have never been more proud to be part of the Christian Center of Park City as we met people right at their point of need as an expression of God’s love.

Grateful,
DONOR WALL DESIGN, COMPLETION & INSTALLATION
FURTHER DEVELOP AN EFFECTIVE, HOLISTIC CONTINUUM OF CARE

Develop an effective, client-centered and long-term continuum of care by developing a process overseen by our Case Manager and BNA navigators, who will help to coordinate, evaluate and navigate the various options of services that best meet the needs of each client and help them access the care they need. The goal is to help move our clients to greater self-sufficiency while empowering and educating them to find and secure the resources and services they need. Our Continuum of Care will include: prevention, assessment, basic needs assistance (ie rent assistance), temporary housing support, food, clothes and household goods, job training and skills development. This will also include effective integration between our humanitarian programs and our mental health counseling services.

• KPI: Organize a comprehensive and sustainable internship program for both counseling and CCPC programs, working with colleges and seminaries, by Dec. 31, 2021.
• KPI: Continue discovering ways to empower those we serve to grow and develop (ie Maslow’s hierarchy of needs) by providing at least 1 skills-training seminar, 1 educational opportunity and 1 job-training seminar by Dec. 31, 2021, with follow up integration after each seminar.
• KPI: Evaluate long term impact of Basic Needs Assistance by reviewing and analyzing client’s financial assistance over previous 12 months with current financial needs while continuing to coordinate, evaluate and navigate the various options of services that best meet the needs of each client and helps them access the care they need by Sept. 30, 2021.
• KPI: Raise funds to hire 1 more navigator/case manager, ideally Spanish-speaking, by Dec. 31, 2021.
• KPI: Hire 2-3 more full time counselors, with at least one counselor being Spanish-speaking, by Dec. 31, 2021.
2. **EXPAND OUR PROGRAMS AND SERVICES AND INCREASE OUR FUNDING FOR WASATCH COUNTY (HEBER) CAMPUS AND SECONDARILY TO EASTERN SUMMIT COUNTY (KAMAS, COALVILLE, ETC.)**

We have seen our programs and services grow in Heber by over 58% last year and our income to Heber programs grow by over 300%. We saw an increase of 25% for our Heber Thrift store in total net income (about $429,000). We anticipate further growth in the need for our services in Heber not only because people are becoming increasingly aware of CCPC’s programs but also because of the ongoing population growth in Wasatch County which is projected to increase by another 3% again this year. The current percentage of free and reduced lunch in Wasatch County school district is approximately 45% of current students. We are exploring expanding our counseling and case management in Heber as well.

- **KPI:** Increase the total amount of money raised directly for our Wasatch County campus by 15% by Dec. 31, 2021.
- **KPI:** Increase the total number of donors in Wasatch County by 10% by Dec. 31, 2021.
- **KPI:** Expand our program and services to serve Wasatch County by 15% in total number of kids impacted, specifically focused on expanding our already existing programs of Food Pantry, Back 2 School Basics, Snacks in Backpacks and Operation Hope by Dec. 31, 2021.
- **KPI:** Evaluate what the current unmet needs are in Summit County, especially eastern Summit County, that CCPC could meet and expand our already existing programs of Back 2 School Basics, Snacks in Backpacks and Operation Hope by Dec. 31, 2021.
3 IMPROVE AND HONE OUR BRANDING, MARKETING AND COMMUNICATION

Develop a clear, effective and consistent marketing strategy that implements an approved branding guide, and provides a plan as to what and how we communicate the mission and programs of CCPC across all of our platforms and channels. Expand CCPC’s marketing, reach and awareness to general public.

- KPI: Survey targeted individuals within community regarding CCPC’s Brand by March 31, 2021.
- KPI: Evaluate Marketing plan and brand consistency twice a year, January and July of 2021.
- KPI: Invest in CCPC’s videography and photography to better tell CCPC’s story by August 31, 2021.
- KPI: Increase amount of video & “stories” to three times a week to demonstrate mission impact, on all social media platforms by Oct. 31, 2021.
4 PRIMARY FOCUS AREAS FOR 2021 CONTINUED

4 DEFINE THE “MODEL” OF CCPC FOR POSSIBLE REPLICATION

Realizing that CCPC is a unique model, drill down further and determine what makes us truly unique. While doing so, also ask the question, what is replicable in other contexts and what is contextual to Park City or Utah specifically. We want to know how best we should serve as a model in order to empower and train other humanitarian nonprofits.

