

GOOCHLAND
CARES
Free Clinic and Family Services

01

—

DISCOVERY + AUDIT

GOOCHLAND CARES
Free Clinic and Family Services

Family Services: 804-556-6200
Clinics Clinic: 804-556-6202

[Home](#) | [About Us](#) | [Services](#) | [Help](#) | [Contact Us](#) | [DONATE NOW](#)



HEALTH

Medical Care
Dental Care
Mental Health Care
Medical Transportation

COVID-19

message from GoochlandCares

[CLICK HERE for information about changes to programs and services.](#)

WE ARE OPEN.
For information to determine about COVID-19 and services, click here.

CLOTHES CLOSET UPDATE

— CLIENTS WITH CHILDREN — YOU MAY ORDER CHILDREN'S CLOTHES ONLINE. [CLICK HERE.](#)

FOOD PANTRY online order form [click here](#)

FOOD PANTRY ORDER FORM [click here](#) [additionally order form.](#)

Get Help



We have a lot of help. Clothing, household needs, or dental care, we'll have to help. Click below to get a list of our services.

[SERVICES](#)

Provide Help



We have a lot of help. Clothing, household needs, or dental care, we'll have to help. Click below to get a list of our services.

[VOLUNTEER](#)

Donate Help



We have a lot of help. Clothing, household needs, or dental care, we'll have to help. Click below to get a list of our services.

[DONATE](#)

Our Services

We recognize that everyone's situation is different. Our service programs allow us to customize a response that addresses your individual needs. GoochlandCares delivers quality, client-centered services with compassion and dignity.

- Food
- Clothing
- Medical Care
- Mental Health
- Transportation
- Dental Care

- Case Management
- Financial Assistance
- Employment Readiness
- Emergency Housing
- Small Business Loans
- Volunteer Services
- GED/ESL Education

GEOFF SHARPLE

News & Events

- CLOTHING CLOSET UPDATES - JANUARY 14
- CLOTHING CLOSET - ONLINE IT TOOL
- CLOTHING CLOSET TO ACCEPT DONATIONS STARTS Wednesday, July 15th
- BIG CLEAR TRANSPORTATION - SATURDAY, JULY 11 - 10:00AM-12:00PM
- GOOCHLAND CARES COVID-19 SERVICES - JUNE 17

[READ MORE](#)

Family Services: 804-556-6200 | Clinics Clinic: 804-556-6202 | Contact Us

[Home](#) | [About Us](#) | [Services](#) | [Help](#) | [Contact Us](#) | [DONATE NOW](#)

Our Mission is to provide access to health care and basic human services to Goochland residents in need of assistance.



GOOCHLAND CARES

Free Clinic and Family Services

NO HEALTH INSURANCE?

Call 804-556-6260

FREE Medical Care for Adults

Living In
Goochland, Louisa, Fluvanna, or Cumberland Counties!

GOOCHLAND CARES

Free Clinic and Family Services

2999 River Road West | Goochland VA 23063
www.GoochlandCares.org

GOOCHLAND CARES

Free Clinic and Family Services

WE ARE HERE

COVID-19 UPDATE - May 5, 2020

AN UPDATE ON OUR RESPONSE TO THE CORONAVIRUS PANDEMIC

Friends,

I am reaching out with a new update on GoochlandCares' response to the ever evolving COVID-19 precautions.

I want to begin by **thanking you**, for remembering our clients with neighborhood food drives (we have **contactless curbside drop-off**), virtual volunteering (**check out our latest volunteer news**), kind gestures in support of our staff, and of course, the many tax-deductible donations you have sent in response to the crisis.

I am moved by the kind notes that so many of you have included with your contributions. We are especially grateful for those who have donated their Federal Stimulus checks to GoochlandCares.

GoochlandCares is **actively providing relief** for those in need in our community - and your support makes this possible.

I am inspired by your generosity and fortitude. Please remember we are here for you.

With heartfelt thanks and best wishes,

Sally L. Gehlan

GIVE NOW



Struggling with the unexpected crisis?

Please call to find out how we can help. 804-556-6260

CARES Act

"I am fortunate, I don't need it. I didn't ask for it, and others out there do need it. It was the right thing to do (to donate my stimulus check). GoochlandCares does a great job of helping our community and it is my little bit to help."

