



Lake  
Christian  
Ministries

# Heart&Hope

## Join the 2024 Challenge: \$15,000 Matching Gift Boosts SML Gives Day for Our Neighbors

SML Gives, an online giving event to support charities that serve the Smith Mountain Lake region, presents Lake Christian Ministries supporters with an ideal way to help many in our area struggling to make ends meet. A \$15,000 matching challenge has been offered by three dedicated LCM volunteers to propel us toward our \$40,000 goal.

"This is a wonderful opportunity for donors to leverage their gifts to Lake Christian Ministries through the 2024 SML Gives Day. Each \$1 of the first \$15,000 donated will be matched by a \$1," explained LCM Executive Director Jane Winters. "Our LCM supporters have generously stepped up to make the most of matching funds in years past, and we are hopeful they will do so again. Two years of rising costs have generated a 40% increase in the number of families who are seeking our services."

Now in its third year, SML Gives will take place on March 13 with a goal of generating \$200,000 for the 38 participating Bedford and Franklin county nonprofits.

For early contributions to Lake Christian Ministries, donors may visit [smlgives.org](https://smlgives.org) beginning March 11. The donation window closes at 11:59 p.m. on March 13.

Secure online donations are made by credit card, but checks and cash may also be dropped off at Lake Christian Ministries beginning March 11 or at a donor hospitality event on March 13 at SML Coffee House at Bridgewater Plaza. Stop by from 11 a.m. to 1 p.m. to enjoy a complimentary box lunch, mingle with LCM staff and board members and get assistance processing your donation.

SML Gives will also hold a non-profit forum at the SML YMCA from 4 to 7 p.m. on March 13 where SML residents can familiarize themselves with the many ways they can help the less fortunate in our community – and make donations to any of the 38 participating charities.

SML Gives helps raise awareness for the work being done in the SML community to assist area residents who struggle through a subsistence-level existence, trying desperately to stay warm, fed and healthy and, in many cases, raise children who can break the poverty cycle.



*"Inflationary costs are affecting us all, but **low-income families are especially hard hit as they struggle with rising prices for food, transportation, housing and utilities**," Winters emphasized. "Every day, LCM volunteers see the worry in the faces of those who come to us for help. We are so grateful that our volunteers were able to offer **\$15,000 in matching funds** to jump start our SML Gives Day response."*



# Facility Update

Construction is well underway for Lake Christian Ministries' new 5,000-square-foot building located adjacent to our existing facility. The new building will feature a learning center, clothing area, warehouse for furniture and household items, loading dock for receiving donations, and additional parking. Price Buildings' project manager has set a completion date for the end of May. This new facility will work in conjunction with LCM's existing facility to provide a comprehensive center that will offer food assistance, crisis financial aid, clothing, furniture, and New Tomorrows services, which include job readiness, educational classes and connections to community services.

*"The need for the new facility is due to the **significant increase in the number of low-income families** who have been impacted by rising costs for food, housing and utilities and a need for space to support our New Tomorrows program. We have learned that providing food, clothing and crisis financial aid doesn't always bring the change needed to transition out of poverty. **New Tomorrows Program services are vital to helping our neighbors move toward more secure lives.** When completed, the expanded facilities and new campus will serve Lake Christian Ministries and the growing number of local families in need well into the future,"*  
commented Jane Winters, LCM Director.

Construction for the new facility is funded by a capital campaign that was launched in 2022 as part of LCM's 30th anniversary. The honorary chairs of the capital campaign are Dave and Cindy Cappellari, owners of Capps Home Building Center. To date, a very generous group of community donors have joined the Cappellari family to provide more than \$960,000 to address building expenses. The capital campaign is about \$50,000 short of addressing building expenses.

If you would like to donate to the capital campaign for facility expansion, you can donate online at [lakechristianministries.org](http://lakechristianministries.org) by following the donation directions and designating the donation for facility expansion. Mailed donations can be sent to Lake Christian Ministries, P. O. Box 695, Moneta VA 24121 and notated for facility expansion.





# Wish List for Donations

We appreciate your generous donation support. At this time, our neighbors are in need of the items listed below. Due to the high level of service activity, volunteers are not able to pick up donations. Donations may be dropped off at the LCM warehouse from 9 a.m. to noon on Mondays, Wednesdays and Fridays and the last Tuesday of each month from 5 to 6:30 p.m.

## Food Items

Canned Soup  
Peanut Butter  
Applesauce

## Household Items

Full and Queen Size Sheets, Blankets and Comforters  
Clean and Gently Used Mattresses - all sizes  
Household Appliances

## Personal Care Items

Shampoo  
Deodorant  
Diapers

## Plastic Grocery Bags

Drop off your plastic grocery store bags to LCM. We re-use them to package food for our neighbors in need.



## 2023 Service Impact

2023 was a very challenging year for families struggling with poverty. Lake Christian Ministries experienced a 40% increase for financial aid, food and New Tomorrows services. Difficult economic times impacted everyone. However, families at the bottom of the economic ladder were hit the hardest.