• KPI: Continue to utilize Heber as a “test case” as to what are core principles vs. what is contextual to Park City vs. Heber by Oct. 31, 2021.
• KPI: Evaluate “best practices” from other nonprofits and organizations who have similar missions and programs and services by Dec. 31, 2021. Set up combination in-person visits and zoom meetings with at least 7 of these organizations, for further research, by Oct. 31, 2021.
• KPI: Determine critical barriers to replication of this model and develop plan to overcome them and adapt by Dec. 31, 2021.
• KPI: Develop a proposal to CCPC Board for how CCPC could be a replicable model, by Dec. 31, 2021.
Part-time Parkite’s art exhibit ‘Skiing in Color’ aims to start conversation about race

Scott Iwasaki
arts@parkrecord.com
Counseling & Wellness Center
MENTAL HEALTH & WELLNESS DATA - 2020 OVER 2019

![Bar chart showing session type percentages]

- Family: 58%
- Adolescent/Child: 30%
- Adult: 44%
- Couple: -21%

The chart compares the session types for 2019 and 2020, with a decrease of 21% in the couple category.
MENTAL HEALTH & WELLNESS DATA - 2020 OVER 2019

Ethnicity

- Tongan/Polynesian: 190%
- Other: 750%
- Native American: 2300%
- Middle Eastern: 217%
- Hispanic/Latino: 56%
- Caucasian: 29%
- African American: 756%
- Asian American: 109%

COUNSELING
MENTAL HEALTH & WELLNESS DATA - 2020 OVER 2019

Gender

- Female: 61%
- Male: -9%

- Ethnicity:
  - Asian American
  - African American
  - Caucasian
  - Hispanic/Latino
  - Middle Eastern
  - Native American
  - Other
  - Tongan/Polynesian

- Language:
  - English
  - Spanish
MENTAL HEALTH & WELLNESS DATA - 2020 OVER 2019

Scholarships

<table>
<thead>
<tr>
<th>Year</th>
<th>Scholarships</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>496</td>
</tr>
<tr>
<td>2020</td>
<td>931</td>
</tr>
</tbody>
</table>
MENTAL HEALTH & WELLNESS DATA - 2020 OVER 2019

Language

- English: 34%
- Spanish: 95%
MENTAL HEALTH & WELLNESS

• **Summit County Health Department**
  
  Data from Monthly UBHC Director Reports and the Summit County 2020 Provider Survey
  
  Increase in wait times:
  
  - Non-crisis: 4 days
  - Medication Management: 7 days
  
  180% increase in Crisis Care
  
  Increase in Spanish Language services to a 6-week waiting period

• **Data provided by Indicated Local Authority From Internal Tracking Systems**
  
  36% increase in Clinical Care Services in Summit County; 57% increase in Medication Management Services in Summit County
  
  41% increase in Clinical Care Services in Wasatch County; 36% increase in Medication Management Services in Wasatch County
  
  Summit and Wasatch Counties saw decrease in support groups during beginning of pandemic; many are returning or utilizing telehealth

• **Data from CONNECT Survey of Summit County residents:**
  
  80% of respondents not aware of Mental Health Resources (84% of Spanish-speaking respondents)
  
  85% of respondents do not know where to access Mental Health Resources (91% of Spanish-speaking respondents)
  
  76% of respondents are unlikely to ask for health with a mental health issue

Links below to local and national news stories covering Mental Health and Wellness needs

- [The Salt Lake Tribune](#)
- [CBS](#)
- [The New York Times](#)
MENTAL HEALTH & WELLNESS

• Highlights...
  Enneagram and Overindulgence – November 2020 – 23 attendees
  Healthy Holiday Boundaries – December 2020 – 32 attendees
  Grief Recovery Group – Jan-Feb 2021 – 5 attendees
  Enneagram for Couples event – February 2021 – 53 attendees

• Upcoming...
  Teen Girls Resiliency Groups for Middle School and High School – launching April 2021
  Mental Health Awareness Month events – May 2021
  Counseling Fundraiser planning – summer 2021
  Healing Retreat – slated for fall 2021