—From a supporter who kindly donated his Federal Stimulus check proceeds to GoochlandCares

HOW OUR PROGRAMS ARE BEING IMPACTED

Special Edition/April 2020

GOOCHLAND CARES Volunteer Newsletter

Remote and Virtual Volunteers

WE MISS YOU!



Volunteers can help from a safe distance like Tracey Harbaugh handing off food to Leslie Sims. There are remote and virtual volunteer opportunities at GoochlandCares. We miss you and hope you and your families stay healthy.

Food Pantry

Over 225 families have been coming to the Food Pantry for curbside food delivery. Volunteers have been working remotely to keep the food pantry stocked by picking up food from grocery stores, conducting food drives, and packing pet food.

OPPORTUNITIES

1. **More cohesive + modern brand identity.**
 - a. Updated color palette, font, graphic treatment
 - b. Photography guidelines/usage
2. **Redesigned marketing materials**
3. **Inspiring messaging**
4. **Templatized designs for more efficient production.**
 - a. Using Constant Contact (Newsletter), Canva (social media)

02

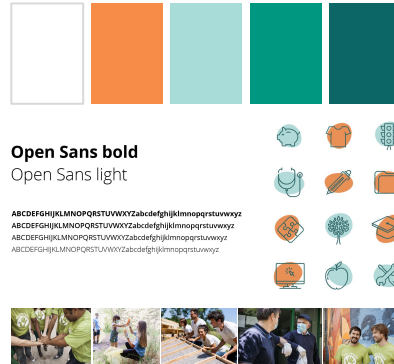
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BRANDING REFRESH

OUR 3 POTENTIAL DESIGN DIRECTIONS:



Restrained + Tranquil

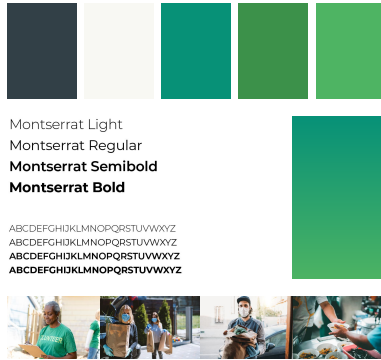


Bright + Approachable

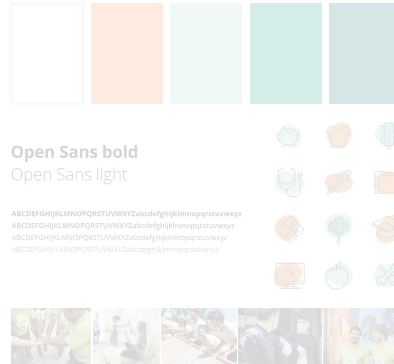


Graphic + Sincere

OUR 3 POTENTIAL DESIGN DIRECTIONS:



Restained + Tranquil



Bright + Approachable



Graphic + Sincere



#1B3941

#f8f8f3

#079177

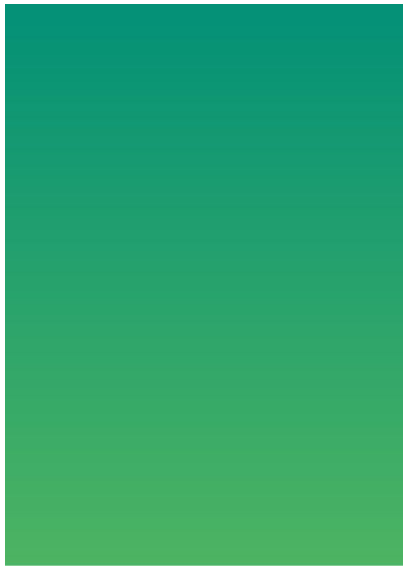
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#4eb463

GOOCHLAND
CARES
Free Clinic and Family Services

Open Sans bold
Open Sans light

Abcdefghijklmnopqrstuvwxyz
Abcdefghijklmnopqrstuvwxyz
Abcdefghijklmnopqrstuvwxyz
Abcdefghijklmnopqrstuvwxyz



