

# 2021 IMPACT REPORT

# WELCOME LETTER

Dear Friend of Collier Resource Center,

We are pleased and gratified to report that Collier Resource Center is thriving, growing, and assisting an unprecedented number of people in Collier County.

From our humble beginnings in 2016 when our team of volunteers connected 60 people to vital resources, we successfully assisted **792** people in 2021, an astounding **1,220% increase**. Our dynamic team of 21 trained volunteers grew by 25% from October 2020 to October 2021. This is a **425% increase** since CRC's inception. Also in 2021, we hired our first paid, part-time CEO, a position that is slated to transition to full-time as funding allows. In the last two years, our revenue has also risen by 242% thanks to the generosity of an ever-growing donor base.

The COVID pandemic necessitated a shift to a hybrid model of care, but it has not affected our ability to provide great service. While we always prefer to meet clients face-to-face, online and phone connections have not decreased our empathy, the number of people we help, or the amount of time each client requires.

Part of what makes CRC unique is the fact that our case management program costs clients nothing, has no limit of time, and includes follow-up care. If new needs arise, we address them. We could not offer these services without our volunteers and supporters, a dedicated and thorough force.

Thank you for being an essential partner in empowering our community.

With gratitude,



Kari Lefort  
CEO



Nina Gray  
Founder & Board Chair

# ABOUT COLLIER RESOURCE CENTER

## VISION

We envision a community where all people are empowered with information and have access to resources which increase their opportunities for success.

## MISSION

Empower the people of Collier County by providing information, referrals, advocacy, and case management.

## VALUES

- An organization where everyone is treated with respect and dignity.
- Staff and volunteers who offer clients a personalized approach for securing assistance.
- We believe providing current, appropriate and personalized access to local resources by trained volunteers and staff improves the health and well-being of our community.



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The Mission of the Collier Resource Center (CRC) is to empower the people of Collier County by providing information, referrals, advocacy, and case management. We envision a community where all people are empowered with information and have access to resources which increase their opportunities for success.



Case management is the foundation of CRC. We function as navigators through the complex network of social services. We follow best practices of case management by listening patiently, assessing needs, removing barriers, and coordinating critical resources to provide immediate and lasting benefits to clients.

In 2021, CRC, through our collaborative process with our health and human service agency associates assisted 792 clients. One of our goals in 2022 is to assist at least 1,000 residents in Collier County.



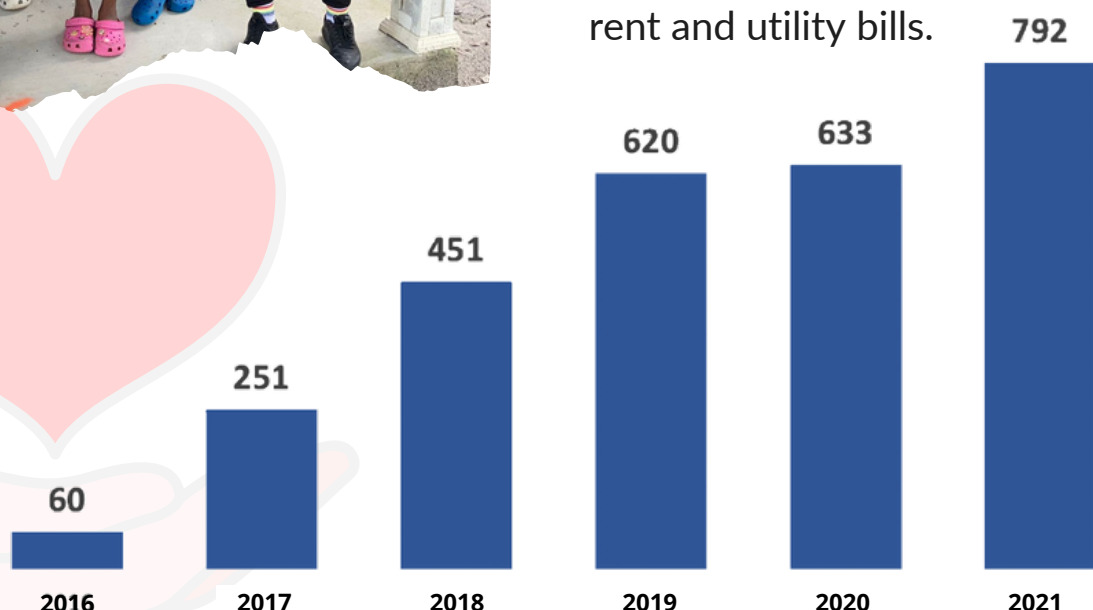
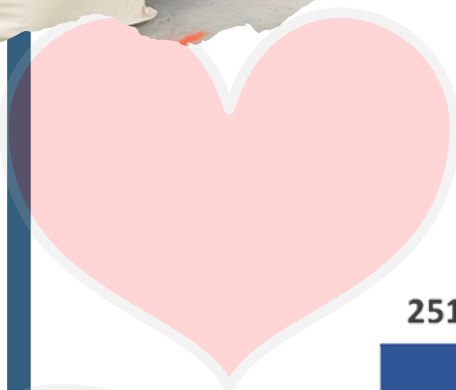
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These are just some of the ways we assisted our clients at no cost to them:

- Located housing for people at risk of homelessness.
- Provided a bed, diapers, and a layette for a new mother.
- Helped a senior citizen get an air conditioning unit for her mobile home.



