



Our 2019/2020 Year of Service

138 SOUTH 6TH STREET, READING PA 19602 | (610) 375-2662 | NJCOINC.ORG



MISSION STATEMENT

With our committed volunteers and generous donors, we at New Journey restore hope, comfort, and dignity by feeding, clothing, and supporting those in need in the Reading, PA community.

VISION STATEMENT

New Journey Community Outreach will be a leader in fostering a community where hunger and inadequate clothing are universally unacceptable and no one worries where their next meal is coming from or whether they will have the clothing they need – where we enable government, businesses, organizations, the faith community and individuals to work together to ensure everyone has access to nutritious food and basic clothing – and where long term solutions are not desired but expected, recognizing it will take more than our work to create societal change.

OUR HISTORY

New Journey Community Outreach was an immediate response to the closing of New Journey United Methodist Church which merged with West Lawn UMC. NJCO, a 501c3 non-profit organization, has assumed the responsibility for continuing the food and clothing services that have been going on here at the “Yellow Church” for over forty years, serving as a leader for social outreach programs in Southwest Reading. NJCO is proud to continue the rich legacy of providing charitable programs and services for low income persons in the Reading community.

NJCO has been incorporated as a nonprofit organization in the Commonwealth of Pennsylvania and has been designated as a 501 (c) (3) tax exempt organization by the Internal Revenue Service. Given the high poverty rate in Reading (one of the highest in the country for cities with a population of 65,000+), NJCO is proud to continue the rich legacy and provide charitable programs and services for low and moderate-income persons in the Reading, PA community.

NEW JOURNEY BECOMES A UNITED WAY PARTNER AGENCY



Over the past 5 years New Journey has been fortunate to be recognized by United Way Berks County as one of Reading's key organizations addressing food security in our community. NJCO has been the recipient of Rapid Response, Live United and One Time Investment grants. The United Way Volunteer Recruitment program has directed many volunteers to us for operational support. We are honored to have been awarded United Way Partner Agency status.



We never expected the COVID-19 crisis to continue for all these months. Helping Harvest Food Bank has been very generous with in-kind food product for Food Pantry distribution. We owe a great big thank you to all the individuals, businesses, churches and associations that have donated a wealth of food items for our lunch bags including freshly made sandwiches. The United Way has been instrumental in securing PPE supplies for us including masks, gloves, sanitizers, shields and volunteers to help us package things.

Jeff Layton of Axxess Industries and Kate Conrad from Immanuel UCC set up a Facebook page, *Friends of New Journey* which has brought in hundreds of pounds of food product for our lunch and grocery bags.



COVID-19 PANDEMIC IMPACT ON OPERATIONS

As we moved into the first week of March, New Journey was faced with a series of challenges relating to the continuation of services throughout the evolving COVID-19 crisis. Fortunately, we have been successful with the continuation of our Food Access and Clothing services without interruption, transitioning to outside distribution and "by appointment" Clothing Center operations.

Since March, the number of people and families needing our services has increased. The average number of lunches served daily is up by 45%. The number of households receiving groceries (meats, produce, breads, dairy and dry products) is up by 35%.

DEP FOOD RECOVERY GRANT AWARD

NJCO secured funding to purchase a van which will enable us to access additional in-kind food product and an industrial size freezer and refrigerator for additional storage. These purchases will enable New Journey to secure and store more in-kind food products for our food services.



Food and Clothing Program Statistics for 2019/2020

39,576
Lunches Served

Food Pantry Groceries
Distributed to
6,141 Households

Distributed
25,000 articles
of clothing

5,000+
Volunteer Hours

SAVE THE DATE!

NJCO Annul Breakfast Event Rescheduled

Due to COVID-19 this year's Breakfast Event had to be canceled. It has been rescheduled for Tuesday March 16, 2021. Please plan to join us in celebrating forty plus years of service in the Reading community.

