

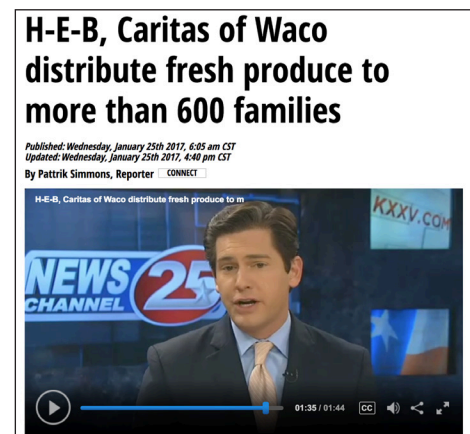
CURRENT MEDIA PRESENCE

LOCAL MEDIA

Hidden Treasures by Caritas of Waco has appeared in the local news lately due to the opening of the second store on Bosque Blvd. in Waco.



Caritas was also recently recognized as a Charity Champion, which are honored during Baylor University football games. KXXV also covered their recent fresh produce partnership with HEB.

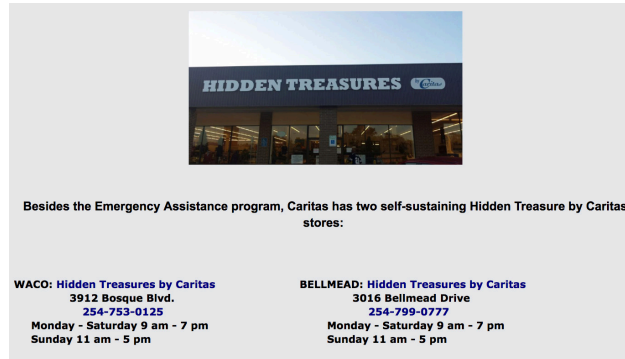


This publicity, along with the recent publicity surrounding the store opening, provides us momentum as we promote our back-to-school event.

CURRENT PR EFFORTS

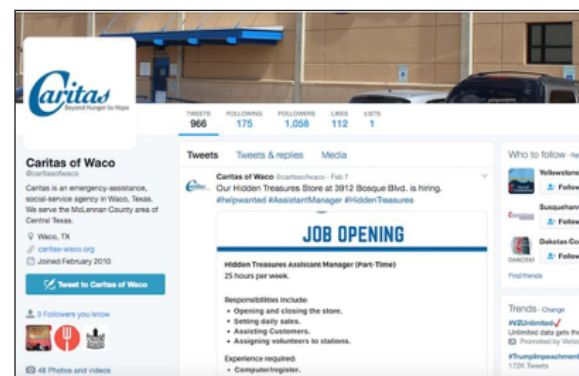
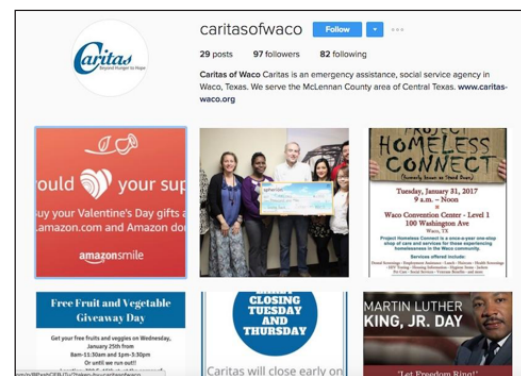
WEBSITE

The Caritas website offers helpful information about Hidden Treasures on a small section called "Thrift Stores," but it could better showcase the stores and expedite navigation if it used a "Hidden Treasures" tab on the homepage. Using the actual name of the stores would help promote the brand name and steer customers away from thinking of the high-end retail stores as thrift stores. Overall, the Caritas website includes valuable information, but it is not presented in an aesthetically pleasing way. Making the website more modern and easier to navigate could help drive more customers to the Hidden Treasures stores.



SOCIAL MEDIA

Hidden Treasures currently has two Facebook pages, one for each location. We plan to condense these into one page so customers receive consistent information and can see the items available at both stores. The more popular page has more than 2,000 likes. Posts typically include specials, sales and merchandise, and are effective as well as informational. However, the page could benefit from more consistent graphics with design that emphasizes a focal point or focused message. Many of the photos and graphics are too dark and not eye-catching. Posting brighter, more colorful photos could more effectively engage followers on social media and get people's attention.



