
A dark, monochromatic photograph of a road stretching into the distance. The road is flanked by a row of bare, leafless trees on the left and a field of grass on the right. The scene is shrouded in a thick, blue-tinted fog, creating a sense of isolation and melancholy. The road has a dashed white line down the center, which recedes into the distance.


Poverty is a lonely road



...lined with chains
of crisis and despair.

“Hunger is an invisible problem. It’s all around you... It may be your neighbors or the person sitting next to you at church. You won’t recognize they don’t know where their next meal is coming from.”

~ Bart Brown, Ozarks Food Harvest



*West Central Missouri
Community Action Agency
is dedicated to
empowering people to
make positive change by
coordinating and
administering resources.*

Our Mission

*West Central Missouri
Community Action Agency
strives to be the voice in our
communities and in our
governments for those most
in need.*

Moving people and communities from *poverty* to *possibility*

Advocate

Every individual and family deserves to have their basic needs met. No one should be afraid to dream, or plan for tomorrow - but that's what poverty does.

Poverty can't see tomorrow due to the barriers of today.

We invest in programs and services to help move people into better circumstances.

To increase our impact,
we must build our capacity.

We want all families in every community to live sustainable, healthy and prosperous lives.

Assist

West Central Missouri Community Action Agency has been a quiet giant for over 50 years, annually providing **food, job training, education, emergency assistance, housing, and early childhood education** to thousands.

Focused on helping individuals reach self-sufficiency, we have created a **new Community Development Corporation (CDC)** to **grow the wealth** of individuals and our communities.

The CDC will help local entrepreneurs **start new businesses** and support communities in **identifying and resolving local economic gaps**, building neighborhoods that thrive.

Advance

We are **creating social enterprises** and restructuring programs to **build capacity for individuals, community and the West Central Missouri region.**

Due to existing and proposed cuts in state and federal funding, we seek to **diversify our income**, with more unrestricted revenue available to meet needs identified within our communities.

Top 10 Needs* in West Central Missouri



Community Needs	Active Initiatives	Planned Initiatives
Affordable/Crisis Family Housing Options	X	
Homeless Assistance	X	
Affordable Health Care		X
Quality Child Care	X	
Decrease Child Abuse and Neglect		X
Transportation		X
Decrease Substance Abuse		X
Youth Education & Resources	X	
Employment Resources & Education	X	
Financial Management Resources & Education	X	

**Identified from West Central's 2017 Community Needs Assessment*

New Times, New Challenges

For 52 years, West Central has been at the mercy of state and federal resources, which are becoming increasingly limited. While the dollars decrease, the needs remain and are only increasing in rural America.

This is why we need your help.

You CAN make the difference.

We
Can't
Do It
Alone

"Thanks to the program, in five years I have turned my life around. I have a job and am on no other form of government assistance, the first time since birth." ~ Shelly

West Central's Impact

Type of Assistance in 2017	By the Numbers
Food Assistance (number served)	2,689
Elderly Food Boxes (prepared & distributed)	2,202
Pounds of Food Distributed	18,747
Energy Assistance (number served)	5,390
Volunteer Hours	90,099
Errands/Trips Provided to Clients	3,592
Senior Citizens (number served)	3,919
Individuals With Disabilities (number served)	4,799
Emergency Fuel or Utility (number served)	1,663
Infant/child Immunizations	592
Infant/child nutrition (number served)	683
Early childhood education/readiness (number served)	683
Youth programs (number served)	258
Safe affordable housing	559



Assisting and Advancing Communities

* Food Assistance: food pantries, preschool nutrition, and food boxes for senior citizens

