

1/21/2001

A PERSONAL WORD FOR YOU from Mack McCarter

“Looking Back And Looking Ahead II”

Now that we have all emerged on the new side of the holiday season we are able to continue a clear look back across the days of the year 2000 and then see the launching pad that those days give us for the year 2001. This process is always as healthy as it is helpful. So let's look.

We here at SBCR had three major priorities as we entered the gates of the year just past. A commitment to excellence showed all of us first; the need to **strengthen and stabilize the model of renewal** which we were building together. Second: we had to **build the capacity of our resources**. And finally; we should **lay the foundation for our National Center For Community Renewal**.

To strengthen and to stabilize the model was our top goal for the year. And in our last issue I shared with you the strides that we were making in our three fold strategy to restore the caring infrastructure of our community through *The Renewal Team, The Haven House Plan, and The Internal Care Unit (ICU) Strategy*. (The progress in these three areas has been more than amazing. It has been stupendous! And as I said, we enter this new year with the possibility of breakthroughs in each of the strategies above. We are expanding in the quality of our delivery system and also in the number of persons who are joining with us in building caring relationships all across our community. The new neighborhoods of Allendale, Queensboro, and Bossier City which will be the focus of our new ICU initiatives mean new staff and new excitement for us all. It will be a great year to be alive. All of the details were ours to see in the last issue of *Renewal News*.)

But I promised you that I would share the other two major priorities with you and also our progress in 2000 and our prospects for 2001. The second of these needs followed automatically after the first. We could only strengthen and stabilize the our model of renewal if we could **build the capacity of our resources** to supply the support necessary to work and to grow. This translates into increasing the financial underpinning of the mission for renewal.

In 1999 we became aware that our growth had been so rapid that we had stretched our financial “supply lines” to the limit. (Just four years ago, as late as May of 1996, SBCR had only one full time employee. Me. Our Council of Directors was still meeting around my dining room table and we had a budget of \$90,000. But all of us were devoted to the vision of renewal. And within three years our work had grown commensurate with a staff of fourteen full time wonderfully skilled go-getters with a budget of over seven hundred thousand dollars! Whew!)

So 1999 was a defining year. The rubber band of financial supply was stretched to the limit by our explosion of service. We needed a solution if we were to be faithful to

our mission. And last year, 2000, we set about to **build the capacity of our resources**. This is obviously something that you cannot do alone, so we called upon the leadership of our Development Director, Karen Logan, who led us to reach out to the company of supporters within our community. So here is our second priority.

Building the Capacity of Our Resources

1) In January, Vernon Chance, the retired CEO of UOP graciously agreed to formulate a plan for sustained giving which will fuel the operations and growth of SBCR for years to come. With this excellent plan in hand, he also helped us recruit one of the finest group of volunteers in the community to see the plan through. We call this group, The Resource Development Team.

2) Doyle Pickett, President of Pickett Industries readily accepts the Chairmanship of the team and is joined by Jim Fritze, President of Red River Motor Company, (Individual Gifts,) James Blewett, Vice President of Citizens Bank, (Business/Corporate Gifts,) John Porter, CEO of Porter's Cleaners, (Church Support,) Burnadine Anderson, Public Relations, Caddo Parish Schools and Dixey Humphrey, (Organizations' Gifts,) and Claudia Oliver, Volunteer Extraordinaire, (Special Events.) This group was joined by Cody White, Blocker Thornton and Yul Taylor as members of the Leadership Council.

3) In March the "WE CARE" Campaign is launched and the result of their work is evident. Our support for 2000 was a record \$905,669.54!! And we are just getting started. ***Because of the dedication of this great group our Board of Directors has passed the budget for 2001 at a 1.4 million dollar level. We fully believe that we will be able to fuel the expansion of our work with three more ICU neighborhoods by funding the six persons and the programs necessary to carry the work to Allendale, Queensboro, and Bossier City. The great news is this: we already have commitments of over \$900,000 for 2001 in grants and gifts!! So long "mom and pop!" Also, our Resource Development Team has committed to a three year term and have produced an introductory video and a wonderful prospectus called, "SBCR - A Plan For Growth,"copies are available at The Strategy Center.***

4) Finally, recognizing that building capacity is hand in hand with fiscal responsibility, our second outside audit, conducted by Travis Morehart of Morehart & Co. duplicated our first audit by receiving an A-1 rating!! This is outstanding and we are proud of Brenda Thomas our Financial Director and Roberts, Cherry, & Co. our accounting firm.

We are building capacity because we recognize that we are dedicated to the proposition of measuring success one life at a time!! ***You*** count because you are a precious creation. ***You*** are an unrepeated and unrepeatable miracle. ***Thank you all*** for making this great adventure of conquering the night possible and stay tuned for the next issue of *Renewal News* as we describe our third priority of **Launching The National Center For Community Renewal**. God bless each of you and thank you for joining your hearts with ours. *Remember: For the work ahead, no gift is too large, and no gift is too small!!!*