

GSM

GOOD SAMARITAN MISSION  
WIMAUMA, FLORIDA



## Good Samaritan Mission Annual Report 2014



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## Executive Summary

The Good Samaritan Mission is a charitable, not for profit, 501(c)3 Christian ministry established in 1984. The Mission is dedicated to a holistic approach to enhancing the spiritual, emotional and physical quality of life of migrant farm workers and others living in poverty. We currently serve the community by offering “incentivized” adult education classes, social services assistance, a post-secondary scholarship program and Back to School and Christmas outreach events.

### Our Mission Statement:

Through knowledge, we inspire the community to find physical, emotional, and spiritual healing.

### Our Vision Statement:

To transform the world for Christ, one heart at a time.

### Seeds of Change Program:

In keeping with our holistic approach to helping those in need, the Seeds of Change was set in motion in 2009. Our goal: to equip and train individuals to lead healthy and purposeful lives.

Through the vehicles of mentoring, discipleship, apprenticeship, shadowing, technical training and other educational opportunities, this program is designed to lead individuals and families out of dependent lifestyles of subsistence and into strong, self-reliant habits and practices, becoming active members of their communities. Already we are reaping the rewards as students come back to help serve others by teaching, discipling, and working side-by-side with our volunteers and staff.



## Staff

**William (Bill) Cruz**, M.A., L.M.F.T. is the Executive Director of the Good Samaritan Mission. He has been the Executive Director since 2009.

**Theresa Cruz** is our Seeds of Change Director, currently working part-time (2 days a week). She has also been on staff at the Mission since 2009.

**Jennifer Daly** is our full-time Administrative Coordinator and Bookkeeper. She has worked at the Mission since 2011.

**Anne Madden** served as our Community Engagement Coordinator as an independent consultant from May through November 2014. She coordinated many events, focusing on fundraising, marketing, and community relations.

**Maria Molina** is our part-time Family Support worker. She works in the store helping students shop on Tuesday and also sees guests one-on-one to help them with services like Food Stamps, Medicare/Medicaid, unemployment, social security, etc. She also manages our financial assistance application process.



Maria, Theresa, Carolina (our Missionary visitor from Columbia), Jennifer & Bill



Jennifer, Anne and Bill

## Board of Directors

### The 2014 Board of Directors:

President: **Wayne Kindt** (Church of the Palms, Sarasota)

Vice-President: **Vern Dykema** (Hyde Park United Methodist Church, Tampa)

Treasurer: **Jim Workman** (Heritage United Methoist Church, Clearwater)

\*Secretary: **Lisa Rorrer** (Hyde Park United Methodist Church, Tampa)

Member at Large: **Drema Muller** (Hyde Park United Methodist Church, Tampa)

\*We are sad to report that Lisa Rorrer passed away on October 16, 2014. She will be missed by many.

## Community Advisory Committee

In June of 2014, a **Good Samaritan Mission Community Advisory Committee** was formed by Anne Madden in order to focus on ways to connect GSM with the surrounding community. Members of this committee will identify community resources and will help Mission staff to engage these resources effectively. The committee will also assist with project planning and generating new ideas for fundraising and marketing. The committee will make their recommendations to the Executive Director.

### The 2014 C. A. C. Members:

**David Brownlee** (Mission Increase Foundation)

**Alan Clark** (Gibsonton Business Owner)

**Fran Fabbro** (Local Bank Manager)

**Paul Olson** (Missionary, GSM Volunteer)

**Joel Walters** (Pastor, The Bible Fellowship)

**Anne Madden** (GSM Community Engagement Coordinator)

**Theresa Cruz** (GSM Seeds of Change Director)

**Bill Cruz** (GSM Executive Director)

## Volunteers

Good Samaritan Mission volunteers logged 5,200 hours in 2014. We absolutely could not do what we do without our dedicated volunteers. We have several volunteers who serve with us every week and we are so blessed to have several groups visit throughout the year as well. The following groups volunteered here this year:

**Agape Christian School**  
**Aston Gardens Assisted Living Facility**  
**Bells Shoals Academy Second Grade Class**  
**Bells Shoals Baptist Church Youth**  
**Bay Life Church Missions Group**  
**Christ Community Church Youth**  
**Clearwater Community Church Youth**  
**Crossings Church Life Group**  
**Faith Baptist Church Youth**  
**Feather Sound Church Youth**  
**Fishhawk Fellowship Church Youth**  
**Pass-A-Grille Beach United Church of Christ**  
**Progress Village Christian Academy**  
**Redeemer Presbyterian Church**  
**Suncoast Community Church**  
**Trinity Baptist Church Women**



Carolina Pineda, a young missionary, came to serve with us all the way from Columbia. Carolina spent 6 months in Riverview and was able to serve with us on a regular basis while she was here. She is pictured here (left) with Mary Jane Kulinna, one of our volunteer Sewing Instructors.

Friends of the Mission, Frank and Darlene, from Tennessee came to stay with us for two weeks in February. They helped us with many fix-it projects and were instrumental in getting our green house built.

Long-time friends, Paul and Karen Olsen from Arizona came and stayed with us for a week in March. They helped us get ready for the Salsa Festival. Pictured (right) is Paul sharing the gospel with a guest at the Salsa Festival.



We at the Mission are proud to offer countless ways for people to come and find their purpose.

## Partnerships

The Good Samaritan Mission is a member of both the ***Sun City Center Chamber of Commerce*** and the ***SouthShore Chamber of Commerce***.

We rent portions of our property to ***The Bible Fellowship Church***. Their Pastor and his family also rent the guest house from us and live onsite.

The Good Samaritan Mission was honored to be invited to participate in the Mission Fairs of the following churches: ***Feathersound Church, Bell Shoals Baptist Church, Church of the Palms, Heritage United Methodist Church, and Hyde Park United Methodist Church***.

***AMIkids*** in Wimauma are dear friends. We are able to share with them food for their kitchen and they have helped up with yard work and special event preparation. We also partnered with them to put on a successful Community Fish Fry Fundraiser in October.

We were able to share some of our frozen food with the ***South County Career Center Culinary Program*** when they had a freezer fail. We were also delighted to have their students make and serve the dessert at our Harvest Blessings Benefit Dinner.

The Mission was pleased to share God's abundance by giving food to ***The Bible Fellowship*** Kid's Club and VBS Programs, ***THORN Ministries*** in Riverview, ***Cavalry Lutheran Church (Community Cupboard)*** in Ruskin, ***Ministry of Hope*** in Lithia, and ***Pastor Abraham Joseph's Haiti Orphanage Mission***.

GSM is blessed by our partnership with ***Mission Increase Foundation***. Mission Increase Foundation draws upon a wealth of nonprofit experience to work directly with CEOs, board members, and the fundraising staff of ministries that are seeking to grow their organization.

***Krewe of Pair O'Dice*** in Tampa generously supports us through special events fundraisers, volunteers, food and toy drives.

Bill is a member of the ***Sun City Center Rotary Club***. The Rotary Club of Sun City Center is a group of business professionals and community leaders who commit their time to local and international service projects

GSM partners with ***Go Green Charity Recycling*** to recycle clothes and shoes as a fundraiser. We are paid 10¢ a pound for clothes and shoes placed in our bins. We have bins in 6 locations: at our front gate, Ana's Restaurant in Wimauma, Falcon Towing in Balm, AJ's Angels Learning in Ruskin, Sam's Club in Riverview, and the Sun City Center Chamber of Commerce.

***Sun Coast Community Health Center*** teaches health classes, provides health screenings to our students, and brings the Mobile Medical Bus to the Mission. In addition, they held a Health Fair for the community at GSM in November.

***InFaith Designs***, owned by our friend Mildred Molina graciously donates graphic design work for the Mission. Many examples of her work are featured on our communications.