### A NOTE OF THANKS:

We thank all the businesses, churches, civic groups, neighborhoods, and individuals who helped us provide Christmas gifts and warm clothes for nearly 700 local children through the 2023 A Child's Christmas Program. It is amazing what we can do when we all work together as a community!!

During 2023, LCM Provided

Food Assistance to Fulfill

**12,187 Food Requests**

**36% increase over 2022**

Financial Aid in the amount of

**\$276,257 to assist 626 families**

**28% increase over 2022**

New Tomorrows Program Services

**Helped 259 Individuals Build More Secure Lives**

**22% more than 2022 and 99% more than 2021**

**Gifts and Warm Clothes through A Child's Christmas for 687 Children**

**47% increase over 2022**

# Building Stronger Futures: LCM's Getting Ahead Classes

As demand for Lake Christian Ministries' services grows, so has participation in the New Tomorrows Program. During 2021, 130 individuals participated in the New Tomorrows Program. Last year, a total of 259 neighbors actively participated in the program - a 99% increase over the past two years.

The New Tomorrows' featured offering, "Getting Ahead in a Just Gettin' By World" (GA), is a nationally acclaimed 14-week series of classes designed to help neighbors journey toward positive change. Participants examine barriers to moving forward, identify strengths and areas for growth and set goals to build a more secure future. Since the fall of 2016, Lake Christian Ministries has been a nurturing space for individuals through the GA classes. Designed for a small group of 8-12 participants, a total of 129 individuals have participated over the past seven years. The current class, facilitated by LCM's New Tomorrows Director Susan Hughes, includes 11 participants.

Facilitated by dedicated staff and volunteers, these classes go beyond the workbook, incorporating engaging elements such as YouTube videos to illustrate language nuances and "hidden rules" of economic classes. However, GA is more than an information-sharing platform; it's a community builder. The synergy within the class becomes a resource in itself, fostering a supportive environment.

Volunteer partners attend classes to journey alongside GA participants. In the current winter 2024 class, three volunteers play this crucial supportive role. Beyond the classroom, graduates often form lasting connections and a desire to continue to meet together for additional learning on topics such as parenting, budgeting and nutrition. This ongoing support network underscores the importance of strong relationships in achieving the goals set by our neighbors.

While the primary goal is to empower neighbors to build resources for a more secure future, the continued success of our neighbors emphasizes the critical role of supportive relationships. At LCM, we recognize that fostering a sense of community is key to helping individuals meet and exceed the goals they set for themselves.



## Welcome New Volunteers

Welcome to the new volunteers who recently joined LCM. The following volunteers are now part of the warm and generous LCM family!

Pat Duncan  
Cynthia Wilkerson  
Thomas Regan

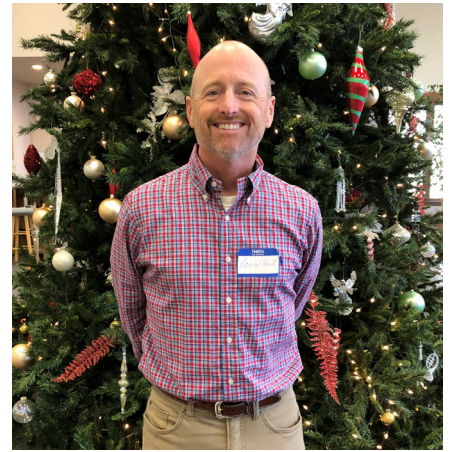
Gregg Hofstetter  
Lauren Keranakis  
Melinda Sprinkel

Fiona Hawley  
Diane Connor  
Lorin Honeycutt

# LCM Welcomes 7 New Board Members

## **Ron Willard, II (pictured on the right) will serve as the 2024 LCM Board Chair**

Ron Willard, II, 2024 board chair, is excited to introduce the newest members of the Lake Christian Ministries Board of Directors. Committed to serving those in need within the Smith Mountain Lake community, our board members bring a wealth of experience and passion to our mission. Please join us in welcoming these exceptional individuals to the Lake Christian Ministries board of directors.



## **Dave Banks**

Introduced to Smith Mountain Lake in the 1990s, Dave Banks and his wife Jada purchased a home at the lake in 2008. For the past two years, Dave has volunteered at Lake Christian Ministries as a financial aid advisor. With a technology career spanning 34 years, including serving as vice president of technology at CarMax, he brings leadership and strategic planning expertise. Dave has served on many nonprofit boards and in church leadership roles.

## **Rev. Scott Davis**

Rev. Scott Davis, a native of Virginia's Eastern Shore, brings a wealth of experience to his role as lead pastor at Bethlehem United Methodist Church in Moneta. With a Master's in Divinity from Emory University, Scott has served as a United Methodist pastor for two decades, including a stint as District Superintendent in Lynchburg. He returned to the area in 2022, leading a vibrant congregation that actively engages in community service.

