



**cam**  
christian  
assistance  
ministry

## 10 year Strategic Vision

The **Mission of CAM** is to *share the love of Christ by providing immediate assistance and encouragement to people in crisis*. CAM's focus is to be **the emergency room of social services** by providing help to individuals with serious systemic issues, one time crisis or those who simply need mercy. Our combination of immediate resources, coupled with a personal interview process and a referral is unique and critical to low income, working poor, mentally/physically ill, and homeless individuals. CAM is also offering hope and the Grace of Jesus Christ. We are a one of a kind nonprofit leveraging \$1 for every dollar raised.

- **Raise awareness—Utilizing our highly visible downtown location** as a means to promote the mission and provide a resource to the community for helping those in need (increasing dollars, gaining new supporters, new member churches and improving our services through property improvement)
  1. McCullough Ave Consortium (working with our local businesses and developers along McCullough as our neighborhood changes and leveraging this opportunity to help those in need)
  2. Change our present exterior and interior of downtown property so that it can continue to serve for 40 years and be a hub for expansion
  3. Create a space that volunteers and donors can access 7 days a week and that is viewed as a community asset to making a difference
- **Increased services (more dollars) and bring services to the clients**—expanding our reach through **satellite or mobile locations** throughout the city while increasing what it means to serve (increased dollars for services, Program Coordination) and increased locations through the model of using shared space with a church or nonprofit.
- **Recognized experts**—Create a reputation that CAM is a voice for those experiencing crisis and is working with churches, nonprofits and the community to be a leading expert and a voice for those who often don't have one. **This would result in increased participation of churches, increased partnerships with nonprofits and an overall increased community awareness. More Served.**
- **Replicable**—CAM will become a replicable resource for this type of ministry for churches—sort of a “ministry in a box”. We will develop a way to share how we operate, help other churches create similar helps and have a means to train and provide tangible resources for expansion of services where we cannot co-locate. **All of this results in more people getting help by leveraging resources, dollars and in-kind donations.**

*"When you harvest the crops on your land, do not cut all the way to the corners of your field. Don't pick up the grain that falls on the ground. Leave it for the poor..." Leviticus 23:22*

CAM's Corner at 110 McCullough  
The parkway of light...



Improvements to CAM's exterior and interior would create a space and a hub for serving that will increase volunteers, donors and our ability to serve more and better at this location and in the community.

In addition, we hope that it will be a testimony for those entering this new urban living and working area that the "body of Christ" has a real presence in the lives of our community and that there is a place for respite and care. Furthermore that the City cares for great art, great urban development, great work and **great help for those in need.**

We want CAM's corner to send a message that we have left part of our Harvest for those in need. Like the scripture in Leviticus about harvesting your wheat field; that for someone seeking help, they see by this symbol and our actions, that God has answered their prayers.