Branding Refresh | Logo

GOOCHLAND
CARES
Free Clinic and Family Services



GOOCHLAND
CARES
Free Clinic and Family Services

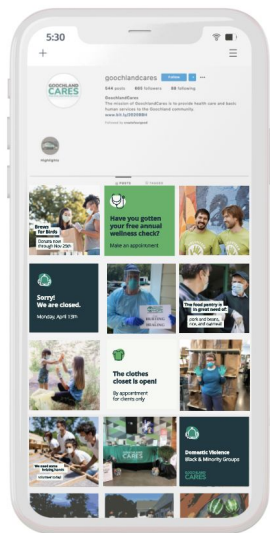
Branding Refresh | Logo Colors



Have you gotten your free annual wellness check?
Make an appointment

Looking for someone to talk to?
Make an appointment

The clothes closet is open!
By appointment for clients only



GOOCHLAND CARES

Free Clinic and Family Services

Fall 2020 Newsletter

FROM OUR DIRECTOR'S DESK

Dear Friends,

Throughout the COVID-19 pandemic, GoochlandCares has actively provided relief for those in need in our community. It truly does take a village. I am grateful for your support as we have implemented changes in program delivery to meet the demands of our community while keeping our staff safe.

Beginning in March, GoochlandCares worked closely with County leaders, as part of the Goochland Community Emergency Response Task Force, to identify evolving needs of those we serve.

Following the new COVID-19 guidelines that emerged this summer, GoochlandCares implemented a carefully developed plan for resuming services. As we continue to adjust to the changes 2020 brings I am reminded of how important GoochlandCares is to our community. In addition to providing a lifeline for our most vulnerable neighbors, GoochlandCares offers us an opportunity to create real change - by impacting one life at-a-time.


I cannot overstate how much your support is appreciated. Thank you for remembering our clients with neighborhood food drives (we have contactless curbside drop off), virtual and on-site volunteering, kind gestures in support of our staff, and, of course, the many tax-deductible donations you have sent in response to the crisis.

Amidst the uncertainty COVID-19 has created, our staff has been renewed by the strength and compassion that defines our community. Your generosity brings hope to many. Your kindness fuels our work and sustains neighbors in need. Thank you.


With gratitude,

Sally K. Graham
Executive Director


For more details on our COVID-19 response plan and how you can help keep our community safe, visit our [Coronavirus page](#).



54
meals donated for someone in need.





508
volunteer hours donated in October.



275
coats donated for the annual winter drive.

GOOCHLAND CARES

Free Clinic and Family Services

 Family Services: 804-556-6260
 Clothes Closet: 804-556-0202

Who is eligible for services?

Goochland Cares offers three levels of service. Check to see which applies to you.

Green Level
All Services

All Services Included

Eligible if:

at least 18 year old a Goochland County resident **do NOT** have health insurance have a household income of less than:

- \$25,250 - individual
- \$34,480 - family of 2
- \$43,440 - family of 3
- \$52,400 - family of 4*

Blue Level
Non-Medical Services

Services Include:

Food Pantry
Wellness Visits
Clothes Closet
Critical Home Repair
and more

Eligible if:

at least 18 year old a Goochland County resident **do** have health insurance **do** have a household income of less than:

- \$25,250 - individual
- \$34,480 - family of 2
- \$43,440 - family of 3
- \$52,400 - family of 4*

Orange Level
Medical Care Only

Services Include:

Wellness Visits
Check Ups
Pharmacy Services
and more

Eligible if:

at least 18 year old a Goochland County resident **do NOT** have health insurance have a household income of less than:

- \$37,470 - individual
- \$50,730 - family of 2
- \$63,990 - family of 3
- \$77,250 - family of 4*

* For households of 5 or more contact Zita Lee at 804-556-0711 or zlee@goochlandcare.org

goochlandcares.org



GOOCHLAND CARES

Free Clinic and Family Services

We care about your health not your health insurance.

804-556-6260 | www.goochlandcares.org/

GOOCHLAND CARES and I Care!

I would like to make a one time gift!

Enclosed \$ my check for \$ _____ or Please charge my credit card for \$ _____

I'd like to make a monthly gift!

Transfer money charges are not applicable to paper or contact Goochland Care to discuss my own region below

I would like to make a monthly donation of \$ _____

Please charge my Credit Card for \$ _____ day of every month.

Name on Credit Card _____ Credit Card # _____
 CV# _____ Billing Zip Code _____ Exp. Date _____ Signature _____

Donate securely online anytime at GoochlandCares.org/donate.

Publication Information

Name as you prefer to be published _____
 Address _____
 Phone _____ Email _____

My Employer _____ will matching gift!
 The gift is made in honor of _____ in memory of _____
 Please notify _____ of my change gift.

Name _____ Address _____

I Care and I want to learn more!

