



The Gold Standard

THE NEWSLETTER OF WORCESTER COUNTY GOLD

2016

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Worcester County GOLD promotes dignity by providing financial aid to families in crisis, vulnerable adults, and children in foster care.

GOLD LOGO GETS A NEW LOOK!

With the help of several community partners, GOLD now has a new logo, featured above. County high school students brainstormed ideas for the logo. The winning concept came from Stephen Decatur High School student **Rachel Thomas**, who submitted an umbrella image, to symbolize the protection and shelter that GOLD offers to those in crisis. The organization's signature color also make an appearance, both in the font color and the sunshine emanating beneath the umbrella.

Local company **D3Corp** then developed a polished, professional logo using the umbrella concept. D3 Corp

donates its services for the design and maintenance of the organization's website. The website will also get an updated look in 2016. Among other improvements, it will be more mobile-device friendly.

The logo is part of a greater effort to better promote the organization's brand, present a consistent visual image to stakeholders and potential donors, and be more recognizable in the community. Supporters can look forward to seeing the logo on updated versions of GOLD's letterhead, website, Facebook page, and other promotional materials in 2016.

Knowledge is Power!: Data Plan on Horizon

Data is an essential component to running a successful organization, and its importance only increases as competition for donor dollars grows. For the last year, GOLD has been in the process of working towards a new data collection system that will make valuable information accessible in a way it has not been in the past.

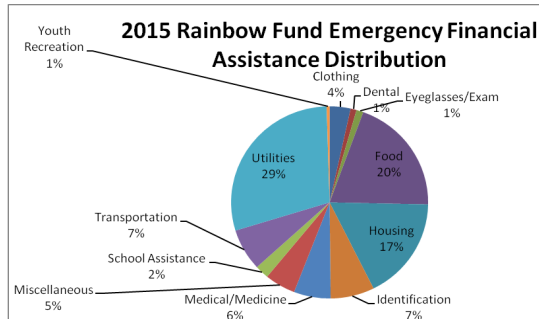
The new system will replace the paper-based referral process in use now. Currently, referrals for GOLD's programs are made on a paper form completed by a caseworker. With the new system, incoming electronic data will automatically be entered in a database. This will allow GOLD to determine overall program use for any individual client, or search by criteria such as town of residence, age, sex, or family size.



Better data will allow GOLD to correlate its own programs with local, state and national trends related to poverty, homelessness and food insecurity, and be more competitive when seeking grants. Hard numbers will be available to better illustrate to stake-

holders in the community that projects are necessary and effective. The data system is being funded in part by a Community Needs grant from the **Community Foundation of the Eastern Shore**.

As part of the research process to determine the requirements for the system, staff and volunteers have been experimenting with current data. The pie chart below shows how emergency assistance funds were allocated last year. We look forward to bringing even more charts, graphs and information to you in the future!



Serving Up Special Projects

GOLD serves families in need each year through three special projects which provide spring baskets, school supplies and holiday gifts. Over 1,000 individuals benefitted from the *Helping Hands for the Holidays* project in 2015, and 460 kids were given backpacks and school supplies in the fall. The 2106 *Spring Basket* project provided baskets to 22% more children than in the previous year.

GOLD could not provide these services without the help of sponsors in the community. Many sponsors also helped spread the word by posting photos on social media, or by sending in pictures to be posted on GOLD's Facebook page. A big thank you goes out to all the sponsors and volunteers who helped make the projects such a success!

Pictured (top to bottom): Volunteer Ashlyn Colson; Sgt. A. Romano & PCS Brenda Kelly of the Maryland State Police; holiday gifts donated by Worcester Prep. students.



Who made a difference this year?

- **Terri Bradford, Janice Novak and friends** (above) raised over \$800 through their motorcycle poker run.
- **The Bayside Skillet** in Ocean City once again donated their site, food and service for the Colors of Spring Fashion Show fundraiser. The boutique **CraZy LadyZ!** generously coordinated the fashions for the event.
- **The Ladies of the Ancient Order of Hibernians, Opti-Ms Club and NOEL Community** made regular donations to the Baby Pantry.
- **Rum Pointe, Pohanka** and many other local businesses contributed to help GOLD's first golf tournament raise over \$8,000.
- **The Art League of Ocean City** and **Sisters in Berlin** partnered with GOLD to raise money for the emergency assistance fund.
- **You!** With your help GOLD served over 4,600 individuals in 2015.

Mark your Calendar!

Paddle the Pocomoke for GOLD, Saturday, August 20, 5pm. Take a guided canoe ride on the scenic Pocomoke River and enjoy a casual outdoor dinner in Snow Hill afterwards to benefit GOLD. Choose from the leisurely *Jaunt* to Goat Island, or the more advanced *Expedition* northward. Rain date is August 27. Call to reserve your space.

GOLD on the Green Golf Tournament, Saturday, November 5. Enjoy a day on the links to help your neighbors in need! This year's event will be held on the Newport Bay Course at the Ocean City Golf Club. Includes lunch and prizes.

Giving Tuesday, November 29. The first Tuesday in December is Giving Tuesday, a day dedicated internationally to charitable giving. After you do your Black Friday and Cyber Monday shopping, make a donation to assist those in need in our community.

#GI~~VE~~INGTUESDAY™