## Financial Records for 2014

### Income:

Monetary Donations received: \$286,284 (both restricted and unrestricted)

Fundraising Events: \$18,995

Miscellaneous Revenue: \$2,769 (clothes and shoe recycling, oil lease revenue, fax and copier fees)

Rental Income: \$14,350

**Total Income: \$322,399**

### Expenses:

Program Expenses: \$46,017

Operations: \$101,249

Payroll: \$103,973

**Total Expenses: \$251,539**

**Net Income: \$70,860**

Financial records are reviewed monthly and annually by Sun City Accounting: David J. Gauthier, CPA. They also file annually on our behalf a Form 990 (Return of Organization Exempt from Income Tax).

We are in compliance with the Division of Consumer Services Solicitation of Contributions Act. Registration # CH36456. A copy of the official registration and financial information may be obtained from the Division of Consumer Services by calling toll-free (800-435-7352) within the state. Registration does not imply endorsement, approval or recommendation by the state.

Good Samaritan Mission sends quarterly giving statements to our donors and an annual summary of contributions for tax purposes.



## In-Kind Donations

More than 29,000 pounds of food were donated to the Good Samaritan Mission in 2014. The majority of these donations come from individuals, churches, businesses and civic groups. We also received donations from the following coordinated food drives: Feed the Bay, Caring Castle of Hope and the Letter Carriers' *Stamp Out Hunger* Food Drive. Donated food keeps our store shelves full for our students to shop every week.

Gordon Food Services donated approximately 10,000 pounds of food, paper products, and cleaning supplies.

Two area Publix stores donate bread and pastries every Monday, Tuesday and Wednesday.

We receive weekly donations of goat's milk from Judy Anderson and fresh produce from Rosen-Lesko Non-Commercial Farm.

Clothes and shoes donated to the Mission and recycled with Go Green Charity Recycling brought in revenue of \$2,300.

Gifts- in- kind donations are acknowledged with an official receipt and contributions of goods are deductible for income tax purposes to the extent allowed by law.



## Grants Received in 2014

**Walmart Foundation** granted us \$500 to purchase tables for special events in May. We purchased 4 six foot and 4 eight tables to be used for teaching classes and special events.

**Bi-Lo Winn-Dixie Foundation** awarded us a grant of \$10,000 in November for the establishment and growth of our upcoming Farmer's Market.

**The Junior League of Tampa** awarded us a \$2,500 grant in November to purchase tables and chairs for our Adult Education Classes.

**The Interfaith Council of Sun City Center** awarded us 2 grants in 2014.

In April, \$10,000 was received for and air conditioner replacement, copier expenses, a new lawn mower (pictured right), and newsletter printing expenses.

In November, we received \$7,500 to go toward the purchase of a new vehicle.

As always we are grateful for the generous support of the Interfaith Council.



**The Community Foundation of Tampa Bay** blessed our Back to School Event with a \$7,000 grant for us to purchase backpacks, supplies, food, and hygiene items. Pictured below are volunteers from Pass-A-Grille Beach United Church of Christ serving lunch at our event.



## Fundraising Events

### Harvest Blessings Benefit Dinner

Our Annual Harvest Blessings Benefit Dinner was held on November 14, 2014. The event raised \$5,800 and was very successful in bringing new faces to the Mission to learn about our vision. Steve Overton was the featured Master of Ceremonies. Dinner was catered by Ana's Restaurant in Wimauma and dessert was provided by the Culinary Program at South County Career Center.



Several sponsors were instrumental in the event's success.

**Table Sponsors:** Welch Tennis Courts, Inc., Directed Capital, LLC, Munoz & Company CPA PLLC, South Bay Title Insurance Agency, Hyde Park United Methodist Church, Hillsborough Community College, Suncoast Credit Union, Larry and Anne Guastella, InFaith Designs, Bay Life Church, and Eisenhower Property Group, LLC.