• Staff Updates...
  9 Therapists | 2 Coaches
  APRN and Coordinator
  Office Manager
  New Program Manager
  New Intern starting May 2021 (current Intern transitioning to full-time employee ACMHC)
  Current opening for additional Therapist

[SOCIAL MEDIA]
@ccpc_counselingandwellness
@CCPCcounselingandwellness
MENTAL HEALTH & WELLNESS
OUTDOOR EVENT

“Behind the Masks” A women-only event held in October 2020 and included 33 attendees. This event provided an opportunity to reconnect with a sense of self and spirit, as the seasons transitioned.

Promoted Safety
Pandemic Support

Health Tips

Mindfulness Activities
Stress Management
Development & Community Engagement
On March 14, 2020, a group of guys sat down to eat at Squatters in Park City. The impending shutdown that was only days away hung over everyone’s head as the novel Coronavirus was just starting to spread through our town. After their lunch, one of the guys, John Wells, chatted with his friend Edwin, who works at Squatter’s in service. John recalls the anxiety and stress evident on Edwin’s face as he told John how worried he was about losing his job and he wondered aloud about how he would care for his family. The group of guys, moved by Edwin’s plight, sprung to action, hit the nearest ATM and gave Edwin enough cash to pay his rent for the next month. This group of guys, John Wells, Jack Rubin, and Steve Maxwell looked around the restaurant at the rest of the employees and knew they all had a similar story to what Edwin had just recounted to them. That is how the Most Vulnerable Initiative was born.

These original founders of the fund were told by community members they should contact CCPC as the best place to launch their initiative. After a meeting with our ED Rob Harter, they learned about our Basic Needs Assistance Fund and since then, they have set about raising over a quarter million dollars, all of which has been used to help service workers in Park City pay their rent. The Most Vulnerable Initiative carries on to this day as an active fundraising tool, increasing housing security for those in need in Park City.

Park City’s Most Vulnerable Initiative   $258,187.90
All monies collected with this initiative are being applied to Basic Needs Assistance Fund
03.27.20 through 02.28.21 (remains active)
FUND RAISING ALLOCATION COMPARISONS

2019 Monetary Giving Allocations
- General Program Support
- Pantry Park City
- Counseling
- Counseling Scholarship
- Native American Outreach
- Easter Baskets
- Housing

2020 Monetary Giving Allocations
- Building Fund
- Operation Hope
- Back to School Basics
- Snacks in Backpacks
- Youth Leadership Academy
- Seasonal Workers
- Latino Community Coordinator
BOUTIQUE & THRIFT STORES
RETAIL SALES

Donation Barrels

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<thead>
<tr>
<th>Year</th>
<th>Value</th>
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<tbody>
<tr>
<td>2019</td>
<td>2811</td>
</tr>
<tr>
<td>2020</td>
<td>3693</td>
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</tbody>
</table>
RETAIL SALES

Drive Thru Donations/Drop Offs

- 2019: $20,862
- 2020: $18,540
Programs
### BASIC NEEDS ASSISTANCE | Inception 03.27.20 through 12.31.20

<table>
<thead>
<tr>
<th>Assistance Type</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Rent Assistance</td>
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<tr>
<td>Medical Assistance</td>
<td>$16,776</td>
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<tr>
<td>Utilities Assistance</td>
<td>$70,340</td>
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<td>Auto Assistance</td>
<td>$32,233</td>
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<tr>
<td>Other Assistance</td>
<td>$1,275</td>
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<tr>
<td>Education Assistance</td>
<td>$1,925</td>
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<tr>
<td>Program Assistance</td>
<td>$247,180</td>
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<td>PGIK Assistance</td>
<td>$59,240</td>
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<td>Other Assistance</td>
<td>$98</td>
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<tr>
<td>Greyhound Assistance</td>
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<td>SLC Bus Assistance</td>
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<td>Lodging Assistance</td>
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<td>Living Essentials Assistance</td>
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<td>Household Assistance</td>
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<td>Pantry Visit Assistance</td>
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<tr>
<td>Shower Voucher Assistance</td>
<td>$96</td>
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<tr>
<td>Fuel Voucher Assistance</td>
<td>$510</td>
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**Total of Payments Made**: $1,373,233

