

# Calvary Community Outreach Network



## General Information

### Contact Information

<b>Nonprofit</b>	Calvary Community Outreach Network
<b>Address</b>	2940 Holmes St Kansas City, MO 64109
<b>Phone</b>	(816) 531-4683 10
<b>Website</b>	<a href="http://www.ccon-kc.org">www.ccon-kc.org</a>
<b>Facebook</b>	<a href="https://www.facebook.com/CalvaryCommunityOutreachNetwork">facebook.com/https://www.facebook.com/CalvaryCommunityOutreachNetwork</a>
<b>Twitter</b>	<a href="https://twitter.com/">twitter.com/</a>
<b>Email</b>	<a href="mailto:ctemplebaptist@kc.rr.com">ctemplebaptist@kc.rr.com</a>

### At A Glance

CCON

#### **How to donate, support, and volunteer**

Gifts can be mailed to our office, telephone donations can also be received. Gifts in-kind are also welcomed. There are many volunteer opportunities available. They include mentoring, coaching, marketing and event planning as well as board/committee membership and fundraising.

# Mission & Areas Served

## Statements

### **Mission Statement**

Calvary Community Outreach Network (CCON) is dedicated to assisting with the spiritual, physical, economic, and social needs of individuals and families by providing innovative programs.

### **Background Statement**

CCON was organized in 1994 with the purpose of providing a network of services for the greater Kansas City community. It was created because of one congregations desire to see change within the Kansas City community. The founders understood that a churches responsibility is not only to provide activities and programming for its membership but also to provide an agenda for the community. An agenda that will motivate, mobilize and create a unified community. An agenda that uplifts and develops our youth for tomorrow and provides love through encouragement and compassion for all people.

CCON's first task was in developing a response to the HIV/AIDS pandemic. Partnerships were developed with the major AIDS service providers in the area to learn more about the disease and its affect on the community. Calvary Temple Baptist, through its non profit organization became one of the first African American churches in the region to effectively deal with HIV/AIDS prevention education.

Kansas City was selected by Emory University as one of 8 major US cities to replicate a promising program that was developed in Harlem. The Black Church Week of Prayer for the Healing of AIDS provided a platform to test our work and to expand programming. Kansas City's observance of the Week of Prayer is still one of the most successful in the nation. CCON is the fiscal agent and convener of the program.

Our work with HIV/AIDS led us into our response to health disparities that exist in Kansas City as well as in most urban centers. The Wellness Center was established to help to reduce the incidence of heart disease, stroke and diabetes. Obesity and lack of information have contributed to the problems that exist. The Wellness Center provides a safe affordable place that people from all walks of life can work on fitness goals.

**Impact Statement**

CCON was organized in an effort to bring a network of services to the KC community. We accomplish this by creating an agenda that mobilizes, empowers and educates people from all walks of life.

**Top Accomplishments 2016:**

1. Increased our ability to sustain programs and services through charitable giving. The Holiday Harvest Celebration is our largest special event. Annually it gives us the opportunity to present our case for support to individuals and corporations.
2. KC Faith Initiative completed community health needs assessment and confirmed diabetes, heart disease and stroke as priorities. Our community Action Board is currently working on interventions that will be practiced and studied in several local churches.
3. Expanded our HIV/AIDS Prevention Education Toolkit and Research through a multiyear grant for our Taking It To the Pews program. This program is in partnership with UMKC.
4. Helping Youth Plan for Excellence program reached over 2200 youth in performance at Kauffman Performing Arts Center. The student led performance presented HIV/AIDS & Substance Abuse prevention information to area high school students.
5. KC Fun & Fitness Day reaches record crowds. This outdoor health and fitness festival is designed to encourage individuals and families to start healthy lifestyles. Fitness demonstrations, health screenings, obstacle courses and healthy food demonstrations are featured.

**Top Goals 2017:**

1. Continue to expand our effort to diversify our funding base. Holiday Harvest enjoyed it's most successful year.
2. Expand HYPE to include youth sports and targeted work with middle school youth in an after school format.
3. Expand and mobilize congregational volunteer force working to reduce health disparities in Kansas City area.