**Dinner Sponsors:** Council Growers, Inc., Port Tampa Bay, Commerce Title Services, Inc., Blue Ibis Consulting, David Madden, Weichert Realtors – Yates & Associates, SunHill Medical Center, Dawn & Paul Shalda, Legal Shred, Christ Community Church, Ana's Restaurant, Molloy & James, Champion Self Storage, SouthShore Chamber of Commerce, A. C. Lifts & Welding, McCall Field Services, American Momentum Bank, South County Career Center Culinary Program, Robert Hunter Sustainable Solutions Chet & Karen Marmon, Sun Towers Retirement Community, 7<sup>th</sup> Inning Stretch, A-Plus Heating and Air Conditioning, Robert A. Bauman, P. A., and South Bay Hospital.



## Fundraising Events (continued)

### Family Salsa Festival 2014

Our 2<sup>nd</sup> Family Salsa Festival was held on March 29. This wonderful community event was organized by Anne Madden and was a great success raising almost \$2,400. We featured entertainment, food trucks, vendors, games, community agency representatives, and a salsa recipe tasting competition. Despite a rain storm that closed the event early, we had a successful and fun day. Our sponsors for the Salsa Festival were Champion Self Storage, Kids R Kids Southshore, Railroad Industrial Credit Union, South Bay Hospital, Service Alert A/C & Plumbing, David Madden, Realtor, Christ Community Church, Larry and Anne Guastella, Krewe of Pair O'Dice, Scott & Yvonne Painton and Saxony Farms.



### Mystery Party

On June 28, Good Samaritan Mission hosted a Mystery Party at the Hilton Garden Inn in Riverview.



Our friends, Rosie Korfant, Debi Sanguedolce, Paul Shalda, Zina Lucas and Charlie Tash along with our Executive Director, Bill Cruz volunteered to play the sneaky suspects in the *I Loathe a Parade* Mystery. The attendees were able to participate in solving the mystery and eventually figured out "whodunit". The Mystery Party raised \$240 and introduced GSM to several people in our community.

### Macy's Shop for a Cause

We participated in Macy's Shop for a Cause program in August. Macy's provided us with shopping passes to sell for \$5 each. Those who bought passes received 25% off when shopping on August 23. This fundraiser earned \$280 for the Mission.

## Fundraising Events (continued)

### Honorary Mayor Race of Sun City Center

In August, Rosie Korfant selected Good Samaritan Mission as her charity of choice for the Honorary Mayor's Race of Greater Sun City Center. A dual fundraiser for the Mission and the Chamber of Commerce, the race promotes wonderful community relations. Rosie held several wonderful events to get out the vote! Our portion of the fundraiser was over \$540.



### Ladies Tea Party

On February 15, our community was invited to participate in a very special tea party to benefit Good Samaritan Mission. The event took place in the banquet room of the Sun City Center Chamber of Commerce. Attendees were treated to a selection of gourmet teas, sweet and savory refreshments and a silent auction. The program included special entertainment provided by *Ryan Hughes and the To Be Determined Band*. In addition to being a wonderful fellowship occasion, this event raised over \$1,600.



### Community Fish Fry

On October 16, we partnered with *AMIkids* (a group home for at-risk boys in Wimauma ) and held a Fish Fry Fundraiser. We supplied the food, the facility and help with the planning. The boys themselves, staff and board members of *AMIkids* did the hard work of set-up, cooking, serving and clean-up. The event was a wonderful example of a great partnership and pooling of resources to benefit the community. We raised over \$1,600 that was split evenly between the Good Samaritan Mission and *AMIkids*.



## Adult Education Program

As part of our Seeds of Change Program the Mission holds weekly adult education classes. Each class is usually ½ hour long and at the end of class each student receives a token. This token is turned in at La Tiendita (The Little Store) for a grocery bag that may be filled with food and toiletries of the student's choice. Students may also choose to save their tokens for our Christmas Blessings event, share them with friends and family or keep them for a time of greater need.



