



**MUST
MINISTRIES**

SPRING
2025

IMPACTreport

HOW YOUR DONATIONS ARE CHANGING LIVES

Weathering the Storm

MUST Ministries' Winter Weather Shelter provides life-saving respite from harsh winter weather

For many of us, simply walking to our cars in the frigid cold can be a challenge. Now, imagine not spending just a few seconds but an entire night out in that cold, and with no coats, blankets or gloves to provide warmth.

Unfortunately, that is the reality for many of our neighbors in need this winter. Having a warm, safe place to sleep at night when the temperatures drop to dangerous levels is not only a matter of comfort, but could be a matter of life and death.

The MUST Ministries Winter Weather Shelter at the MUST Hope House emergency shelter is the only of its kind in Cobb County and is open to anyone who needs a warm place to sleep any time temperatures drop below 35 degrees consecutively overnight. As of Jan. 16, the

Winter Weather Shelter had already been open for 31 days, with many more days expected ahead. While the Hope House continues to stay full with residents, the Winter Weather Shelter has served on average more than 100 additional men, women and children each night it has opened its doors.

Serving so many more people means that the need for goods, resources and funding has increased as well. The Cobb County government has generously provided MUST with more than \$100,000 to operate our

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Weathering the Storm Continued...

Winter Weather Shelter, but the demand for the Winter Weather Shelter's resources has increased dramatically this winter season. On its highest night, MUST brought in 122 additional people from the cold and served nearly 550 meals in one day.

Many of our neighbors in need are coming to the Winter Weather Shelter in shorts and t-shirts. We want to make sure they are still able to stay warm even after they leave the Winter Weather Shelter. If you would like to help, here are some of our most urgent needs for the MUST Winter Weather Shelter:

Towels

(These can be gently used towels.)

Wash cloths

(These need to be new.)

Gently-used and new winter clothing

Items such as coats, gloves, scarves, hats, gloves and blankets

Financial donations

Provide support and resources for our Winter Weather Shelter. You can make your donation at mustministries.org/give-help.

Please drop off your donated items at our Donation Center at 1280 Field Parkway in Marietta, Tuesday through Saturday, 9 a.m. – 5 p.m., or visit MUST's Amazon wish list to purchase and ship items directly to the Donation Center.

Thank you for your prayers, donations and support as we work diligently to keep our neighbors in need safe and warm.

Mark your
Calendars



MUST has three great events coming up where you can show your support *(and have a great time doing it!)*.



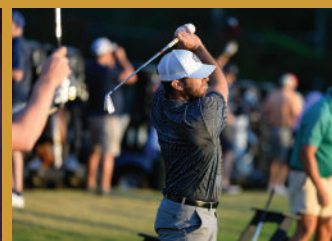
A Christmas Miracle

This past Christmas marked 30 years of MUST Miracles with the Toy Shop program! Because of people like you who volunteered your time, donated toys, held toy drives or generously donated to our Toy Shop program, a record 7,581 children received gifts this Christmas! That is more children than the program has ever served in its 30-year history. Considering each child receives an average of 10 toys through the program, that took a lot of weight off Santa's shoulders! Thank you for helping MUST provide countless Christmas miracles.

3/22 Cherokee's Got Talent
a fundraiser for MUST Ministries

5/17 MUST Ministries Giving Gala
The Coca-Cola Roxy

6/23 The MUST Classic Golf Tournament
Hawk's Ridge Golf Club



Sponsorships are available for all of these events! Please contact Cindy Fennel at cfennel@mustministries.org if you are interested in becoming a sponsor. For more information on each event, visit mustministries.org.

ACE-ING IT

MUST and Kennesaw State University—in partnership with Notre Dame University—are now in our second year of the ACE (Aspiring Community Entrepreneurs) program. The nine month program focuses on helping people who are struggling through poverty to start or grow their own businesses.

The ACE program is based on Notre Dame University's Urban Poverty and Business Initiative and MUST was approached to develop the ACE program with KSU because of MUST's vast and respected history of helping people out of poverty. Stable employment is key to preventing homelessness, yet many people living in poverty often face particular barriers in finding stable employment (bad credit scores, police records, inability to pay for childcare, etc.). Creating and owning their own businesses often helps them overcome those barriers. However, they also usually cannot afford to take business classes, so the ACE program provides an affordable (in some cases, free) route to make sure their businesses are successful.



The program is broken up into three parts:

Phase 1 | Training:

ACE offers a six week bootcamp designed to nurture entrepreneurship skills. Through a combination of instructors, entrepreneurs and subject matter experts, participants gain valuable insights into various aspects of business management, including financial planning, marketing strategies and legal requirements.

Phase 2 | Mentorship:

We recognize the individuality of each entrepreneur's journey by matching participants with seasoned mentors who offer tailored guidance and support. Our mentors help refine business ideas, develop effective business plans and navigate challenges throughout the entrepreneurial process.

Phase 3 | Consulting:

ACE has teamed up with Kennesaw State University Coles College of Business students, who take a one-semester class to learn consulting skills. Under the guidance of their advisors, these students provide consulting services to ACE participants. They offer assistance in website development, bookkeeping systems, marketing materials, social media campaigns, and more, all aimed at maximizing the participants' chances of success in their business endeavors.

This year, nearly 50 students have participated in the program and "graduation" is set for May. For more information on the ACE program, please contact Kevin Pounds at kpounds@mustministries.org.



MUST MINISTRIES

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For more information, volunteer application,
online financial donations and a lists of needs:

www.mustministries.org

ARE YOU CONNECTED?



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volunteer **WITH MUST**

MUST could not do all of the work we are doing for our neighbors in need without the time and generosity of our volunteers. Do you love to cook? Consider prepping a meal in our MUST Hope House Loaves and Fishes Kitchen. Are you an expert in organization? Help to sort clothing, food and other items in our Donation Center. Do you get a thrill out of seeing a family receive food? Volunteer at our MUST Mobile Pantry, one of our Client Services locations or during our Summer Lunch Program. Your time may be the only help someone receives. For more information on volunteer opportunities, as well as to view our volunteer calendar, please visit mustministries.org/be-help.

MUST Ministries is a nonprofit, faith-based organization helping people in your community break the cycle of poverty. MUST provides basic needs such as groceries, hot meals, housing, emergency shelter, healthcare clinics, workforce development, toy shops, children's summer lunches and clothing. All services are free and provided without regard to income, race or religious beliefs.

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