



Transforming People  
and Communities

Community Needs Survey  
Board of Directors Feature  
Match Challenge  
Client Story  
Domestic Violence Awareness  
2020 Census  
Skills Enhancement Breakfast

## BOARD OF DIRECTORS FEATURE: SANDI MOORE



Sandi Moore was a counselor Fox Valley Technical College for 17 years until her retirement in 2014. She strongly believes that education is a major stepping stone to help people move out of poverty. Moore has been involved with

CAP Services for almost 25 years and said, "I guess you can call me a lifer. This is a great organization and I am proud to be part of it". Moore joined the Fox Cities Development Council (then the Advisory Board) in 1995 where she served until October 2018 when Moore joined CAP Services' Board of Directors as a community representative for Waupaca County. In 2014, Moore received the CAP Lifetime Achievement Gaylord Nelson Poverty Warrior Award. She loves CAP Services' philosophy of providing a hand up, not just a hand out.

Moore and her husband live in Iola with their two rescue dogs. When she is not serving CAP, Moore volunteers for ThedaCare Hospice, Iola Lioness, Hitterdahl Church and Waupaca County Suicide Prevention Coalition.

## WHAT IS THE GREATEST NEED?

### CAP Services' Community Needs Assessment results

CAP conducted its triennial needs assessment in 2019 to identify local needs and develop strategic goals for programming over the next three years. Paper surveys were mailed to low-income households in CAP's five-county service area (Marquette, Outagamie, Portage, Waupaca, and Waushara). Surveys were also available in both English and Spanish at CAP offices and community partner locations. Focus groups were conducted in two locations: for residents in rural Marquette County and for Hmong residents in Portage County. CAP staff and community partners received online surveys. All survey results were entered into a database for data collection and analysis. Both quantitative and qualitative data were collected as part of the needs assessment.

Key findings identified that residents in CAP's service area are struggling to make ends meet. The top five priority areas identified by the needs assessment were: not enough money to pay all bills; need better paying job; not enough money to respond to unexpected emergencies; need safe, affordable housing; and need full-time, year-round job. Due to limited finances, families may not be able to absorb expenses above and beyond their limited budget. One adverse incident can put them at risk. For example, inability to pay for car repairs can impact an individual's ability to get to work. A sudden loss of income due to a plant shutdown can put a family's housing at risk. Inability to pay a short-term medical expense can impact an individual's long-term health.

Key strategies for addressing the needs include increasing economic stability, advancing education and employment opportunities, and providing access to safe and affordable housing. CAP offers a variety of programs as strategies to address these needs, including the Skills Enhancement Program, Volunteer Income Tax Assistance, and rental housing. In 2019, CAP started a new initiative called, "Small Loans, Big Difference" to help people access affordable loan services that can build credit and/or provide debt consolidation. Small loans are a good way for individuals to build credit, avoid predatory lending products, and increase their financial stability and quality of life. CAP offers this program to residents in three of the five counties in our service area, with hopes to expand to all five counties.

Staff will continue to analyze the results of this assessment and explore new opportunities to accomplish CAP's vision that individuals and families have the capacity to achieve their goals and thrive in resilient, equitable communities.

# DOUBLE YOUR



## 2019-2020 MATCH CHALLENGE

CAP Services has partnered with the J.J. Keller Foundation to grow CAP's donor network, raise awareness of programs and attract new funds through a \$10,000 match challenge.

This match challenge was active from **September 23, 2019 - March 23, 2020**. For every new donor gift or an increase in a current donor gift J.J. Keller Foundation will match the amount up to \$1,000 per donation.

But we had a new year surprise by finding that CAP exceeded the match challenge **three months early!**

We would like to thank everyone who donated during this match, you have each brought us up to the challenge. We would also like to thank the J.J. Keller Foundation for the opportunity to partner with us in this match challenge.

## CLIENT FEATURE: LINSEY

### Completer of the Skills Enhancement Program

We are excited to have reached a milestone of 1,000 graduates from the Skills Enhancement Program in 2019. Linsey, who graduated in October, was officially recorded as the 1,000th graduate. Her story exemplifies the success we strive for all our participants to experience. Linsey is a single mother who was working, but struggling to make her family's budget balance each month. She knew that going back to school would be the best way to ensure her financial security through a higher paying job.



Linsey didn't know how she would be able to afford the costs associated with going back to school until she learned about the Skills Enhancement Program. The Program was able to provide financial assistance as well as encouragement, guidance and support while she balanced school, work and family. All her hard work paid off with a degree earned in the Surgical Technologist program at NWTC. She now has the skills and credentials she needs to work in her chosen field. She has started the next chapter of her life working in a hospital that provides her full-time hours, benefits provided by her employer, and an increase in her wage of \$11.92 per hour

## DOMESTIC VIOLENCE AWARENESS MONTH

October is honored as Domestic Violence Awareness Month.