**Needs Statement**

1. Stabilize funding for program staff.
2. Retire debt service from Wellness Center acquisition and renovation.
3. Expand and develop board of directors and committees.
4. Prepare for yearly audit

**CEO/Executive Director/Board Chair Statement**

CCON is a growing organization with a bright future.

Partnerships with UMKC researchers are providing bright hopes for the organization in our attempts to influence health disparities in the Kansas City metropolitan area and beyond. Our participation in two NIH funded projects will allow us to be on the cutting edge of research for years to come. Both projects Taking it to the Pews (TIPS) and the KC Faith Initiative provide us with the opportunity to continue our work with African America church to influence health. TIPS works with HIV/AIDS and KC Faith works with heart disease, diabetes and stroke. Utilizing local congregations to deliver culturally sensitive and appropriate tools and resources to change behavior and save lives.

After almost six years of operations, the Calvary Community Wellness Center continued to attract new participants and spark interest in partnerships among agencies and businesses in the Midtown area of Kansas City. The community garden at the Wellness Center was expanded to provide access to healthy food for a nearby food pantry and to individuals who patronize the Wellness Center. KC Fun & Fitness Day continues to attract and help scores of people and encourage health through structured fitness activities along with health screenings and information.

CCON's youth development program, Helping Youth Plan for Excellence (HYPE), continues to recruit new youth members as previous participants transition into college and/or the workforce. The Kansas City and Hickman Mills School District have been valuable partners in our efforts to reach youth. Our youth continue to amaze and educate with the dramatic stage play entitled The Lot. Last year over 2200 high school aged youth attended the performance at the Kauffman Center for the Performing Arts.

Efforts to diversify and strengthen our board are creating a favorable position for CCON's future. We have assembled a talented and dedicated team of board volunteers. Our fund development advisory group, made up of key leaders from KC's philanthropic community, helped us to look at new strategies for funding our vision.

**Service Categories**

Neighborhood Centers

Youth Development Programs

**Areas of Service**

**Areas Served**

Areas

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MO - Jackson County

# Programs

## Programs

### Calvary Community Wellness Center

<b>Description</b>	Provides structured fitness opportunities and information to youth and families living and working in urban Kansas City. The 10,000 square foot warehouse located at 3002 Holmes Street has been converted into a state of the art fitness center to serve youth and families in the target group. Health screenings, nutrition demonstrations, and fitness classes are among the program offerings.
<b>Category</b>	Recreation & Sports, General/Other Physical Fitness
<b>Population Served</b>	At-Risk Populations, ,
<b>Short-Term Success</b>	For short-term success, we look for our clients to simply "get up and move," in addition to learning skill sets to maintain strength, weight, and conditioning.
<b>Long- Term Success</b>	The ultimate goal is for youth and families to maintain a healthy lifestyle through proper nutrition, regular exercise, and proper health management.
<b>Program Success Monitored By</b>	CCON staff follows individual success as they progress through the program. For group measures, CCON measures body mass index (BMI) rates of each participant. The target BMI rate is < 25 and >18.5.
<b>Examples of Program Success</b>	When David, a CCON neighbor, first entered the wellness center, he was unemployed, overweight, and suffering from low self-esteem. CCON scholarshipped David into the wellness program to help him lose weight and gain back his confidence. Today David is employed and participates in at least two triathlons a year.

## National Week of Prayer for Healing of AIDS

<b>Description</b>	Designed to encourage the faith community to assist in educating the community on the risk factors associated with HIV/AIDS and to mobilize area African-American churches in reducing the spread of the disease. The CCON is a certified partner of the Balm In Gilead, Inc. and is the convener and fiscal agent for the local observance, which is held annually the first full week in March.
<b>Category</b>	Diseases, Disorders & Medical Disciplines, General/Other HIV/AIDS
<b>Population Served</b>	Minorities, ,
<b>Short-Term Success</b>	For short-term success, CCON strives to change the way HIV and AIDS are perceived in faith-based organizations. In addition, CCON's goal is to reduce the spread of AIDS in the minority community.
<b>Long- Term Success</b>	African American churches will be viable settings to provide HIV education and testing services to members already convened for regular services and meetings. They will also deliver HIV prevention and testing services to hard-to-reach populations including African American high-risk men, transient and homeless individuals, and individuals not engaged in the health care system.
<b>Program Success Monitored By</b>	CCON uses surveys at events to measure attendance at events, individuals engagements with community AIDS service organizations, and the number of people that choose to be tested.
<b>Examples of Program Success</b>	In 1994, at the end of year one of the program, CCON held their first annual event at the Municipal Auditorium. Expecting hundreds, if not thousands, of guests the program was in place, a choir was in attendance, and an end-of-day balloon drop was prepared. However, fewer than 100 people were in attendance. Today, during the Black Church Week of Prayer, over 6,000 individuals are in attendance and Youth Day is attended by over 2,000 young men and women.