1 class (½ hour)



1 token



1 grocery bag



The following classes were taught in 2014 by GSM staff and volunteers:

**Bible Class** (taught in Spanish)

**Healthy Lifestyles Class** (taught in English)

**Learn the Basics of the Bible** (taught in English)

**English as a Second Language Class**

**Literacy Class** (taught in Spanish)

**Sewing Class** (taught in both English and Spanish) \*Sewing classes are taught on Mondays and are typically 4-6 hours long.



## Adult Education Program (continued)

The following organizations made presentations or taught classes to our students:

- Alzheimer's Association** – memory screenings, support & awareness information
- Suncoast Community Health Centers** – various free health screenings on-site
- University of Florida (Hillsborough County Extension)** – health and nutrition
- Hillsborough County Sherriff's Department** – gang prevention
- Are You Safe, Inc.** – domestic violence awareness and prevention
- Equal Employment Opportunity Commission** – workers' rights information
- Hillsborough Public Library** – library offerings and program information
- Florida Home Partnership** – housing rehabilitation information
- Hillsborough County Fire Rescue** – fire safety, free smoke detector program information
- University of Florida (Hillsborough County Extension)** – financial literacy resources
- Lifepath Hospice** – hospice services and grief counseling
- Walkwise Tampa Bay** – pedestrian safety
- Gideon's International** – testimonials and evangelism
- Career Source Tampa Bay** – employment opportunities and job search resources
- Occupational Safety and Health Administration** – workplace safety
- C. A. R. E. Animal Shelter** – pet care information and education on low-cost spay/neuter programs
- Visions of Hope** – domestic violence awareness and prevention
- Florida Division of Vocational Rehabilitation** – career counseling for those with disabilities
- TD Bank** – financial literacy resources
- Mind Your Manners Etiquette School, LLC** – employability skills and resources
- Cadence Bank** – financial literacy resources
- Red Cross** – disaster preparedness and other safety topics
- Walgreens** – free flu shots
- Safe Cycling** – cycling safety
- South Bay Hospital** – health education for children
- Humane Society of Tampa Bay** – education on responsible pet care
- Directions for Living** – parenting topics including building self-esteem in children, discipline vs. punishment, teaching at home, safe sleep, coping with crying and water safety
- True Couponing** – couponing tips



## Gratitude Program

We recognize that not all people are able to attend our classes due to scheduling conflicts or time constraints. For these people we offer a Gratitude Program. For every ½ hour that a person volunteers we give them one token. This helps to keep our operational and payroll costs down and lets people earn food and toiletries for their families while keeping their dignity intact. Several cleaning jobs, yard maintenance, and food pantry tasks are accomplished by these hard-working volunteers every week.



One of our gratitude volunteers unloading donated bread.

## Emergency Program

For those that are unable to volunteer in our Gratitude program because of their circumstances, we offer emergency assistance. In addition, we provide emergency assistance in the form of food, toiletries, financial assistance, and grocery store gift cards to families that are referred to us by community agencies, area schools and hospitals. As part of our Emergency Program, we have a family support worker on staff who assists families with Medicaid applications, food-stamp applications, unemployment, immigration, and housing concerns.



### Education Program 2014

- 2,711 tokens redeemed
- 2,339 hours of classes attended
- 1,742 families served



### Gratitude Program 2014

- 253 tokens redeemed by volunteers



### Emergency Program 2014

- 16 families provided with emergency food and toiletries
- \$1,100 given in emergency funds for utility bills



## Garden Program

Our garden supplies our food pantry with fresh produce every week during our growing season. Good Samaritan Mission grows kale, lettuce, tomatoes, eggplant, onion, swiss chard, peppers, herbs, and okra.