* Transition services: food, shelter and long-term solutions for the homeless

* Youth mentoring programs

* Head Start Centers in 13 locations for hundreds of children

* Safe, affordable housing for families and the elderly

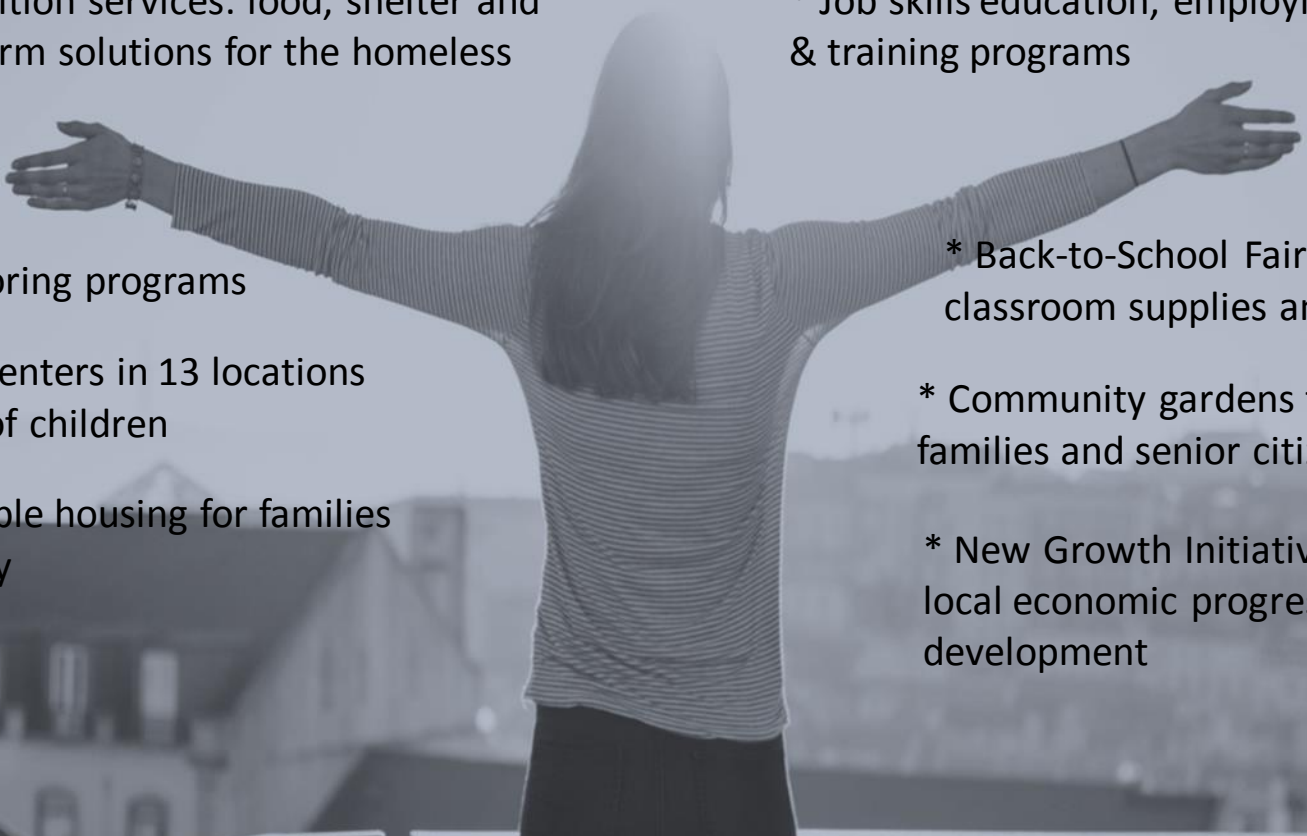
* In-home health services for elderly and disabled

* Job skills education, employment & training programs

* Back-to-School Fairs provide needed classroom supplies and resources

* Community gardens feed children, families and senior citizens

* New Growth Initiatives to stimulate local economic progress and development



*"West Central serves a variety of people from all walks of life, giving a hand up to positively uplift a life in need."
~ Melissa, former client*

Meet “Maggie”

A single mother with three kids, Maggie was without a job or home, and addicted to drugs.

She says “I felt hopeless, scared and lost. I couldn’t see a way out of the mess I had created out of my own life.”

Maggie found help, hope and healing through West Central’s varied programs.*

Now, she says “I’m so amazed how 13 years ago my life was so completely different...I worked hard to get here. How do you go from nothing to something, with a job, a house, a healthy, healed family?”

**Name has been changed to protect client’s identity*



**Not the actual client.*

“I did it with the help of West Central!”

~ Maggie

Path of despair

No child should go hungry

Everyone deserves a place to call home

Working parents should be able to make a living wage.

Small town decay can be reversed.

Elderly shouldn't be forced to leave their homes.

Small rural businesses deserve a chance to succeed .

Elderly shouldn't have to forego electricity to purchase medicines.

I
N

NEW GROWTH



O
U
T

Road to hope

Community Gardens feeding our families.

Homeless outreach and assistance.

Help low-wage earners to gain new job skills.

Work with our communities to find economic opportunities.

Utility Assistance for our elderly.

New Investments

2017 Major Giving Campaign

November 28-December 31, 2017

Goal: \$100,000 individual donations

Corporate Match Goal: \$100,000

Your donation will enhance and accelerate current and planned initiatives, addressing identified needs of individuals, families, businesses and communities.



How your Donations will Help



*New Times
New Challenges
New Investment*

NEW GROWTH

How to give:

Please visit us:

www.bit.ly/westcentralcares
to make your online
donation today!

*Your donation is an
investment, growing new
opportunities in West
Central Missouri.*



Mailing address:
106 W. 4TH Street
Appleton City, MO
64724



www.bit.ly/westcentralcares

106 W. 4th Street
Appleton City, MO 64724
660-476-2185
www.wcmcaa.org