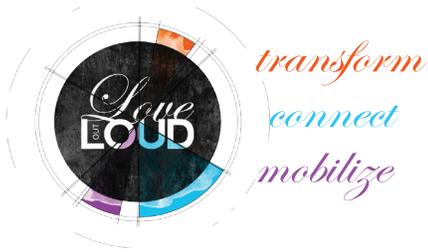




2020 CASE FOR SUPPORT



# the story of love out loud

Chuck leads WS First Staff & other city leaders brainstorm new approach to celebrating Christmas: **Christmas for the City**

30 days of service called



Chuck released of on-campus WSF responsibilities to fully focus on **city engagement**

Pivotal years in increasing nonprofit and church partnership across the city.

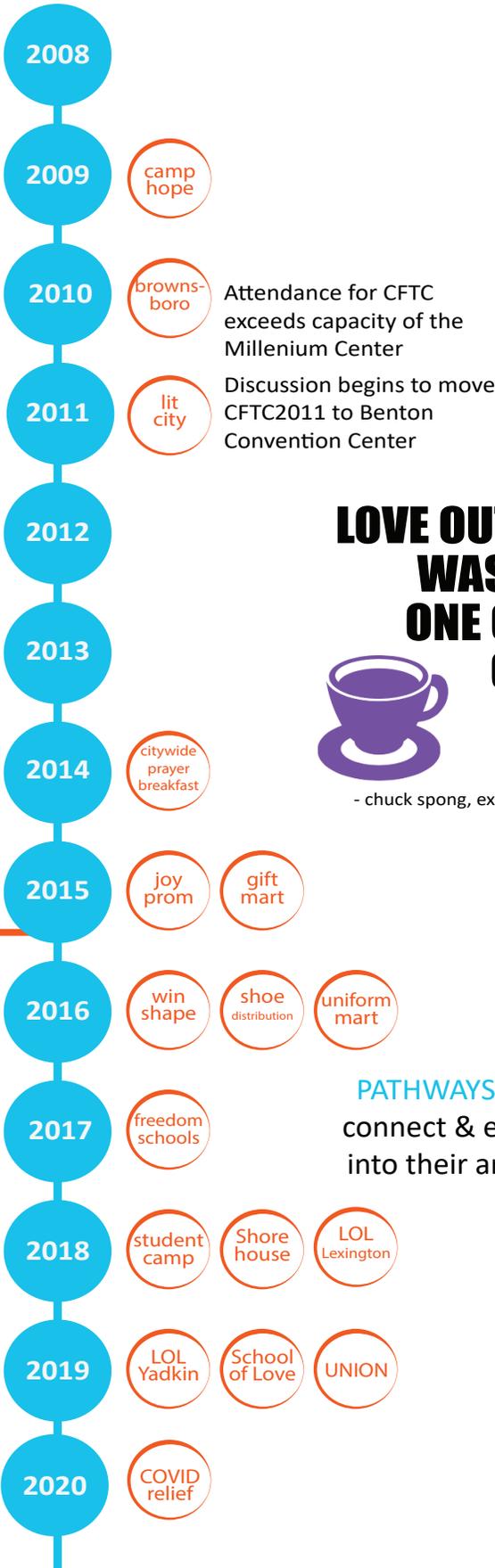
Love Out Loud becomes an independent 501(c)3 forms board, and Chuck and Love Out Loud are released to the city

## First Vision Dinner & Hires Partnership Director

Continued growth through partnerships with other agencies and churches

**BASE** launches as technological support **connecting** and **mobilizing** individuals

Broad network of nonprofits, faith-groups, and community partnerships engaged to distribute masks, food, and supplies to individuals in need of relief due to COVID



**LOVE OUT LOUD WAS BUILT ONE CUP OF COFFEE AT A TIME**



- chuck spong, executive director

**CFTC**  
42 Churches  
1,200 Volunteers  
10,000+ Attendees

**PATHWAYS** launches to connect & engage people into their areas of calling

**CFTC**  
80 Churches  
1,200 Volunteers  
10,000+ Attendees

LOVE OUT LOUD IS A NON-PROFIT ORGANIZATION PURPOSED TO  
TRANSFORM OUR CITY WITH THE LOVE OF JESUS BY  
CONNECTING AND MOBILIZING ITS PEOPLE AND RESOURCES.

Love Out Loud represents an ever-expanding network of churches, businesses, non-profits, and individuals living out Jesus' call to love our neighbors by partnering with other local community organizations for the flourishing of our city.