Please contact me regarding: a tour Volunteer Opportunities Planned Giving

THANK YOU!



02

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THE WORK

Income Eligibility Sheet

Medical Outreach Materials

Social Media Branding

Newsletter

Pledge Card

02

—

THE WORK

Income Eligibility Sheet

GOOCHLAND CARES

Free Clinic and Family Services

Food | Medical Care | Mental Health | Dental | Clothes | Case Management | Financial Assistance | Critical Home Repair
Emergency Housing | Sexual & Domestic Violence | Medical Transportation | GED/ESL

Who is eligible for services?

GoochlandCares offers **three levels of service**. Check to see which applies to you!

GREEN LEVEL

ALL SERVICES (including Medical Care)

I may be eligible if, I:

- am at least 18 years old
- am a resident of Goochland County
- do NOT have health insurance**
- have a household income of less than:
\$25,250 for an individual \$34,480 for a family of 2
\$43,440 for a family of 3 \$52,400 for a family of 4*

Need help?
Just call!
656-6260

BLUE LEVEL

NON-MEDICAL SERVICES

(including Food Pantry, Clothes Closet, Critical Home Repair, etc.)

I may be eligible if, I:

- am at least 18 years old
- am a resident of Goochland County
- do HAVE health insurance**
- have an annual household income of less than:
\$25,250 for an individual \$34,480 for a family of 2
\$43,440 for a family of 3 \$52,400 for a family of 4*

ORANGE LEVEL

MEDICAL CARE ONLY



I may be eligible if, I:

- am at least 18 years old
- am a resident of Goochland, Louisa, Fluvanna or Cumberland
- do NOT have health insurance**
- have an annual household income of less than:
\$37,470 for an individual \$50,730 for a family of 2
\$63,990 for a family of 3 \$77,250 for a family of 4*

*For households of 5 or more, contact Zita Lee at 804-556-0711 or zlee@goochlandcares.org

804-556-6260

Visit [GoochlandCares.org/get-help/eligibility/](https://www.goochlandcares.org/get-help/eligibility/)



Family Services: **804-556-6260**
Clothes Closet: **804-556-0202**

Who is eligible for services?

Goochland Cares offers three levels of service. Check to see which applies to you.

Green Level All Services	Blue Level Non-Medical Services	Orange Level Medical Care Only
<p>All Services Included</p> <p>Eligible if:</p> <p>at least 18 year old a Goochland County resident do not have health insurance have a household income of less than:</p> <ul style="list-style-type: none">\$25,250 - individual\$34,480 - family of 2\$43,440 - family of 3\$52,400 - family of 4*	<p>Services Include:</p> <ul style="list-style-type: none">Food PantryClothes ClosetCritical Home Repair and more <p>Eligible if:</p> <p>at least 18 year old a Goochland County resident do have health insurance have a household income of less than:</p> <ul style="list-style-type: none">\$25,250 - individual\$34,480 - family of 2\$43,440 - family of 3\$52,400 - family of 4*	<p>Services Include:</p> <ul style="list-style-type: none">Wellness VisitsCheck UpsPharmacy Services and more <p>Eligible if:</p> <p>at least 18 year old a Goochland County resident do not have health insurance have a household income of less than:</p> <ul style="list-style-type: none">\$37,470 - individual\$50,730 - family of 2\$63,990 - family of 3\$77,250 - family of 4*

* For households of 5 or more contact Zita Lee at **804-556-0711** or zlee@goochlandcare.org

goochlandcares.org

02

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THE WORK

Medical Outreach Materials

Front

No health insurance?

Free Medical Care For Adults

804-556-6260

**GOOCHLAND
CARES**
Free Clinic and Family Services
2999 River Road West, Goochland, VA 23063

Back

**GOOCHLAND
CARES**
Free Clinic and Family Services

**Free Medical Care
For Uninsured Adults**

call

804-556-6260

GoochlandCares
2999 River Road West
Goochland, VA 23063

Non Profit Org
U.S. Postage
PAID
Permit #264
Richmond, VA

Medical Outreach Materials | Option 01

Front



**GOOCHLAND
CARES**
Free Clinic and Family Services

We care about your health
not your health insurance.

804-556-6260 | www.goochlandcares.org/

Back

FREE MEDICAL ASSISTANCE IN GOOCHLAND.