CAP Services hosted various events to honor the individuals whose lives have been claimed by domestic violence and also to celebrate survivors. Thank you to our communities for their support and staff for their work to end domestic violence.

## PURPLE RIBBON WALK

October 1, 2019 - The fourth annual Purple Ribbon Walk was held at the Portage County Courthouse in Stevens Point. Each year, volunteers read the names of victims who passed away the year before and have their names displayed on flags that community members carry around the courthouse.

## SILENT WALK

October 17, 2019 - This event was in honor of those that lost their life due to domestic violence and to raise awareness within the Waupaca community.

## TRIVIA UNPLUGGED

October 26, 2019 - Teams of up to 10 players tested their pop culture and media knowledge with questions from Jim "The Oz" Oliva or WWSP 90FM's World's Largest Trivia Contest at UW-Stevens Point. All proceeds from this event benefited CAP Services' Domestic Abuse Outreach office in Waushara County which support domestic abuse intervention services, support groups and community response.





## PORTAGE COUNTY

2900 Hoover Rd.  
Stevens Point, WI 54481  
(715) 343-7500

## MARQUETTE COUNTY

222 N. Franklin St.  
Oxford, WI 53952  
(608) 296-2141

## OUTAGAMIE COUNTY

821 E. 1st Ave., Ste. 3  
Appleton, WI 54911  
(920) 986-6365

## WAUPACA COUNTY

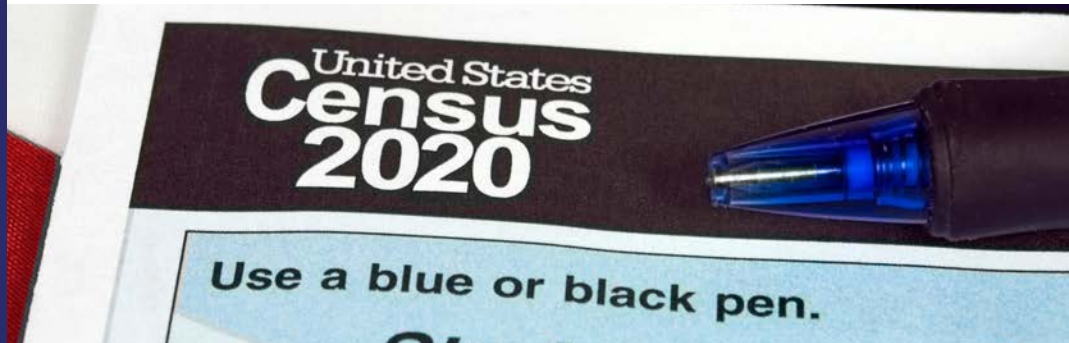
101 Tower Rd.  
Waupaca, WI 54981  
(715) 258-9575

## WAUSHARA COUNTY

205 East Main St., Ste. 12  
Wautoma, WI 54982  
(920) 787-3949

[capservices.org](http://capservices.org)

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## 2020 CENSUS

### What you need to know and what CAP is doing to assist

The census asks questions that provide a snapshot of our nation. Census results affect your voice in government, how much funding your community receives, and how your community plans for the future. Nearly every household will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker. Your responses to the 2020 Census are safe, secure and protected by federal law.

When you fill out the census you help:

- Determine how many seats your state gets in Congress
- Guide how more that \$675 billion in federal funding is distributed to states and communities each year
- Create jobs, provide housing, prepare for emergencies, and build schools, roads and hospitals

CAP's Hmong UPLIFT Coordinator, Phong Vang is serving on the Portage County Complete Count Committee and we have hired a Census Specialist to lead CAP's efforts to engage and increase participation by hard to count communities for the 2020 census.



## SKILLS ENHANCEMENT BREAKFAST

### Celebrating 1,000 student completers

On October 15, 2019, donors, supporters, participants and staff gathered at Gordon Bubolz Nature Preserve to celebrate 1,000 individuals who have completed the Skills Enhancement Program. The match challenge with the J.J. Keller Foundation was announced at the breakfast by Heidi Dusek of the J.J. Keller Foundation.

Laura Lehy, a Skills Enhancement Program completer, and a now business owner, shared her story of strength with our audience. We were also thankful to have Arletta Allen, a dynamic lifestyle speaker, share her powerful and moving story which left our audience inspired.

[View photos from the event here.](#)