Love Out Loud operates through the stewardship and energy of Chuck Spong and a strong team with a passion for seeing that targeted needs within our community are efficiently and effectively met through partnership, alignment and focused mobilization.

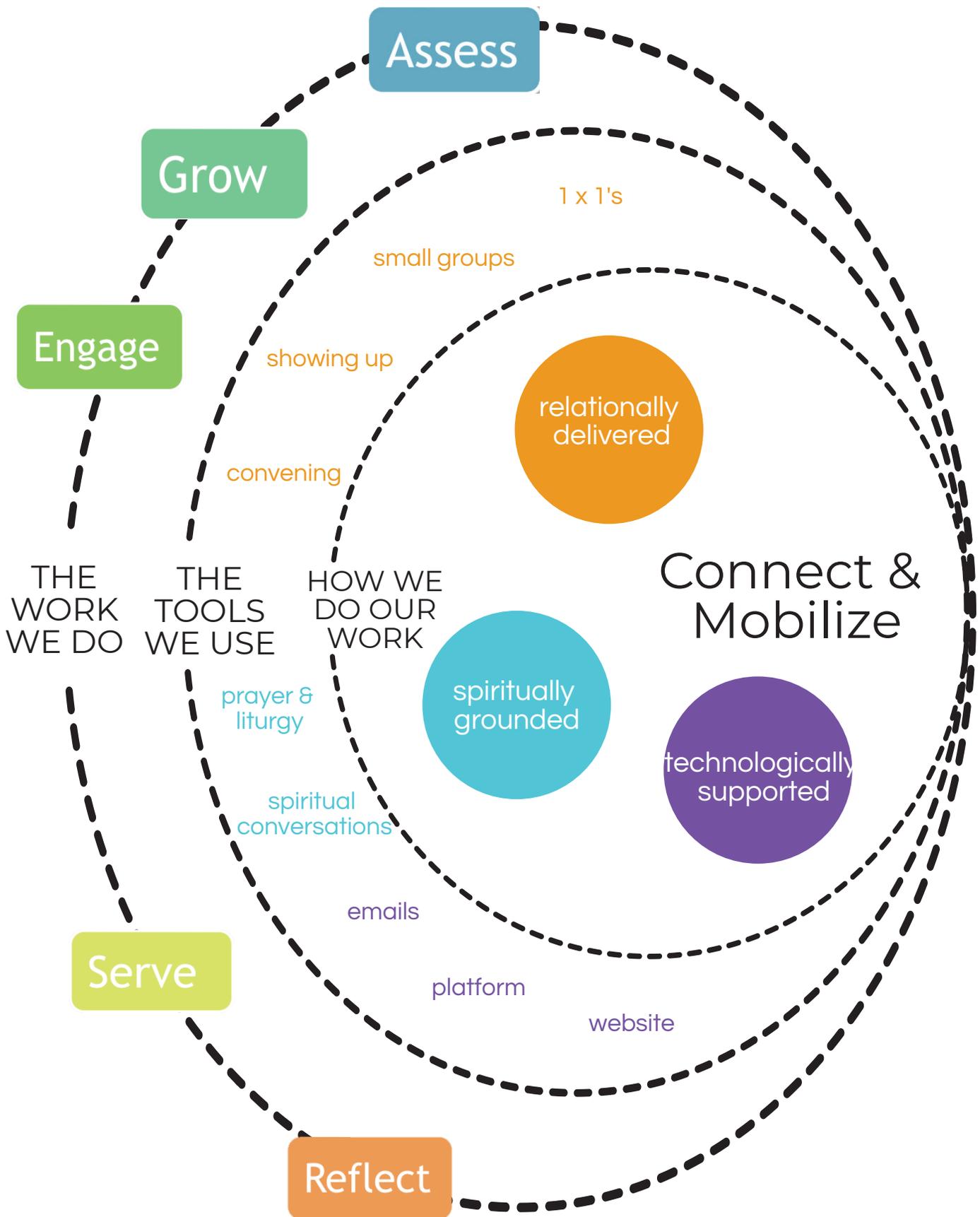
As demonstrated by the widely diverse community elements coming together to stage Christmas for the City, the breadth of Love Out Loud's organizational reach is impressive. The current operating budget is a modest \$400,000 annually, the balance sheet is sound with no debt, and a strong board of directors oversees the work. Begun over a decade ago, Love Out Loud is poised for growth and experiencing significant momentum.

