CAH WELCOMES Two New EPIC Employees!

Felicia Thompson
A 2014 EPIC Graduate, Felicia has joined the EPIC Empowerment Institute team as an Education and Alumni Services Coordinator.

Antonio Chatman
A 2015 EPIC Participant, Antonio is now a Resource Assistant at the General Store. He will help with deliveries and donation pick-ups.

Upcoming
CLASSES & EVENTS

Home Buyer Education Workshop
Wednesdays - March 4-25, 2015
6:00-8:00pm
Macatawa Resource Center

EPIC Empowerment Skills Workshop
Mondays - March 16-23, 2015
5:30-8:30pm
Herrick District Library Auditorium

Home Maintenance Workshop
Wednesdays - April 15-May 6, 2015
5:30-8:30pm
Macatawa Resource Center

Holland/Zeeland Area CROP Walk
April 25-26, 2015

Post Office Food Drive
May 16, 2015

CG Golf Classic
May 19, 2015
Macatawa Legends

For more information, visit communityactionhouse.org/events

Community Workshop
EMPOWERMENT SKILLS

Twice each year, EPIC will facilitate the Empowerment Skills Workshop for the wider community and for CAH’s newest staff and board members. You are invited to join us for 6 evening classes at the Herrick District Library from Monday, March 16 – April 26, 2015.

The Empowerment Skills workshop uncovers the thoughts, emotions, mindsets, attitudes, and habits beneath our behaviors. It’s this internal landscape that either supports or sabotages our ability to sustain employment, complete education, maintain successful relationships, and achieve the quality of life we desire.

The Spring Empowerment Skills workshop will be facilitated by Gwen Robles, EPIC Training Manager and Lynn White, EPIC Empowerment Coach.

To register, contact Gwen Robles:
grobles@communityactionhouse.org
616-392-2368 (x126)
THANK YOU to our 2014 1,000 Pound Club Participants!

2014 Holiday Drive 1000 Pound Club
Blue Star Elementary - 2100 pounds **
Dallar Tree - 1600 pounds *
First United Methodist Church - 1500 pounds **
Good Shepherd Lutheran Church - 1100 pounds *
Hardeyaq Ministries - 1400 pounds *
Haworth Corporate Offices - 2600 pounds *
Hilmer's Chiropractic PC - 1315 pounds *
Holland West 6-7 School - 1800 pounds **
Holland College Athletic Department - 3500 pounds *
Janssen Farms Nursery - 4110 pounds **
Key Personnel - 1500 pounds *
Lakeshore Elementary - 1825 pounds **
Macatawa Bay Middle School - 2500 pounds **
Medi-Johnson - 4225 pounds *
Pine Creek Elementary - 1800 pounds **
SAR Holland - 1100 pounds *
Vanderbilt Charter Academy - 3500 pounds **
West Ottawa High School - 4500 pounds **
West Michigan Pediatric Dentistry - 1000 pounds *

2014 CAH Yearly Giving 1000 Pound Club
First Presbyterian Church - 7500 pounds **
Hope Church - 3400 pounds **
Maplewood Animal Hospital - 1100 pounds *
Peete Lutheran Church - 2400 pounds **
Third Reformed Church - 1510 pounds *

* = Number of years in 1000 pound club

Former WHS Student Continues TRADITION OF GIVING

During our recent Holiday Donation Drive, a young lady named Hannah VanKoeverd walked into Resource Manager Denny Oosterbaan’s office to make a donation. While speaking with her, Denny learned that she was a graduate of West Ottawa High School and that she had always participated in the annual ‘Stuff the Bus’ event held by the school’s students each December and was sad to not be able to participate in this meaningful way. So, she reached out to her family and friends on Facebook and asked them to donate their empty refundable cans and bottles to her so she could turn them in and make a cash donation to Community Action House.

She collected over 600 bottles and cans, and literally ‘beamed’ with pride as she handed him the envelope containing $63.01.

Hannah also requested that her friends and family donate unwanted clothing and other items in good condition which she collected and then donated to Community Action House Resale Stores. She now attends Baker College in Muskegon and continues the tradition of giving that she learned from her family and West Ottawa Public Schools. Thank you Hannah for your ongoing support of Community Action House and that we serve!

Blue Star Elementary
Donated 2100 pounds of food and personal care items on December 18th.

“Awesome, hard-working kids! They reached their goal so certain staff members got a ‘pie in the face’!”
Kathy Newhouse, Blue Star Elementary Coordinator

Haworth Corporate
Donated 2600 pounds of food and personal care items on December 10th.

Macatawa Bay Middle School
Donated 2500 pounds of food and personal care items on December 5th.

Lakeshore Elementary
Student council members donated 1,825 pounds of food and personal care items on November 24th (in the pouring rains).

North Holland Elementary
Student council donated 900 pounds of food and personal care items on November 25th.

Pine Creek Elementary
Donated 1300 pounds of food and personal care items on December 16th.

NON NONPROFIT #3 Be Market Driven By Mark Tucker, Executive Director

Being market driven is about serving our customers.

So... who are the customers of Community Action House? Ask a case manager, and the answer will be “our clients”. Ask a General Store employee, and the answer will be “the shoppers”. The development team will answer “our donors”. According to Steve Rothschild, Every nonprofit has many stakeholders with varied needs but a market-driven organization recognizes only one group as the customer. The litmus test to determine your customer is identifying which stakeholder “who more than anyone else determines your survival and success.” With this in mind, CAH board and staff members have worked diligently over the last year and a half to identify our customer.

The client was the first to be identified as our customer: no clients, no need for programs. No programs, no need to raise money. Being a learning driven organization, we began questioning the logic to support the client as our customer. Soon, the importance of the donor became increasingly clear – for without resources, we could not hire staff to deliver our services to our clients. Soon we were stuck: is the client or donor more important to CAH survival and success? Depending on the logic, both can be viewed as the customer. If the donor is on equal footing with the client as the customer, why wouldn’t the shopper at the General Store be essential to the agency’s survival and success as well?

The thought process of determining our customer is changing. Without clients there is no need to raise money, and without money, CAH cannot create programming that meets the needs of the community and people we serve. “The needs of the community” is an interesting consideration to emerge from our discussion, and brings us back to CAH’s purpose: Ending Poverty in Our Community and Helping Families Prosper. The purpose of an agency is what an organization strives to achieve. CAH is striving to improve the community through its purpose, and without a community to serve, CAH does not have a purpose to exist. The community as a whole is essential to the existence, survival and success of CAH. Therefore, CAH will differ from Rothschild’s assumption that a customer has to be just one group of stakeholders. Moving forward, the community is most likely to emerge as our customer, and is the market we’ll respond to in our efforts to achieve our purpose. Ending poverty in our community and helping families prosper will not be achieved by one group: it will take a community effort.