Goochland Cares is a free clinic that offers quality medical services & more to our Goochland neighbors—no health insurance needed.

- Medical check-ups
- Wellness visits
- Diagnostic testing
- Dental care
- Medications
- Pharmacy services
- Specialist referrals
- Transportation

Contact us to learn more about our services—
we'd be happy to speak with you!

📞 804-556-6260 🌐 www.goochlandcares.org/



GOOCHLAND
CARES

Medical Outreach Materials | Option 02

Front

WE CARE ABOUT YOUR HEALTH, NOT YOUR HEALTH INSURANCE.

GOOCHLAND CARES

FREE CLINIC AND FAMILY SERVICES

804-556-6260 | www.goochlandcares.org/

Back

FREE MEDICAL ASSISTANCE IN GOOCHLAND.

Goochland Cares is a free clinic that offers quality medical services & more to our Goochland neighbors—no health insurance needed.

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- Transportation

Contact us to learn more about our services—we'd be happy to speak with you!

☎ 804-556-6260 ▶ www.goochlandcares.org/

GOOCHLAND CARES

02

—

THE WORK


Pledge Card

Pledge Card | Original

Outside

Our mission is to provide basic human services and health care to our Goochland neighbors in need.

Free Clinic and Family Services



GOOCHLAND CARES
Free Clinic and Family Services

2999 River Road West
Goochland, VA 23063

PLEASE APPLY FIRST-CLASS POSTAGE STAMP



Inside

GOOCHLAND CARES | and I Care!
Free Clinic and Family Services

I would like to make a one-time gift!
 Enclosed is my check for \$ _____ or Please charge my credit card for \$ _____
or
I would like to make a monthly gift!
 I would like to make a monthly donation of \$ _____. Please charge my Credit Card on the _____ day of every month.
I understand monthly charges will occur until my card expires or I contact GoochlandCares to discontinue my recurring contribution.

Name on Credit Card _____ Credit Card # _____
CVC _____ Billing Zip Code _____ Exp. Date _____ Signature _____

Donate securely online anytime at GoochlandCares.org/donate.

Name as you prefer for publication _____
Address _____
Phone _____ Email _____
 My employer _____ will match my gift!
This gift is made in Honor of _____ in Memory of _____
Please notify _____ Name _____ Address _____ of my tribute gift.

I Care and I want to learn more!
Please contact me regarding: a Tour! Volunteer Opportunities Planned Giving

— THANK YOU! —

Pledge Card | Option 01

Outside



GOOCHLAND CARES
FREE CLINIC AND FAMILY SERVICES

Our mission is to provide basic human services and health to our Goochland neighbors in need.

PLEASE APPLY FIRST CLASS POSTAGE STAMP

GOOCHLAND CARES
FREE CLINIC AND FAMILY SERVICES

2999 River Road West
Goochland, VA 23063

Inside

GOOCHLAND CARES | *and I Care!*
FREE CLINIC AND FAMILY SERVICES

I would like to make a one-time gift!

Enclosed is my check for \$ _____ or Please charge my credit card for \$ _____

I'd like to make a monthly gift!
Understand monthly charges will occur until my card expires or I contact GoochlandCares to discontinue my recurring contribution.

I would like to make a monthly donation of \$ _____
Please charge my Credit Card on the _____ day of every month.

Name on Credit Card _____ Credit Card # _____
CVC _____ Billing Zip Code _____ Exp. Date _____ Signature _____

Donate securely online anytime at GoochlandCares.org/donate.

Publication Information

Name as you prefer to be published _____
Address _____
Phone _____ Email _____

My Employer _____ will match my gift!

This gift is made in Honor of _____ in Memory of _____
Please notify _____ of my tribute gift.
Name _____ Address _____

I Care and I want to learn more!

Please contact me regarding: a Tour Volunteer Opportunities Planned Giving

THANK YOU!

Pledge Card | Option 02,

Front

GOOCHLAND CARES

2999 River Road West
Goochland, VA 23063

804-556-0711

person@goochlandcare.org

www.goochlandcares.org

I CARE

Your support ensures clients receive quality, client-centered services delivered with compassion and dignity.

Publication Information

Name as you prefer to be published _____

Address _____

Phone _____ Email _____

My Employer _____ will match my gift!

This gift is made in Honor of _____ in Memory of _____

Please notify _____ of my tribute gift.