**LOVE OUT LOUD BOARD**

- Todd Chase, *Chair*
- Carmen Palmer, *Vice-Chair*
- Leonard Robinett, *Treasurer*
- Giorgio Hiatt
- Derek Hicks
- Vivian Perez-Chandler
- Matt Ravish
- Gloria Samuels
- Juan Suarez
- Terry Williams

**LOVE OUT LOUD STAFF**

- Chuck Spong, *Executive Director*
- Liz Miller, *Partnership Director*
- Tonya Monteiro, *Relationship Director*
- Santiago Ramos, *Navigator Lead*
- Roonie Craig, *Bookkeeper*
- Christie Williams, *Chief Catalyst Officer*
- Marc Madrigal, *Community Organizer*
  
- TJ Sigler, *Love Out Loud Yadkin Director*



Tracing our roots back to the first Christmas for the City in 2008, Love Out Loud has built a strong collaboration of churches, nonprofits, businesses and other civic organizations for over a decade now. The breadth of this relational network and a strong understanding of their work uniquely positions Love Out Loud to broker the relationship between volunteer and the vast number of compelling service opportunities throughout our community.

The Love Out Loud staff and team focus their efforts across four major initiatives:

### Pathways

Pathways is a process to match community volunteers across the love Out Loud network with areas of service customized to their strengths, passions and season of life, supported by a strong technological platform (BASE), a highly relational delivery model (navigators) and a spiritually-grounded approach.

### Christmas for the City

CFTC is a twelve-year gift to the city that draws over 12,000 attendees across all social strata to celebrate Christmas and empowers 1,200 volunteers in partnership with 95 businesses, 83 churches and 64 non-profits.

### Volunteer-Led Programs

Often known for large-scale efforts such as Gift Mart, Joy Prom, LIT City, and WinShape Camp, Love Out Loud provides the infrastructure, tools and network for citywide efforts that are powered by passionate volunteer leaders who bring together a wide cross-section of the city around shared work.

### Non-Profit Resource and Umbrella

Increasingly, Love Out Loud is serving as a 501(c)3 fiscal sponsor and accelerator for emerging, innovative local service initiatives.

We are deeply grateful for the continued partnership of many churches, individuals, and businesses as we head into our sixth year as a 501(c)3 and our thirteenth Christmas for the City. We are honored to serve the whole community in transforming our city with the love of Jesus by connecting and mobilizing its people and resources!

--

Chuck Spong and the Love Out Loud  
Board and Team

Don't ask yourself  
what the world needs,  
ask yourself  
what makes you  
COME ALIVE,  
and go do that.  
Because what the  
world needs is more  
people who have  
come alive.  
Howard Thurman



# pathways

find your passion - find your purpose - find your place

[loveoutloudws.com/pathways](http://loveoutloudws.com/pathways)

Pathways, the central work of Love Out Loud, serves as a catalyst to connect and mobilize large groups of church attendees and community members (the un-invested 80% of the 80/20 Pareto Principle) from a position of *I want to help, but don't know how* to a place of *I'm actively engaged in meaningful service in an area I'm passionate about that's transforming me and lives in my community.*

Pathways supports Love Out Loud's "mobilization mission" by intentionally guiding people through a process of personal assessment, coaching, and training while leveraging the broad network of relational trust and equity Love Out Loud has built across the community over the last decade (the "connecting" aspect of its mission).

This well-defined process helps people find their right "service fit" by connecting them with resources, relationships, and tools that enable them to match their unique gifts and abilities to opportunities that both affirm their personal calling and positively impact our city.

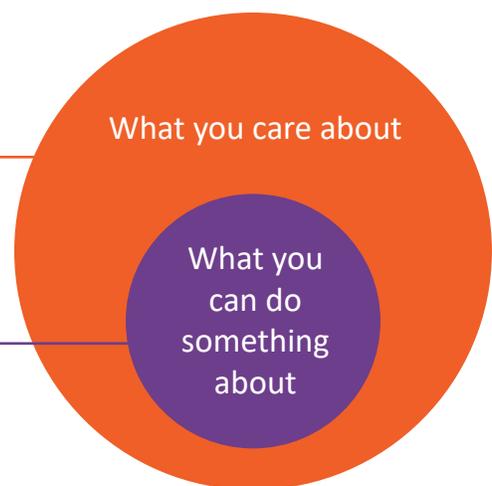
Throughout the year, Love Out Loud hosts multiple large gatherings and events designed to engage people in our city in serving our community. Out of those large common events, Pathways provides volunteers with next steps: **a purposefully-designed process to connect people to the unique service opportunity that fuels their passions and fulfills their calling.**