## Taking it to the Pews (TIPS)

<b>Description</b>	A church-based health promotion program that mobilizes and empowers churches to help in reducing the spread of HIV/AIDS. TIPS partners disseminate pre-developed, culturally and religiously tailored materials from the HIV Prevention and Compassion Tool Kit to congregants and affiliates. CCON staff and volunteers provide technical assistance and resources including testing.
<b>Category</b>	Diseases, Disorders & Medical Disciplines, General/Other HIV/AIDS
<b>Population Served</b>	Minorities, ,
<b>Short-Term Success</b>	<ol style="list-style-type: none"><li>1. Continued development and dissemination of HIV Prevention, Action, and Compassion Tool Kit to 14 area churches.</li><li>2. Church facilitation of HIV testing events in collaboration with local AIDS service organizations (ASOs) and community-based organizations (CBOs) will host at least 24 HIV testing events.</li></ol>
<b>Long- Term Success</b>	To increase HIV testing rates among participating church members and affiliates, we promote the TIPS Initiative through our annual Reaching All God's Children conference. This conference provides information on the HIV/AIDS epidemic around the world and in the greater Kansas City community and topics on building church health ministries, including board development, how to gain 501(c)(3) status, program development and evaluation, and the grant writing process. We will continue to use the conference as an opportunity to recruit churches to participate in using the HIV Prevention Tool Kit. We also use all BCWP events to recruit additional churches.
<b>Program Success Monitored By</b>	Increase HIV testing rates among participating church members and affiliates by 25%.
<b>Examples of Program Success</b>	During one of the TIPS programs, surrounded in a safe environment, a young woman revealed to her church members that she was living with AIDS. The TIPS program provided the church members with information and resources that enabled them to react in a positive way to this young woman's need for acceptance and support.

## Helping Youth Plan for Excellence (HYPE)

<b>Description</b>	A media leadership group that creates a positive setting for urban youth ages 10- 21. The project utilizes student involvement in media as the vehicle to establish ongoing youth development activities. Since 1999, HYPE members have produced quality programming giving accurate, culturally sensitive HIV/AIDS and substance abuse prevention information to their peers in an up-beat entertaining way. Students enhance skills in the performing arts and learn the basics of video work including camera operation, editing and audio as well as interviewing techniques. The program culminates in a major performance at Kauffman Performing Arts Center.
<b>Category</b>	Youth Development, General/Other Youth Development, General/Other
<b>Population Served</b>	Adolescents Only (13-19 years), ,
<b>Short-Term Success</b>	Although youth receive some degree of HIV/AIDS prevention education in school, many young people depend on peer-to-peer exchange of information; unfortunately, there is a high level of misinformation about HIV/AIDS passed from peer-to-peer resulting in confusion and increased risk of spreading HIV/AIDS. Noted as one of the most effective ways to disseminate information among young people is grassroots social marketing. Using Facebook, MySpace, YouTube, and text messages to quickly pass information from one person to another, social marketing is effective and cost efficient with the capacity to reach thousands of individuals in a short period.
<b>Long- Term Success</b>	As HIV/AIDS health disparities continue to persist among all ages of African Americans, there continues to be a need to intervene with African Americans adolescents using intervention strategies that powerfully appeal to our youth. Media-based intervention strategies have been shown to have incredible appeal with young people. Media plays an important role and is significantly prevalent in their lives through television, the internet, and now through cell phones. Moreover, one of the core components of the HYPE program is to encourage peers to be tested, use condoms, and reduce premarital sex through evidence-based social marketing as highlighted below.
<b>Program Success Monitored By</b>	<ol style="list-style-type: none"><li>1.100 youth will receive HIV/AIDS peer based training.</li><li>2.Youth will develop script for stage play that gives accurate, culturally sensitive HIV/AIDS information.</li><li>3.2,500 youth within the target group will view the play created by project youth.</li><li>4.70 parents will participate in HIV/AIDS training.</li><li>5.Teen MSM's will be given an outlet for support and expression.</li></ol>
<b>Examples of Program Success</b>	HYPE's latest production "The Lot" is a dramatic stage play that provides HIV/AIDS & Substance abuse prevention information in an entertaining format. Over 2200 students from the KCMO, Hickman Mills and KCKS school districts attended the performance which showcased the work of the teens. Jamar Rogers, a contestant on the TV show "The Voice". Described his journey with substance abuse and HIV.