Name _____ Address _____

I Care and I want to learn more!
Please contact me regarding:

A Tour Volunteer Opportunities Planned Giving

Back

I would like to make a one-time gift!

Enclosed is my check for \$ _____

Please charge my credit card for \$ _____

I'd like to make a monthly gift!

I understand monthly charges will occur until my card expires or I contact GoochlandCares to discontinue my recurring contribution.

I would like to make a monthly donation of \$ _____. Please charge my Credit Card on the _____ day of every month.

Name on Credit Card _____

Credit Card # _____

CVC _____ Billing Zip Code _____ Exp. Date _____

Signature _____

Pledge Receipt

I promise to give

\$ _____

Weekly Monthly Yearly

I understand that this estimate may be raised or lowered at any time by contacting GoochlandCares during our regular business hours.

Please keep this stub as a receipt of your pledge.

THANK YOU!

Donate securely online anytime at GoochlandCares.org/donate.

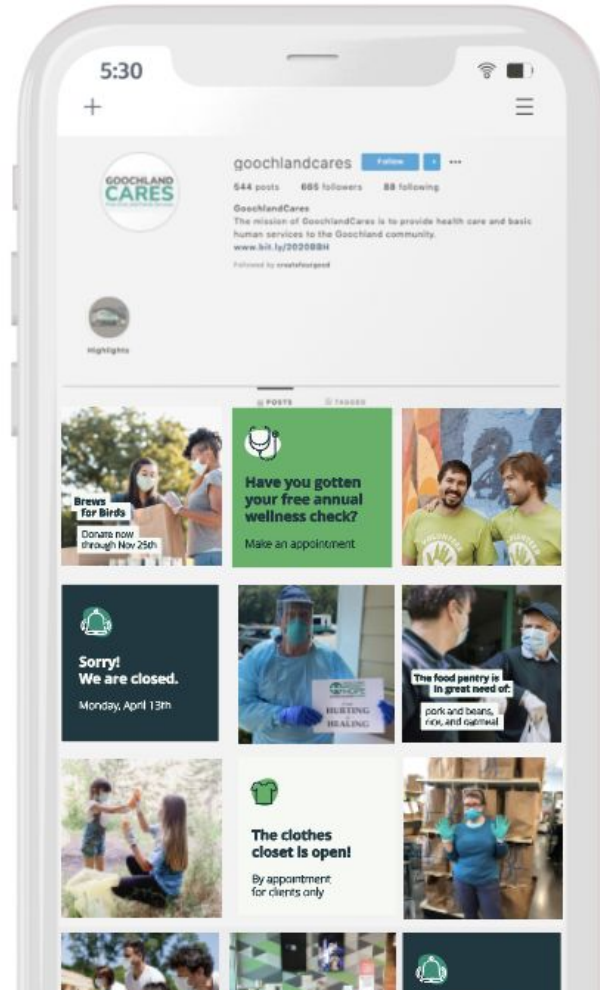
02

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THE WORK

Social Media Branding

Social Media





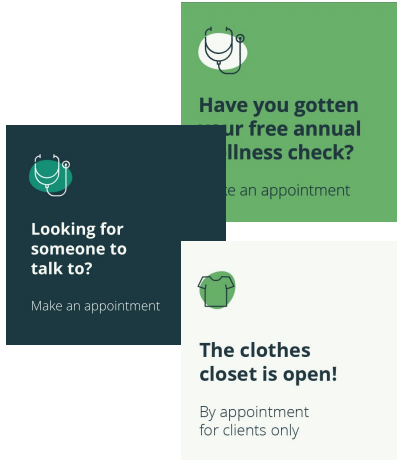
SOCIAL MEDIA PLAYBOOK

01

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POST TYPES

OUR 4 POST DESIGN DIRECTIONS:



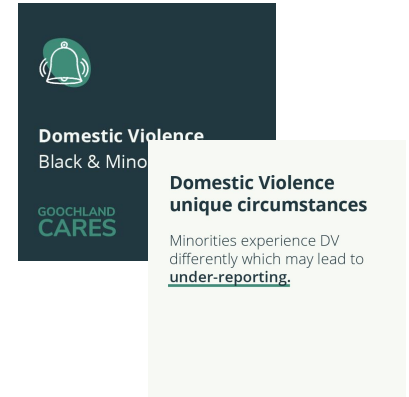
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Photos w/Copy