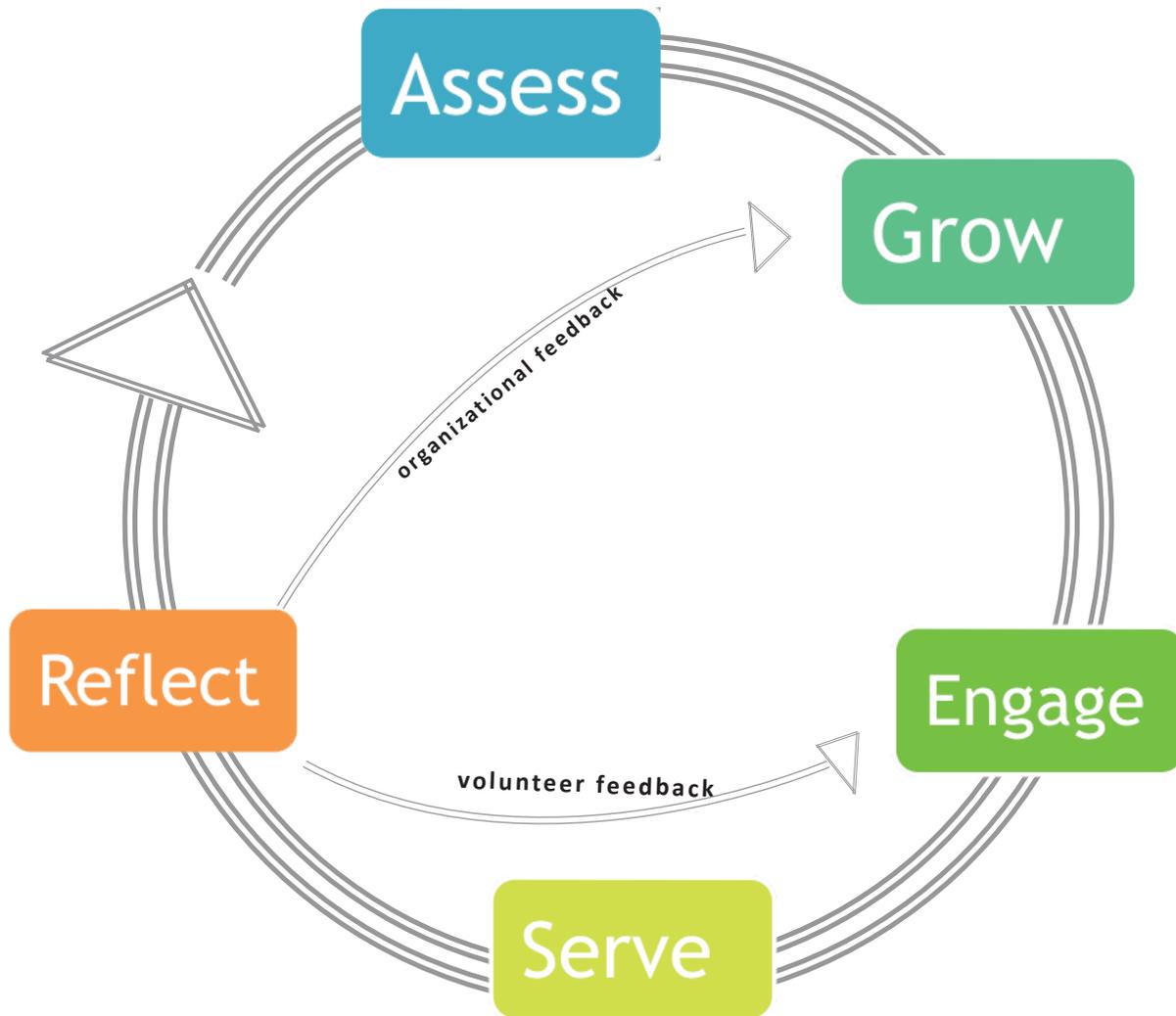
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***I want to help,  
but don't know how***