**Average Payment Amount**: $376

**Number of Payments Processed**: 3,660

**Number of Constituents Served**: 1,434
HOUSEHOLD SUPPORT & SERVICES

Heber City Households

<table>
<thead>
<tr>
<th>Year</th>
<th>Count</th>
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<tbody>
<tr>
<td>2019</td>
<td>4266</td>
</tr>
<tr>
<td>2020</td>
<td>4668</td>
</tr>
</tbody>
</table>
HOUSEHOLD SUPPORT & SERVICES

Park City Households

- 2019: 15152
- 2020: 10044
HOUSEHOLD SUPPORT & SERVICES

Park City Individuals

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<tr>
<th>Year</th>
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<tr>
<td>2019</td>
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<td>2020</td>
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HOUSEHOLD SUPPORT & SERVICES

Back to School Basics

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<td>Heber City Individuals</td>
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<tr>
<td>Heber City Households</td>
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HOUSEHOLD SUPPORT & SERVICES

Operation Hope

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<tr>
<td>Back to School Basics</td>
<td>1670</td>
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CCPC
PANTRY SERVICES - POUNDS | GROCERY RESCUE

IN PARTNERSHIP WITH

![Logos of various grocery stores]

- Whole Foods Market Park City: 133733 pounds
- Walmart Park City Store: 87285 pounds
- Walmart Heber City: 145044 pounds
- Smith's Park City Store: 83197 pounds
- Smith's Heber: 53680 pounds
- Ridley's Fresh Market: 114843 pounds
- Natural Grocers Heber City: 11915 pounds
- Lee's Marketplace: 35159 pounds
- Associated Fresh Market - Park Avenue: 69390 pounds
- Associated Fresh Market - Kilby Road: 63103 pounds

Total Pounds: 767,349
Utah Food Bank Valuation: $1,331,572

3.85% Increase Year-over-Year
### PANTRY SERVICES - POUNDS | INDIVIDUALS/BUSINESSES

#### Heber City

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<tr>
<td>Business Non-Purchased</td>
<td>81437</td>
<td>42060</td>
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#### Park City

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<tbody>
<tr>
<td>Individually Purchased</td>
<td>58970</td>
<td>83337</td>
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<tr>
<td>Business Non-Purchased</td>
<td>64549</td>
<td>60673</td>
</tr>
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</table>

#### Heber City Food Drives

- Inclusive of Food Drives: 17886.25
- Exclusive to Food Drives: 12747.7

#### Park City Food Drives

- Inclusive of Food Drives: 46789
- Exclusive to Food Drives: 60366.06
Volunteer Hours

- 2019: 12425.78 hours
- 2020: 11518.32 hours
- Reduction: -7.30%

Volunteers

- 2019: 792
- 2020: 634
- Reduction: -19.95%
THE INCREDIBLE CCPC TEAM
PURPOSE & VISION

The purpose and vision of the CCPC National Advisory Board (NAB) is to compliment and build upon CCPC’s 20 years of success and expand its scope of community outreach, assessing critical needs of surrounding population growth, advocacy, fundraising, and program support. The success of CCPC in Park City can become a state-wide and national model to improve any community’s ability to meet people at their point of need.

DUTIES & RESPONSIBILITIES

NAB board members will be asked to attend one annual meeting and called upon to advise and support the CCPC Executive Director, CCPC staff and CCPC Governing Board of Directors, whose appointment will be approved by the CCPC Governing Board of Directors. The NAB will help further CCPC’s mission as a body through group sessions, discussing strategies, and implementing impact.
CCPC National Advisory Board

Byron Russell
Chair

Rep. Ben & Julie McAdams
Utah Governor Spencer & Abby Cox
Mayor Andy Beerman & Thea Leonard Beerman
Gary & Ann Crocker
Nathan Rafferty & Karen Marriott
Zee Min Xiao & An D Khong
Dr. Marc & Dr. Mary Carole Harrison
Charles & Christie Balch
Peter & Nicole Mouskondis
Lessing Stern & Babbie Lester
Miles & Sienna Hansen
Monte Caldwell
Meeting people at their point of need as an expression of God’s love.