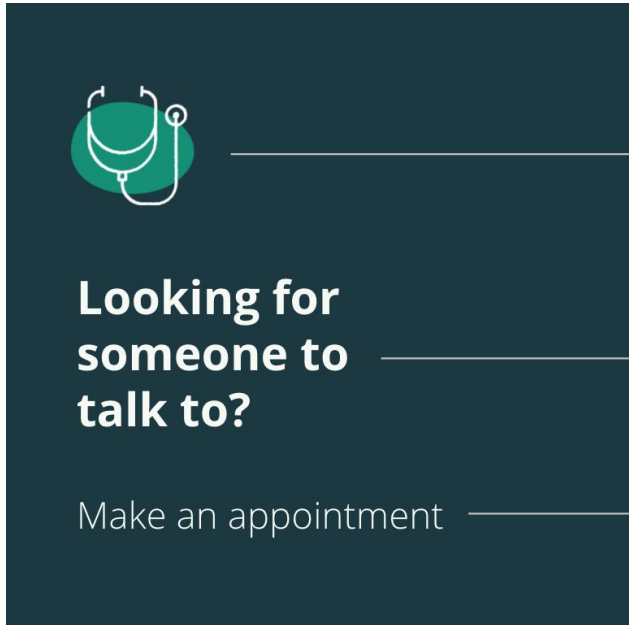


Photo Only



Scroll Post

COPY ONLY



Icon

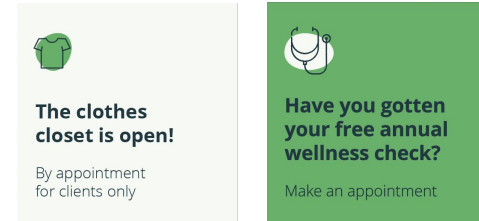
Heading

CTA

Alerts

Closing Announcements

Service Reminders



The clothes closet is open!
By appointment for clients only

Have you gotten your free annual wellness check?
Make an appointment

PHOTO WITH COPY



**The food pantry is
in great need of:**

pork and beans,
rice, and oatmeal

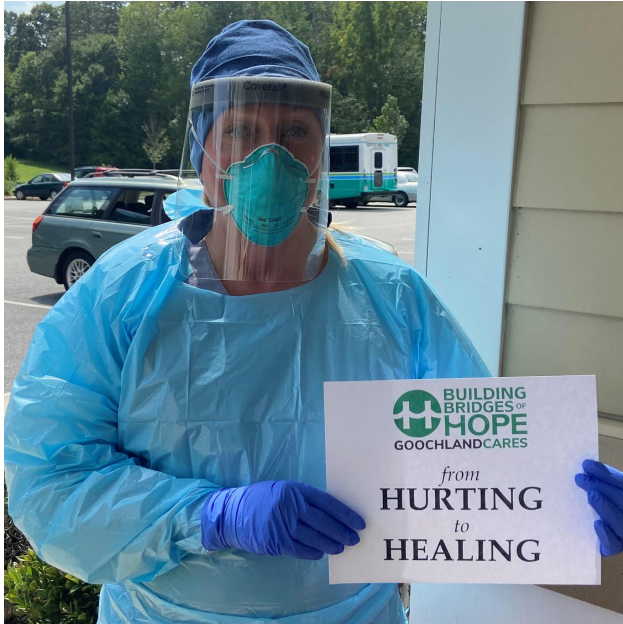
Photo

Heading

Needs

Donation Requests
Volunteer Opportunities

PHOTO ONLY



Volunteer Spotlight

SGN

Introducing Team Members

SCROLL POST WITH COPY



Icon

Title

Logo

'What you should know' Posts

Domestic Violence unique circumstances

Minorities experience DV differently which may lead to under-reporting.

These circumstances can include:

Lack of minority service providers

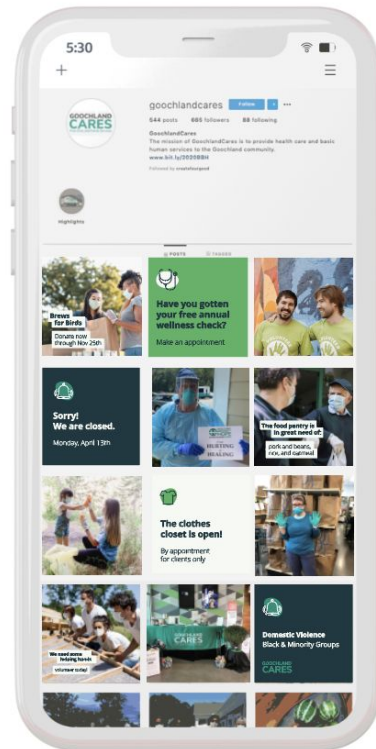
Services not provided in their language

Legal Status in the U.S.