*I'm engaged in  
meaningful service*

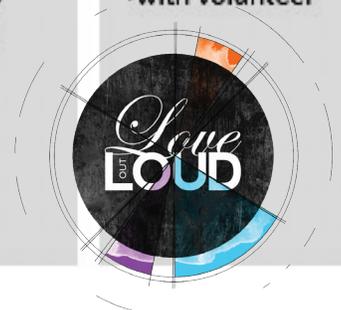
*It's in an area  
I'm passionate about  
that's transforming me &  
lives in my community.*





technologically supported - relationally delivered - spiritually grounded

<b>ASSESSMENT</b>	<b>TRAINING</b>	<b>EXPLORE</b>	<b>SERVE</b>	<b>RE-ASSESS</b>
<ul style="list-style-type: none"> <li>• Volunteer expresses interest by signing up for Pathways on BASE</li> <li>• Lead Navigator connects to give overview of process; assigns Navigator</li> <li>• Volunteer completes BASE profile &amp; any pre-assessments</li> </ul>	<ul style="list-style-type: none"> <li>• Love Out Loud &amp; Pathways Vision, Values &amp; Culture</li> <li>• Heart Formation &amp; Transformation</li> <li>• Referrals to Contextual Training &amp; Cultural Awareness across the community: Poverty Simulation, Bridges Out of Poverty, REI, Toxic Charity, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Volunteer meets with Navigator to discuss serving options uniquely tailored to volunteer</li> <li>• Pathways Data Team reviews volunteer info, suggests options</li> <li>• Navigator discusses options with volunteer and connects volunteer to non-profit</li> </ul>	<ul style="list-style-type: none"> <li>• Volunteer serves at selected nonprofit</li> <li>• Lead Navigator sends survey within 48 hours of First Serve</li> <li>• Emphasis on norm of 2-3 First Serves</li> </ul>	<ul style="list-style-type: none"> <li>• Navigator follows up with volunteer to assess the opportunity</li> <li>• If not a fit, navigator discusses options with volunteer</li> </ul>





[volunteer.loveoutloudws.com](http://volunteer.loveoutloudws.com)

In July 2019, Love Out Loud launched BASE, an intuitive, user-friendly, online platform that acts as an interactive ecosystem for volunteers and agencies around the community, increases our ability to be more efficient and scale our ability to connect and mobilize individuals all over the community.

Over the past few years, with the launch of PATHWAYS, assisting individuals finding their passion, purpose, and place; we've found that our hearts and minds cannot be the holding place for all the great things the hundreds of nonprofits in our community are doing. In early 2019, Love Out Loud searched again for an online platform that is user friendly and intuitive for both our nonprofit partners and volunteers to digitize all that information -- and found BASE.

BASE allows agencies (nonprofit, program, or organization) to have a profile where they can post (volunteer) opportunities and events and tag them by CAUSES their organization works in and the SKILLS/INTERESTS that align with the volunteers themselves.

Users (individuals looking to engage and volunteer) also have profiles on the site where they designate the CAUSES they're passionate about and the ways they like to serve (SKILLS/INTERESTS).

BASE has intuitive features that allow opportunities and events to be filtered for the volunteers based on what they're interested in and passionate about and creates a "one-stop-shop" for individuals who are looking for their FIT.

Currently Love Out Loud Hosts:

**2,400**

**VOLUNTEERS**

**219**

**AGENCIES**

**3,934**

**OPPORTUNITY  
RESPONSES**

## The Causes I'm Passionate About:

- |  |   |   |
|--|---|---|
|  ADDICTIONS & OPIOIDS            |  EDUCATION & MENTORSHIP                        |  JUSTICE & EQUITY          |
|  ADOPTION & FOSTER CARE          |  ENVIRONMENT                                   |  LEGAL & FINANCIAL SUPPORT |
|  ANIMALS                         |  FOOD SECURITY                                 |  LOW-INCOME & MARGINALIZED |
|  ARTS & CULTURE                  |  HEALTH & MENTAL HEALTH                        |  MATERNITY CARE            |
|  COMMUNITY CONNECTION & NETWORKS |  HOUSING & CLOTHING                            |  MILITARY & VETERANS       |
|  CRISIS & BEREAVEMENT CARE       |  IMMIGRANTS & REFUGEES                         |  SENIOR CARE               |
|  DISABILITIES                    |  INCARCERATED & FAMILIES OF THOSE INCARCERATED |  TRAFFICKING               |
|  DISASTER & EMERGENCY            |  JOB READINESS & LIFE SKILLS                   |  YOUTH & RECREATION        |

