



Celebrating the Past & Embracing the Future

2022 ANNUAL REPORT

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EXECUTIVE DIRECTOR

Lindsey Perez



As RARA marked our 50th anniversary in 2022, it is with immense gratitude that we reflect on the remarkable journey that brought us here, as well as the impact we have collectively made in the lives of countless individuals and families. Where we are today is a testament to the unwavering support of our volunteers, donors, and partners. Without your generosity, none of our achievements would have been possible.

Last year demonstrated that our mission of aiding Rockbridge area households in a time of emergency when help is needed to meet life's basic needs is as vital as ever, with growing demand for our services. Rising food, rent, and utility costs combined with decreased federal and statewide benefits led to nearly 1,000 more visits to our Neighborhood Grocery and over 25% more cases of Utilities Assistance and Housing Support. Thanks to supporters like you, we were able to adapt to those changes

This report is not just a reflection on the accomplishments of the past though. It is also a look at our vision for the future. As you will see in this report, we set a goal of assisting people in Rockbridge County who could potentially benefit from our programming that we don't currently serve, including based on location, age, or race/ethnicity. We will use program data to determine if any areas or populations are not adequately being served and create a targeted outreach plan to address those gaps. We are also renovating the Neighborhood Grocery to create a more welcoming, safe space so that people feel comfortable coming to RARA. However, we cannot help more people without the sustained support of this community. Together, we will make a lasting difference in the lives of even more neighbors in times of need.

NEIGHBORHOOD GROCERY

MON, WED, THU

2:30 - 4:30 PM

SATURDAY:

10 AM - 12 PM

Food donations can be made at any time!

UTILITIES ASSISTANCE + HOUSING SUPPORT

MON, TUE, WED, THU

9:30 AM - 12 PM

1:00 - 4:00 PM

New applications accepted by phone from 9:30 AM to 12 PM. (540) 463-6642

RARA

350 Spotswood Drive
 Lexington, VA 24450
 (540) 463-6943
 office@raralex.org

RARA is a 501(c)(3) non-profit organization.



Jon Ellestad
Board President

Lindsey Perez
Executive Director

Looking Ahead

Our 2022-2024 Strategic Plan

Community Collaborations

Deepen existing community collaborations and develop new partnerships, utilizing each organization's strengths to better serve our neighbors in need.

Outreach

Serve people in Rockbridge County who could potentially benefit from our programming that we don't currently assist.

Development & Financial Stability

Have a full treasury responsibly managed.

Long-Term Sustainability

Evolve while being flexible enough to meet changing needs so that RARA remains a thriving organization.



1,406 families composed of 3,818 individuals shopped in the Neighborhood Grocery



\$307,374 worth of assistance to prevent utility cut-offs and evictions



771 households and 1,929 individuals assisted with utilities or housing



7,949 visits to the Grocery for fresh produce, meats, and pantry staples



New at RARA

Updates from the Organization



2022 included some exciting changes, starting with the launch of a new logo, branding, and website in August! We were also able to reopen the Neighborhood Grocery (formerly the Food Pantry) to in-person shopping after two years of operating as a drive-thru, allowing families to pick out their own items again. Finally, we began improvements to the downstairs Community Room and Neighborhood Grocery, including adding gondola shelves and a reach-in refrigerator and freezer.

Finance

RARA is able to serve our community thanks to the generosity of neighbors, churches, businesses, and agencies who are invested in the well-being of Rockbridge residents. By supporting RARA, you're not just keeping the lights on or putting food on the table, you're giving dignity and respect.

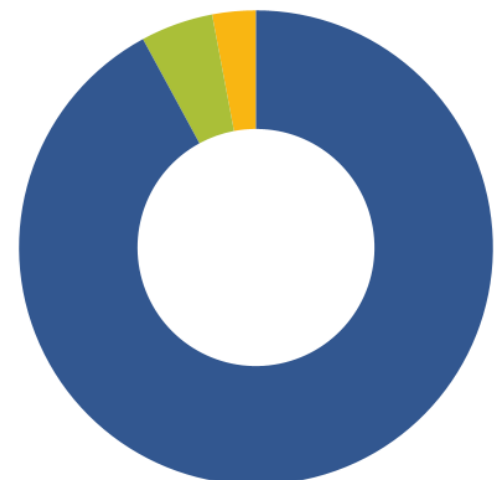


Income

- Individuals (58%)
- Businesses & Organizations (13%)
- Churches (4%)
- United Way (6%)
- Grants/Other (18%)
- Government (3%)

Expenses

- Programs (93%)
- Management (5%)
- Fundraising (3%)



For detailed financial information (IRS Form 990), visit www.guidestar.org or call RARA.



Rockbridge Area Relief Association
 350 Spotswood Drive
 Lexington, VA 24450
 (540) 463-6943
 raralex.org

Non-Profit Org.
 U.S. Postage
 PAID
 Waynesboro, VA
 Permit 129

Special thanks to our strategic partners



**Blue Ridge Area
 FOOD BANK**
 A member of **FEEDING AMERICA**



We ♥ Volunteers

RARA's exceptional volunteers dedicate their time and energy to support our neighbors in need. While we rely on the help of volunteers of all ages, this year we want to highlight the work done by students from the local universities: Washington and Lee University, Virginia Military Institute, and Southern Virginia University. Whether interning in our office, completing a research project for a class, or volunteering with a one-time service project, students make a big impact in their 4 years in Rockbridge County!




**475+ total
 volunteers**



**130 student
 volunteers**



**8,500 hours of
 service, valued at
 \$254,000**