## KC Faith Initiative

<b>Description</b>	<p>The primary goals of this intervention study are to increase:</p> <ol style="list-style-type: none"><li>1. Knowledge on preventing and living with diabetes, heart disease and stroke</li><li>2. Exercise and health eating</li><li>3. Weight loss</li></ol> <p>This program is funded by National Institute of Minority Health Disparities in partnership with UMKC.</p>
<b>Category</b>	Diseases, Disorders & Medical Disciplines, General/Other Community Medicine
<b>Population Served</b>	Minorities, ,
<b>Short-Term Success</b>	<p>Needs Assessment Survey</p> <ul style="list-style-type: none"><li>• Surveys are completed over a two-month period: Data collected on participants': Demographic information Opinions/experiences with health disparities.</li><li>• Opinions on importance and feasibility on health promotion strategies to implement in African American church-community settings.</li></ul> <p>Survey Participants</p> <ul style="list-style-type: none"><li>• Participants (ages 18 to 93 years old)</li><li>• Members from 11 African American churches 449 church members (received \$10)</li><li>• Completed surveys after church services</li><li>• Representatives from community, health, academic organizations 14 participants (received lunch)</li><li>• Completed surveys in-person and online</li></ul> <p>Participant Demographics</p> <ul style="list-style-type: none"><li>• African American (97%)</li><li>• Female (73%)</li><li>• Members of their church &gt; 10 years (53%)</li><li>• Average age: 45 years old</li><li>• Most had a high school education/GED (94%)</li><li>• 40% of the respondents live on less than \$2,000 per month</li><li>• 23% of the respondents reported having no health insurance</li></ul> <p>Participants' Engagement in Healthy Behaviors</p> <ul style="list-style-type: none"><li>• 77% had check-up in last year</li><li>• 64% never smoked</li><li>• 46% received counseling services from their pastor or other religious leader</li><li>• 35% had flu vaccine in last year</li><li>• 17% exercised 5 days/week</li><li>• 6% eat fruits/vegetables daily</li></ul>

**Long- Term Success**

1. Conduct an iterative needs assessment process with AA church leaders/members and community key stakeholders to identify a health condition (e.g., obesity, risky sexual behaviors) contributing to a disease (e.g., diabetes, STDs) that disproportionately burdens the AA community and identify multilevel facilitators, barriers, and strategies to address the health condition in AA churches.
2. Design and implement a culturally and religiously-tailored multilevel health promotion pilot intervention focused on disease prevention, screening, and linkage to care services and based in AA churches.
3. Assess the feasibility and effect size of a pilot health promotion intervention to increase relevant healthy behaviors, health screenings, and linkage to care with AA church and community members over 12 months. *Hypothesis: A multilevel health promotion intervention will result in a positive effect on health behaviors and screening rates vs. a comparison intervention arm in African American church-affiliated populations.*
4. Assess the CBPR process used in intervention planning and pilot intervention development, implementation, evaluation, and dissemination of findings.

**Program Success Monitored By**

The next steps involve creating tools and resources to be used in African American churches, screening at church programs and outreach events.

**Examples of Program Success**

- Top Church-Community Strategies to Address heart disease & stroke:
- Train families to incorporate healthy eating into their home meals and family exercise in their daily lives.
  - Offer church-based weight loss programs for church and community members.
  - Promote and coordinate price-reduced memberships to YMCA, local gyms, and other exercise facilities
  - Provide free counseling services to help church and community members quit smoking.
  - Advocate for safer streets, trails, and parks for walking, bicycling, and other physical activities.
  - Coordinate church-based and neighborhood walking groups.