## My Interests & Skills:

- |   |   |   |
|---|---|---|
|  ADMINISTRATIVE & OFFICE SUPPORT |  HOSPITALITY                 |  SEASONAL OPPORTUNITIES      |
|  ADVOCACY                        |  IN-KIND & RESOURCE DONATION |  SERVING WITH MY KIDS/FAMILY |
|  BOARD SERVICE                   |  MENTORSHIP                  |  SKILLED LABOR               |
|  COOKING & BAKING                |  OPPORTUNITIES FOR TEENS     |  SOCIAL MEDIA                |
|  FAITH-BASED SERVICE             |  OUTDOOR ACTIVITIES          |  SOCIAL                      |
|  FAMILIES                        |  PHYSICAL LABOR              |  TECHNOLOGY                  |
|  FUNDRAISING                     |  PROFESSIONAL SERVICES       |  TRANSPORTATION              |
|  GOOD FOR GROUPS                 |  RELATIONAL OPPORTUNITIES    |  TUTORING & TEACHING         |

## REACT & ADAPT

On March 17, the Governor of NC put out our first “stay at home order” in response to the growing concern around the local spread of COVID-19. Looking to the health crisis and the economic effects it could have on our community, Love Out Loud immediately sprung into action, first partnering with The Ministers Conference of Winston-Salem and Vicinity to convene community churches in areas of food insecurity to set up food distribution sites, with the strong support of and partnership with Second Harvest Food Bank and Providence Community Meals.

IN ADDITION TO THE STORIES ON THESE PAGES, LOVE OUT LOUD SERVED AS:

- a facilitator of conversations between the Forsyth County Department of Public Health, Wake Forest Baptist Health, and Novant Health to develop health protocols and procedures for nonprofits and relief efforts
- a fiscal partner to **Project Mask WS**, who through entirely donated time and resources, created over 500,000 design-tested, homemade masks for our community and beyond
- a partner with **EquityForsyth.com** - amplifying opportunities to learn about, support, and give to local black-and-brown-led, grassroots initiatives and organizations supporting equity in our community
- a convener of organizations, churches, community leaders and elders surrounding educational equity, remote learning centers, and educational systems change in WS/FC

Shortly into the pandemic, on March 29, The Winston-Salem Journal had an article titled "**REACT AND ADAPT MAY BE BEST ADVICE FOR DEALING WITH COVID-19**" - Love Out Loud took this to heart, leaned into our faith and partnerships and used our agility and relationships in the community to do all we could each moment to call each other to a community that is transformed through connections and mobilization of its people for the good of us all and the work of Christ in our city.

## MASK THE CITY

**MASK THE CITY** was a community-wide effort in Winston-Salem, to provide everyone access to a Protective Mask and urge them to wear masks for 40 days from April 22 through May 31 to help reduce the spread of COVID-19 in this area. The masks were widely dispersed to the community under the program.

# 75,000

of these masks were purchased through donations to the COVID-19 Response Fund for Forsyth County to provide to individuals living at or below the poverty line or seniors living independently on a fixed income.

Love Out Loud stewarded these thousands of masks and partnered with 192 nonprofits, faith-groups, and community organizers to provide these masks and other health and safety information directly to individuals in the most need through existing, trusted relationships.

[loveoutloudws.com/maskthecity](https://loveoutloudws.com/maskthecity)



# FOOD DISTRIBUTION



The Ministers Conference of Winston-Salem and Vicinity & Love Out Loud partnered with Second Harvest Food Bank of NWNC & Providence Community Meals to distribute dinners at EIGHTEEN local churches and community organizations to children and families from March 23 - August 14.

Meals Distributed:

**270,000**

Volunteer Hours:

**9,162**

Partner Organizations:

**61 +**



In addition, Love Out Loud received a grant from the City of Winston-Salem to provide over 22,000 of these meals, prepared by local minority-owned businesses to fill the weekend food gaps.

Additional Weekend Meals Distributed:

**22,000**

We also partnered with Forsyth Country Day School, Calvary Day School, Awake Church, Diaper Bank of NC, Wake Forest University Athletics, Reynolda Church, and a number of private donors to create thousands of blessing bags to provide to many children through the summer. These bags included snacks, art supplies, small toys, activities, candy, and other treats.

We could not have done any of this without the partnership of over 61 organizations, faith-groups, schools, government, and businesses, and LOTS of volunteers!!



LEARN MORE:  
[loveoutloudws.com/about](https://loveoutloudws.com/about)

FIND YOUR FIT:  
[loveoutloudws.com/pathways](https://loveoutloudws.com/pathways)

VOLUNTEER:  
[volunteer.loveoutloudws.com](https://volunteer.loveoutloudws.com)

GIVE:  
[loveoutloudws.com/give](https://loveoutloudws.com/give)

CONTACT:  
[serve@loveoutloudws.com](mailto:serve@loveoutloudws.com)