- Discovered ways to get food delivered to people without transportation.
- Connected an elderly mother with resources for her disabled adult daughter.
- Found medical equipment for many people who could not afford to buy or rent it.
- Secured assistance with overdue rent and utility bills.



■ Clients served per year

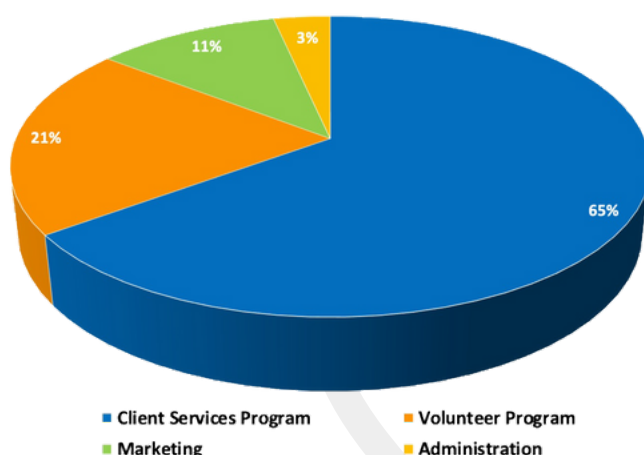
# IMPACT REPORT

In 2021, we helped more than 792 households, an increase of 25% over those served in 2020. Since our founding year in 2016, we have achieved a 1,220% increase in people assisted by volunteers and paid staff.

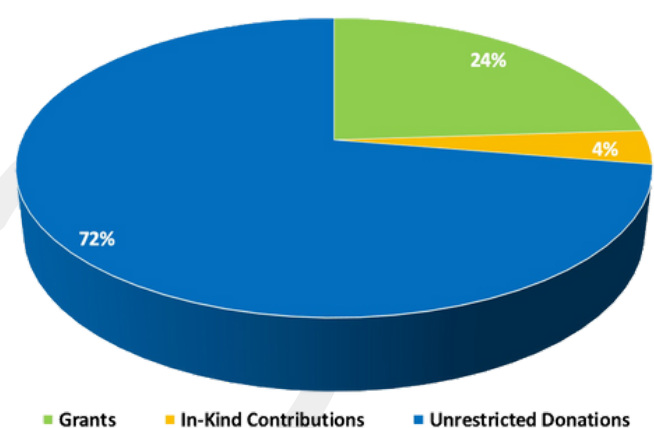
CRC meets the highest standards of fiscal responsibility and offers an excellent return on investment. Through our strong volunteer base, access to a network of community resources, and donated office space, we are able to keep our administrative costs to a minimum.

CRC is funded through local grants, individual donors, family foundations, churches, and appeals. We continue to seek revenue streams through engaging new constituents, conducting fundraising events, and applying for additional grants.

## 2021 Expenses



## 2021 Revenue Sources



Your generosity allows us to provide information, resources, and advocacy in the most cost-effective manner. In two years, our revenue has also risen by 242%, from \$56,627 in 2019 to \$183,583 in 2021, and we have always met our budget.



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In 2021, we made a modest investment and hired a part-time public relations consultant to increase awareness of CRC. To date, the PR firm secured media coverage of CRC in two TV news reports, as well as articles in local magazines and newspapers. The firm has also guided CRC to strengthen our communications to the Board, our donors, and the public through social media (on Facebook and Instagram). The firm also donates extra hours of pro bono work to CRC.

Looking forward, our 3-year strategic plan (2022-2024) outlines a comprehensive community outreach strategy and a robust development plan. We strive to have the most up-to-date and accurate information. Currently, our board's strategic committee meets bimonthly to monitor compliance with the strategic plan. New board officers and directors formed a cohesive and dedicated team to assure CRC continues true to the mission while achieving loftier goals. We hope that you will consider increasing your financial support for CRC to help us achieve greater heights.



# 2021 BOARD MEMBERS

## OFFICERS

Nina Gray - Chair

Kay Jasso - Vice Chair

Trey Fletcher - Secretary

Benjamin Buemi -Treasurer

## DIRECTORS

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Zannon Garza

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