# Leadership & Staff

## Executive Director/CEO

<b>Executive Director</b>	Rev. Eric Dean Williams
<b>Term Start</b>	Jan 1994
<b>Email</b>	ctemplebaptist@kc.rr.com

### Experience

- 1988-Present: Pastor – Calvary Temple Baptist Church - Provides religious instruction, counseling and guidance for mid-sized congregation located in urban Kansas City, Missouri.
- 1994 -Present: Executive Director - Calvary Community Outreach Network - Duties: Board Development, Fiscal Management, Program Development, Capital Fundraising, Staff Supervision

### ACCOMPLISHMENTS AND RECOGNITION

- Marion Kramer Ribbon of Hope Award, recognizing commitment and accomplishments in the HIV/AIDS community.
- Named Father of the Year in 1999 by the Kansas City Royals and the National Fathering Center.
- Evelyn Wasserstrom Award recipient
- Black Health Care Coalition award recipient
- Pastor-Serve Award recipient

### COMMUNITY INVOLVEMENT

- Chairperson: National Week of Prayer for the Healing of AIDS
- Board Member Truman Medical Center
- Member of the Baptist Minister's Union
- Member of Concerned Clergy Coalition
- Board Member, Urban Neighborhood Initiative

### PUBLICATIONS OR MANUSCRIPTS IN PRESS

- Berkley-Patton, J., Bowe-Thompson, C., Bradley-Ewing, A., Hawes, S., Moore, E., Williams, E., Goggin, K. *Taking it to the Pews: A CBPR-guided HIV Awareness and Screening Project with Black Churches*. Submitted to *AIDS Education and Prevention*.
- Berkley-Patton, J., Thompson, C., Williams, E., Goggin, K., Taylor, S., & Matlock, K. (2008). African American church capacity for HIV prevention and screening interventions. *Annals of Behavioral Medicine, 35(Suppl.)*, s180.

## Senior Staff

Rev. Cassandra Wainwright

<b>Title</b>	Program Director
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## Staff

<b>Paid Full-Time Staff</b>	2
<b>Paid Part- Time Staff</b>	6
<b>Volunteers</b>	100
<b>Retention Rate</b>	0%
<b>Paid Contractors</b>	1

## Formal Evaluations

<b>Senior Management Formal Evaluation</b>	Yes
<b>Senior Management Formal Evaluation Frequency</b>	Annually
<b>NonManagement Formal Evaluation</b>	Yes

**Non Management Formal Evaluation Frequency**      Semi-Annually

## Plans & Policies

**Organization Has a Fundraising Plan**      Under Development

**Organization Has a Strategic Plan**      No

**Management Succession Plan**      No

**Organization Policy and Procedures**      No

**Nondiscrimination Policy**      No

**Whistleblower Policy**      No

## Government Licenses

**Is your organization licensed by the government?**

# Board & Governance

## Board Chair

<b>Board Chair</b>	Lisa Pelofsky
<b>Company Affiliation</b>	Pelofsky & Associates
<b>Term</b>	Nov 2016 to Nov 2018
<b>Email</b>	lp@pelofsky.org

## Board Members

<b>Name</b>	<b>Affiliation</b>
McClain Bryant	
Alan Dubois	Retired Genesis School
Rose Farnan	Truman Medical Centers
Lisa Krigsten	Dentons
Ellis McGee	Toyota
Lisa Pelofsky	Pelofsky & Associates
Frank Thompson	Kansas City Missouri Health Department
Honorable Courtney Wachal	Municipal Court
Edward Watts	Mo Division of Credit Unions
Edward Watts	Accounting
Betty Williamson	Waddell & Reed, Retired

## Board Demographics - Ethnicity

<b>African American/Black</b>	4
<b>Asian American/Pacific Islander</b>	0
<b>Caucasian</b>	6
<b>Hispanic/Latino</b>	0
<b>Native American/American Indian</b>	0
<b>Other</b>	0 0