WINTER WARMTH CLOTHING GIVE-AWAY

For the second year in a row, New Journey hosted a huge clothing give-away. Sponsors and Volunteers for the event were Immanuel UCC, Queen City Diner, The Islamic Center of Reading, The City Thrift Shop, Blankets of Hope and One UCC. A total of 900 coats were collected and distributed.



ADDITIONAL HEALTH/WELLNESS SERVICES OFFERED

Latino Connection Powerful Women Health Wellness Initiative held two 8-week programs meeting twice a week.

Berks Hearing Professionals provided hearing screens referring those with issues to affordable care.

Reading Hospital Street Medicine Program met weekly providing medical diagnosis, treatment and referrals.

Tower Health Community Connections project referred patients presenting with food insecurity to our Food Pantry.

Berks Community Health Center and Reading Muhlenberg Career and Technology Center provide weight and blood pressure screenings

WISH LIST

As we move into our new fiscal year, the COVID-19 pandemic procedures will be continuing. We sincerely appreciate any contributions you would like to make. Our needs include:

- Food Items for the Grab &Go lunches
- Cloth Masks
- Gloves
- Peanut Butter and Cereal for Food Pantry Distribution
- New or gently used coats and jackets, jeans, shoes
- New socks or underwear



HELPING HARVEST FOOD BANK, TYSON FOODS AND NEW JOURNEY PARTNERSHIP

Through this collaboration Tyson delivers overproduced food product to Helping Harvest for storage and distribution to New Journey Food Pantry. When the delivery is more than New Journey needs, Helping Harvest delivers the rest to other Food Pantries in need. This partnership provides an abundance of meats which reduces our purchasing expenses.

DONATION DROP OFF IS EASY

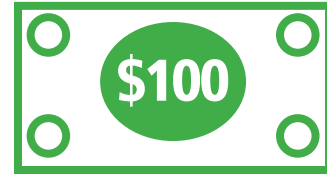
Food and Clothing donations may be made weekdays except Wednesdays from 9AM to 12:30 PM. Donations are accepted at the rear of our building at 138 South 6th Street, Reading PA 19602 by way of Pearl Street (a two-way alley) between 5th and 6th Street. Pearl Street can be accessed from Chestnut or Franklin Streets. Once on Pearl Street look for the black iron fence and drive up along the side fence to the side of our building (the church). Beep your horn and someone will be out to help you unload your donation.



A SANDWICH A DAY!

We are handing out an average of 230 lunch bags per day. The key staple in the bags is a fresh nutritious sandwich. We have been fortunate to receive sandwiches for these bags from businesses, churches, and neighborhood groups. Recognizing we will be continuing with outside lunch bag distribution indefinitely, please consider organizing a small group to make and wrap 200 to 230 sandwiches for our lunch bags. You will be making a day in the life of COVID-19 very special for the most vulnerable in our community. For more information contact Denise our Food Program coordinator at 610-375-3310. She will be delighted with your call and eager to set up a date.

STRETCHING YOUR DOLLARS



\$100 provides 55 meals or groceries for 12 households/families or 10 articles of clothing for 11 people.



\$500 provides 275 meals, groceries for 60 households/families or 10 articles of clothing for 55 people.



\$1000 provides 550 meals to 120 households and feed 110 people.

Board of Directors

Debbie Hartranft
 Terry Rismiller
 Mark Hahn
 Rich Carpenter
 Jane Moyer
 Marnell McCarthy
 Jenny Batista
 Michael Poole
 Ted Arentz

Fund Development Advisory Group

Debbie Hartranft
 Barbara Rosenzweig
 William G. Koch
 Rich Carpenter
 Matt Labe
 Thomas McMahon
 John Kramer
 Chris Kraras
 Pastor Jeff Raffauf
 Michael Poole

Partners

West Lawn UMC
 White Star Tours
 Axxess Industries
 Tower Health
 Michael & Nancy Poole
 Seth & Barbara Rosenzweig
 Brett & Tina Hatt
 William G. Koch Associates

If you are interested in becoming a New Journey Community Outreach Partner, contact Sue Krall at skrall@njcoinc.org or 610-275-2662.