## **Kate Ellis**

Kate Ellis, who serves as Secretary of the board and Assistant Treasurer for LCM, is a seasoned professional with an extensive background in marketing. A dedicated community member, she currently serves as Treasurer at Patmos United Methodist Church and Vice Chair at Bedford Department of Social Services. With previous roles at Lake Christian Ministries and an eagerness to re-engage, Kate brings a unique perspective as a Financial Aid Advisor and Operations Manager.

## **Roy Enslow**

Roy Enslow, Membership Engagement Manager for Mariners Landing is a seasoned sales leader and manager. He has more than 15 years of experience in boat rentals and marina operations at Smith Mountain Lake. A Certified Safe Boating Instructor, he is well-versed in water safety and regulations. Roy's retail sporting goods expertise, coupled with diverse skills in management, marketing and community engagement make him a valuable addition to the LCM board. Roy is a two-time winner of the Norma Jean Teass Award, presented by the SML Regional Chamber of Commerce for outstanding community leadership.

## **Andie Gibson**

A 30-year resident of SML, Andie Gibson boasts extensive experience in writing, editing, public relations, website development and social media management. In 2000, she helped found Laker Magazine, serving as its editor for almost 14 years. She now helps SML-area businesses with marketing and PR and operates SML Insiders, a website dedicated to promoting vacation and relocation to SML.

## **Rich Sours**

Dr. Richard Sours, a distinguished academic leader, earned a Ph.D. from the University of Virginia and has an extensive professional history, including serving as President of William Penn University, Ferrum University and Interim President at Mountain State University. With notable achievements in academic program enhancements, community engagement and accreditation successes, Dr. Sours brings a wealth of expertise to Lake Christian Ministries.

## **Julie VerSluis**

Born and raised in Bedford, Julie VerSluis embodies the values of hard work and community service. With a 30-year career in the insurance industry as a commercial risk advisor, her dedication lies in safeguarding local businesses and fostering growth. Beyond the professional sphere, Julie finds joy in giving back to the community. She participates in the SML Regional Chamber, Roanoke Regional Home Builders Association and Roanoke Regional Chamber of Commerce.

## **Officers**

Board Chair – Ron Willard II  
Vice Chair – Derek Layman  
Secretary – Kate Ellis  
Treasurer – Paul Marx

## **Committee Chairs**

Governance Committee Chair – Derek Layman  
Communications Committee Chair – Andie Gibson  
Finance Committee Chair - Jim Caskie  
Fund Development Committee Chair – Jane Winters

## **Special Committee Chair**

Facility Expansion Committee Chair – Jim Bennett  
Facility Grand Opening Committee Chair - Julie VerSluis

## **Members at Large**

Dave Banks  
Andy Crawford  
Scott Davis  
Roy Enslow  
Jim Gilbert  
Rich Sours





**Lake  
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**13157 Old Moneta Road**

**PO Box 695**

**Moneta, VA 24121**

**Return Service Requested**

*Special Note: If you are away and put a "Temporary Hold" on your USPS mail, please send your email address to [lclofficemgr@gmail.com](mailto:lclofficemgr@gmail.com) so we can send your newsletters electronically.*

## Make A SIMPLE GESTURE in 2024!

LCM's donation pick-up program called "A Simple Gesture" continues in 2024. This popular program makes donating easy and increases inventory at our food pantry. During 2023, donors donated over 12,000 pounds of food, personal care and household cleaning items. 2023's four quarterly collections and one emergency collection were supported by 328 registered donors and 18 neighborhood pick-up drivers. Donations received from A Simple Gesture offer an average annual savings of \$25,000 for LCM.

Sadly, two years of high inflation have significantly impacted those struggling with poverty in the counties surrounding SML. A Simple Gesture helps local families in need address food insecurity and helps LCM stretch its budget further.

### HOW IT WORKS:

- Community members register as donors and/or volunteer drivers.
- LCM provides each donor with a reusable bag and wish list of desired items.
- Donors fill their bag and leave it outside their door on pre-determined days.
- Volunteer drivers pick up the bags (leaving an empty bag and wish list for the next pick-up) and deliver the bags to LCM.
- In neighborhoods where no driver is available, donors drop off bags at Lake Christian Ministries or Capps Home Building Center.
- LCM sorts, stores, and distributes the food, sharing with other pantries if needed.

### PICK UP DATES and WISH LISTS for 2024

- Friday, March 1, 2024: canned applesauce, peaches, pears, or mandarin oranges
- Friday, June 7, 2024: shampoo, soap, deodorant, toothpaste, and tooth brushes
- Friday, August 2, 2024: canned green beans, corn and carrots
- Friday, November 1, 2024: laundry detergent (40 oz. or smaller) and dishwashing liquid

**FOR MORE INFORMATION OR TO SIGN UP**, email [asimplegesturesml@gmail.com](mailto:asimplegesturesml@gmail.com)