Although Hidden Treasures does not have an Instagram or Twitter account, we plan to use the Caritas Instagram and Twitter accounts to advertise our Back-to-School bash. The current Instagram does well to advertise relevant events and news, but it tends to crop out words and people in its photos. Most posts only receive one or two likes, and the account has 99 followers.

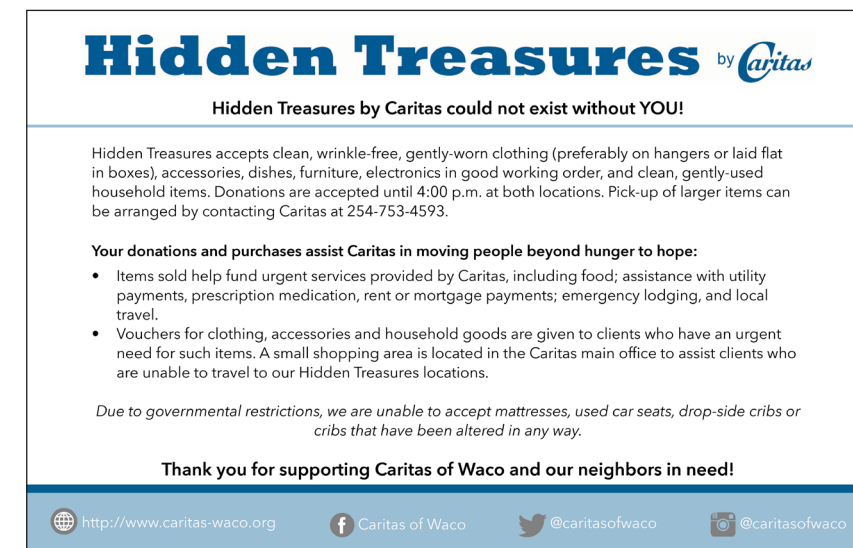
The Caritas Twitter account does well to retweet and connect with community partners, promote positive and relevant news, and even encourage complementary organizations and announcements. It has more than 1,000 followers, so it maintains a decent reach.

INFORMATION CARD

This information card is distributed at both Hidden Treasures locations and describes the donation process and the requirements for the items. Previously, it was sent to over 600 supporter households.



FRONT



BACK

Brochure

The following brochure is distributed by Caritas for general awareness purposes. It describes Caritas' mission and focus and lists the services offered.

OUR MISSION IS...
"to provide urgent support to people in need in our community."

Caritas helps anyone who has urgent needs, regardless of age, sex or ethnicity. The majority of recipients are residents of McLennan County, although there are no geographical restrictions to receiving services. Recipients are interviewed to determine their needs.

OUR VISION IS...
 "to eliminate hunger in McLennan County by providing direct services through our food pantry, as well as through advocacy, while working with other hunger relief programs in Central Texas."

Why Caritas Services Are Needed:

- Because nearly 30 percent of the people in Waco live in poverty.
- Because poverty affects the individual, the family and the community.
- Because children of poverty suffer physical, intellectual and emotional impairment.
- Because, together, we can give help and hope to those who have little.

FACTS ABOUT CARITAS...

Caritas of Waco is a 501(c)(3) not-for-profit charitable organization chartered by the state of Texas. Founded in 1967 by the Catholic Diocese of Austin, Caritas became an independent, ecumenical agency in 1979. All contributions it receives are tax-deductible.

Caritas serves individuals from all walks of life and backgrounds—from people who have experienced multi-generational poverty to those who have been affected by economic hardships.

Caritas is governed by a 15-21 member, multi-ethnic, interfaith Board of Directors.

The agency's staff is composed of 37 full- and part-time employees and 150-200 individuals who volunteer each month.

More than 90 percent of all donations to Caritas go directly to aid people in need.

Caritas receives support from individuals, businesses, faith communities, civic and social clubs, service organizations, charitable foundations and The United Way of Waco-McLennan County.



