



## ***Critical Needs Food and Clothing Services for People in Poverty***

### ***We did it!***

NJCO successfully completed its first year as a 501c3 reaching its goal to continue without interruption the 35-year legacy of providing essential food and clothing services to downtown Reading families in need. The transition was as seamless as possible. We did not have to reduce the number of people served.

### ***Did you know?***

- The people we serve have little to no income, living at or below poverty level.
- All our services are free.
- We are the largest Soup Kitchen in South Reading.
- For many, our lunch is the only nutritious meal of the day.
- Many who eat here will never function effectively in the working world due to mental and physical challenges. They need us! They count on us!

### ***Save your Redner's tapes for us!***

Do you shop at Redner's or know anyone that does? If you do, please save your receipts. Several groups and individuals save them for us already. For every dollar on a receipt NJCO receives 1%.

**\$100 = \$1.00**

The totals mount up quickly when you have several individuals and groups collecting for you, thousands of receipts can turn into hundreds of dollars to support our mission. Save your own receipts. Collect receipts from your neighbors, your friends or groups you belong to and from you co-workers. We'd love to have them. It's an easy, fun way to contribute to our mission!

***"A hungry man can't see right or wrong, he just sees food."***

**Pearl S. Buck**

### ***We are cost effective***

- **\$341** serves lunch to 142 people four days a week. That's **\$2.40** per lunch per day.
- We provide groceries for **320** families a month for **\$11.40** per family.
- For **\$4.71** we hand out 7 articles of clothing/ person per week.
- We operate with a skeletal staff of three part-time employees and a volunteer base of 600.

### ***Program statistics are impressive***

- We provided food and clothing to over 5,000 unduplicated individuals and families.
- Our Soup Kitchen served 27,968 lunches.
- Our Food Pantry handed out over 7,000 bags of groceries.
- Our Clothing Center provided over 20,000 articles of clothing to people in need
- Volunteer time exceeded over 3,400 hours.

### ***Hunger hurts!***

Chronic hunger, poor diet & prolonged exposure to extreme weather conditions adversely affect physical and emotional health.

Visits to Medical Centers become more frequent.

The nutritious meals, groceries & basic needs seasonal clothing we provide favorably impact these issues.

### ***See for yourself!***

We now have a link to an 8 minute video. <https://goo.gl/zY37N9>. See what we do and who we serve. The need is great and the people serve are thankful for the services we provide.

## The Challenge We Face!

We sincerely thank you for your on-going support. Your contributions do make a significant difference right here in your own community. Everyone needs to eat and keep warm, no matter what their circumstances.

Mothers and fathers stand in line in all weather conditions for hours waiting patiently for our doors to open on Food Pantry Days. While we are thankful to be able to serve the numbers we do, we still turn people away.

Our goal is simple yet complex. We want to continue providing food and clothing services to the disadvantaged in downtown Reading. Yet with no fee- for- service income, we must secure the funding needed to cover program expenses from other sources. That is why your dollars are so important to us.

The success of our first year was due to the continued on-gong financial support from **you, our donors**, and the Start-Up funding we received from the United Way, the Wyomissing Foundation and West Lawn United Methodist Church. Without start-up funding this year, we are challenged with securing additional funding to continue providing critical needs food and clothing services.

We are making a dent with securing government and foundation grant awards. The process takes time and there is much competition for less and less funds. Despite our progress, NJCO cash flow is diminishing each month. Projections indicate we may have to close our doors early in the New Year.

Who will serve the 28,000 lunches we served last year? Where will the hundreds we clothed go for free clothing? Please help us! Your dollars feed and clothe people in our community, most all of whom are below poverty level. Please support our mission to feed and clothe the disadvantaged in downtown Reading.

Thank you for considering NJCO worthy of your support!  
Sue Krall, Executive Director

New Journey Community Outreach, Inc. is a nonprofit 501(c)3 corporation. A copy of the official registration and financial information may be obtained from the PA Department of State by calling toll free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement

-----  
 Yes, I support the work of New Journey Community Outreach, Inc. to continue to provide food & clothing for persons in need in our community.

My gift of \$ \_\_\_\_\_ is enclosed.

Please make your check payable to **New Journey Community Outreach, Inc.**

I pledge to give \$ \_\_\_\_\_ over the next twelve months.

Enclosed is my first installment of \$ \_\_\_\_\_. Please bill me  quarterly  semi-annually

I am unable to make a gift at this time but would like to learn more about NJCO and your mission.

Your Signature \_\_\_\_\_ Your Printed Signature \_\_\_\_\_

*Please return this form in the enclosed envelope. Your gift is tax deductible to the full extent provided by the law.*

***"Hunger of choice is a painful luxury; hunger of necessity is terrifying torture."*** Mike Mullin, Ashfall



New Journey Community Outreach, Inc.  
138 S. 6<sup>th</sup> Street  
Reading, PA 19602  
(610) 375-2662