## Board Demographics - Gender

<b>Male</b>	5
<b>Female</b>	5
<b>Unspecified</b>	0

## Governance

<b>Board Term Lengths</b>	1
<b>Board Term Limits</b>	0
<b>Board Meeting Attendance %</b>	75%

<b>Written Board Selection Criteria?</b>	No
<b>Written Conflict of Interest Policy?</b>	Yes
<b>Percentage Making Monetary Contributions</b>	100%
<b>Percentage Making In-Kind Contributions</b>	100%
<b>Constituency Includes Client Representation</b>	Yes
<b>Number of Full Board Meetings Annually</b>	11

## Standing Committees

Development / Fund Development / Fund Raising / Grant Writing / Major Gifts

Executive

Finance

Program / Program Planning

# Financials

## Fiscal Year

<b>Fiscal Year Start</b>	Jan 01, 2017
<b>Fiscal Year End</b>	Dec 31, 2017
<b>Projected Revenue</b>	\$283,000.00
<b>Projected Expenses</b>	\$283,000.00
<b>Endowment Value</b>	\$0.00
<b>Spending Policy</b>	Income Only
<b>Percentage</b>	0%

## Detailed Financials

### Revenue and Expenses

<b>Fiscal Year</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>
<b>Total Revenue</b>	\$281,475	\$305,992	\$314,138
<b>Total Expenses</b>	\$268,883	\$294,705	\$267,724

### Revenue Sources

<b>Fiscal Year</b>	<b>2015</b>	<b>2014</b>	<b>2013</b>
<b>Foundation and Corporation Contributions</b>	\$33,046	\$46,919	\$54,006
<b>Government Contributions</b>	\$134,632	\$142,843	\$160,721
<b>Federal</b>	--	--	\$0
<b>State</b>	--	--	\$0
<b>Local</b>	--	--	\$0
<b>Unspecified</b>	\$134,632	\$142,843	\$160,721
<b>Individual Contributions</b>	--	--	\$0
<b>Indirect Public Support</b>	\$13,750	\$27,500	\$28,798
<b>Earned Revenue</b>	\$12,020	\$10,592	\$17,720
<b>Investment Income, Net of Losses</b>	\$60	\$24	\$25
<b>Membership Dues</b>	\$0	\$0	\$0
<b>Special Events</b>	\$84,647	\$78,107	\$49,192
<b>Revenue In-Kind</b>	\$0	\$0	\$3,123
<b>Other</b>	\$3,320	\$7	\$553

## Expense Allocation

Fiscal Year	2015	2014	2013
Program Expense	\$200,293	\$226,426	\$228,869
Administration Expense	\$53,928	\$57,855	\$33,710
Fundraising Expense	\$14,662	\$10,424	\$5,145
Payments to Affiliates	--	--	\$0
Total Revenue/Total Expenses	1.05	1.04	1.17
Program Expense/Total Expenses	74%	77%	85%
Fundraising Expense/Contributed Revenue	6%	4%	2%

## Assets and Liabilities

Fiscal Year	2015	2014	2013
Total Assets	\$194,472	\$181,595	\$171,275
Current Assets	\$184,049	\$158,974	\$135,480
Long-Term Liabilities	\$0	\$0	\$0
Current Liabilities	\$3,790	\$3,505	\$4,472
Total Net Assets	\$190,682	\$178,090	\$166,803

## Short Term Solvency

Fiscal Year	2015	2014	2013
Current Ratio: Current Assets/Current Liabilities	48.56	45.36	30.30

## Long Term Solvency

Fiscal Year	2015	2014	2013
Long-Term Liabilities/Total Assets	0%	0%	0%

## Top Funding Sources

Fiscal Year	2015	2014	2013
Top Funding Source & Dollar Amount	--	--	UMKC \$73,319
Second Highest Funding Source & Dollar Amount	--	--	Jackson County \$30,000
Third Highest Funding Source & Dollar Amount	--	--	Heart of America Community AIDS Partnership \$28,750

## Capital Campaign

Currently in a Capital Campaign?	No
Goal	\$0.00

## Foundation Comments

- FY 2015, 2014, 2013: Financial data reported using IRS Form 990.
- Foundation/corporate revenue line items may include contributions from individuals.