## Back to School Outreach Event

The Good Samaritan Mission's Back to School Outreach Event took place on Saturday, August 9, 2014. We had 547 people attend the event as registered guests. Of these, 246 were elementary aged children and 137 were middle or high-school aged children. Each of these (383) children received a backpack, hygiene items and school supplies. We were able to supply backpacks and supplies to Wimauma Elementary School and Beth Shields Middle School. The event also featured lunch, cupcakes, puppet shows, crafts by Home Depot, face-painting, carnival games and prizes, haircuts and mini-manicures. Several vendors were also on hand to provide information on the community resources that are available locally. Not only did the families receive backpacks that day, but our vendors were able to provide them with resources that will be helpful for the entire school year. Backpacks, supplies, hygiene items and lunch were funded by a grant from the Community Foundation of Tampa Bay.



## Christmas Blessings Outreach Event

Our annual Christmas Blessings Outreach event was held on December 13, 2014. Our Adult Education students were able to save tokens and use them to “purchase” toys at the event. For those who are not able to attend classes, their children were pre-registered and received 5 tokens per child. Each toy was given a token value and our guests shopped for toys and bicycles with their tokens. 577 children were registered, 3279 tokens were redeemed, and 70 volunteers helped at the event. Even without our major sponsor this year, the community came together and donated thousands of toys for this event.



## Scholarship Program

With the financial support of Hyde Park United Methodist Church, GSM provides post-secondary scholarships to deserving students in need. We are currently helping 16 students with tuition assistance. We make available \$1,000 to each student annually until they graduate from college.

The following students are currently receiving annual scholarships:

**Iyari Villanueva** is currently pursuing a Radiography degree. She plans to graduate May 2015 from Hillsborough Community College (HCC).

**Mireya Galvan** is currently pursuing her Dental Hygiene certification from Hillsborough Community College; she plans to graduate in May 2015.

**Emma Silva** has graduated with an AA degree from HCC. She is currently pursuing her Elementary Education degree at USF and hopes to graduate August 2016.

**Lizbeth Sanchez** is working towards being accepted into the Veterinary Technology Program at Hillsborough Community College.

**Tyler Sierra** is studying physical education and law at Wor-Wic Community College.

**Marissa Lagunas** is currently pursuing a criminal justice degree from Hillsborough Community College. She is planning to graduate December 2014 with her Associates Degree. Pictured right is Marissa in 2012 when she joined the program.



**Gloria Reyes** plans to graduate from HCC with her Associates Degree May 2015 and then pursue a Public Health degree from USF. She is pictured left with her family in 2013.

The following students from Lennard High School were awarded scholarship in the fall of 2014:

- Paulina Acevedo** (St. Leo University)
- Darron Daniel** (University of Florida)
- Elizabeth Garcia** (HCC)
- Rebecca Knowles** (University of Florida)
- Kaitlyn MacDonald** (HCC)
- Chrystianne Mendez-Albino** (University of North Florida)
- Carleigh Rodriguez** (HCC)
- Alicia Santiago** (HCC)
- Daisy Solis** (HCC)

## Summer Movie Nights

GSM held Family Movie Nights in May (*The Croods*), June (*Frozen*), July (*Surf Ninjas*) and August (*Bolt*). Pizza and popcorn was served and we had a great time providing area families a fun, free summer activity. Bill took the opportunity to teach a short lesson about character after each movie.



## Media and Communications

The Good Samaritan Mission communicates with donors, volunteers and partners in several ways.

### Website

The Mission operates several websites. Our main website is [www.gsmission.org](http://www.gsmission.org) and features basic information about the Mission, our current needs, volunteer opportunities and details about upcoming events. This site also contains links our special event sites, such as the Family Salsa Festival, the Harvest Blessings Benefit Dinner and Back to School and Christmas Outreach Events.

### The Messenger

We publish a newsletter called *The Messenger* three times a year that is mailed to 650 of our friends in February, June and October.

### E-Newsletter

Every month we sent a newsletter by email to 1,100 of our contacts using *Constant Contact*.

### Press Releases

Our Community Engagement Coordinator sent out several press releases to media contacts to let them know about all the special events and happenings at the Mission throughout the year.

### Social Media

GSM has a social media presence on Facebook, Instagram and Twitter.