Caritas
Beyond Hunger to Hope

Monday – Friday
8:00 a.m. to 4:00 p.m.

300 S. 15th Street
Waco, Texas 76701

Phone (254) 753-4593 • Fax (254) 752-4434
caritas@grandcom.net • www.caritas-waco.org

Caritas
Beyond Hunger to Hope


How WE Help

URGENT ASSISTANCE
 Caritas offers support in the following ways:

- food, clothing and household items
- utility assistance
- prescription medication assistance
- rent or mortgage assistance
- emergency lodging and travel assistance

CASE MANAGEMENT
 In the fall of 2013, Caritas received a grant from the Rapoport Foundation to establish a Case Management program that helps clients identify and address obstacles in their lives that prevent them from becoming independent. Clients develop a plan of action and Caritas helps them achieve their goals. GED classes, assistance in applying for college admission and/or financial aid, job training opportunities and transportation vouchers are just a few of the many services offered to participants in the Case Management program. "Give a man a fish and you feed him for a day; teach him to fish and you feed him for a lifetime."

HELPINGS: SNAP OUTREACH
 HELPINGS assists clients with enrollment in the SNAP (formerly Food Stamps) program, as well as other state and federal assistance programs.



How YOU Can Help

THRIFT STORES
 Caritas of Waco operates thrift stores located in Waco and Bellmead. Both thrift stores are self-sustaining with excess revenues going to support Caritas services.

The thrift stores are open to the public for low cost:

- Quality clothing
- Household items
- Small and large appliances
- Furniture

STORE LOCATIONS

WACO 3912 Bosque Blvd. (254) 753-0125	BELLMead 3016 Bellmead Drive (254) 799-0777
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GIFTS-IN-KIND PROGRAM
 Caritas serves as the distribution center for products made available to local and statewide charities through the Wal-Mart Return Center located in Waco. Caritas receives, warehouses and distributes millions of pounds of charitable merchandise to food pantries and other nonprofit organizations. Agencies receiving these products are asked to defray Caritas' costs through a modest handling fee.

THE FEAST OF CARING is Caritas' major annual fundraising event. Held in the spring, it features a community-wide "Soup Cook-Off," silent and audible auctions, and an enjoyable evening to help support the work of Caritas.

THE SPRING ONTO SUMMER FOOD DRIVE is designed to obtain food to help feed hungry children during the summer, when they no longer have access to free or reduced-price school meal programs.

THE GREG MAY CARITAS GOLF CLASSIC is an annual fall "Florida Scramble" tournament hosting four-player teams with proceeds funding Caritas' urgent assistance programs.

FOOD FOR FAMILIES, sponsored by H-E-B, KWTX-TV, Boy Scouts of America and the Texas Army National Guard, is held each November and is the largest one-day food drive in Texas. Food collected is distributed among eligible pantries in McLennan County.

CONTRIBUTIONS of goods, services and manpower, as well as "in-kind" contributions, are of vital importance to Caritas. These contributions are as varied as the businesses, groups and individuals giving them:

- Financial support
- Food
- Office equipment/furniture
- Discounts on services
- Special fundraisers or donation drives
- Items for sale in the Caritas thrift stores
- Vehicles for resale
- Including Caritas in your estate planning

BECOME INVOLVED!
 Caritas offers a variety of ways for individuals and groups to volunteer their time, talents and resources to help people in our community who are in need of life's basics.

FOOD PANTRY
 Volunteers are needed to sort, stock and distribute grocery orders to Caritas clients. Volunteers are also needed to repack and bag food products to be distributed by the Food Pantry.

THRIFT STORES/WAREHOUSE
 Volunteers can sort donated items in the Caritas Thrift Stores and prepare them for sale. Volunteer groups are also needed to help in the Caritas warehouse.

CARITAS COMMITTEES
 Every Caritas committee needs fresh ideas and new members. Your service is needed in the areas of Public Relations, Client Services, Fundraising, Thrift Stores and Clergy/Congregational Relations.

For more information about any of these volunteer opportunities, please call our Volunteer Coordinator at (254) 753-4593.