Fear that their experience will feed stereotypes placed on their race

CADENCE

Making sure to have a mix of colors and post types will help keep your feed engaging.



02

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HEADER PHOTOS

OUR 2 HEADER PHOTO DIRECTIONS:

Photos w/Copy



Photo Only

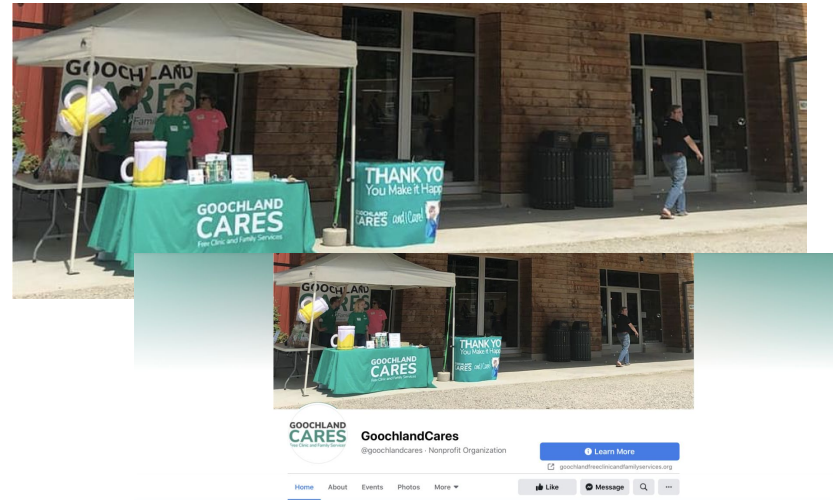


PHOTO ONLY

Photo:

Group of
Volunteers

Volunteer
Booth

Event Photo

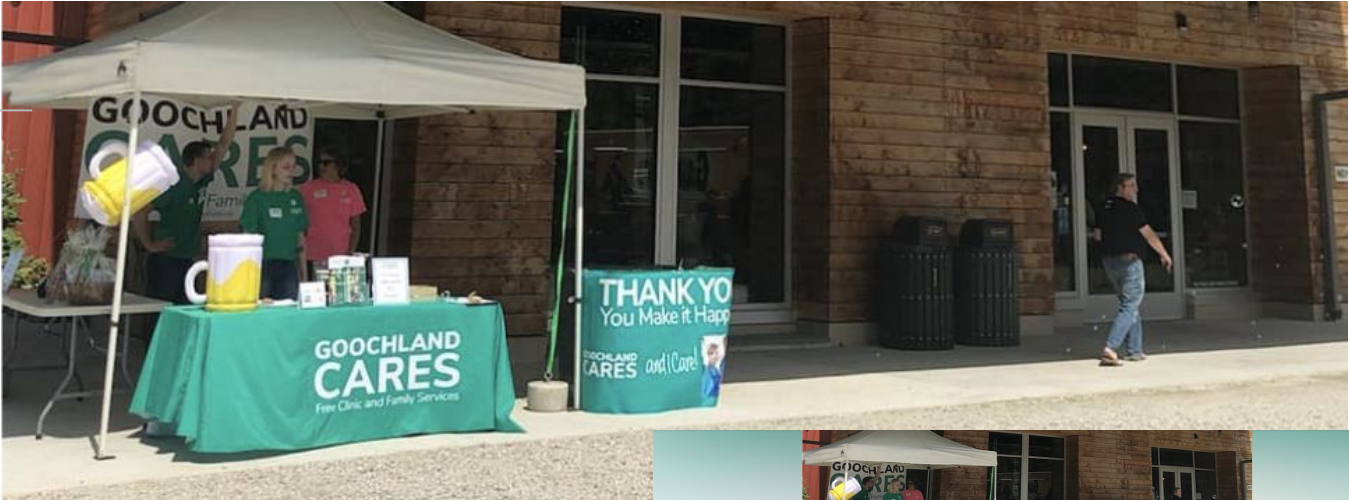


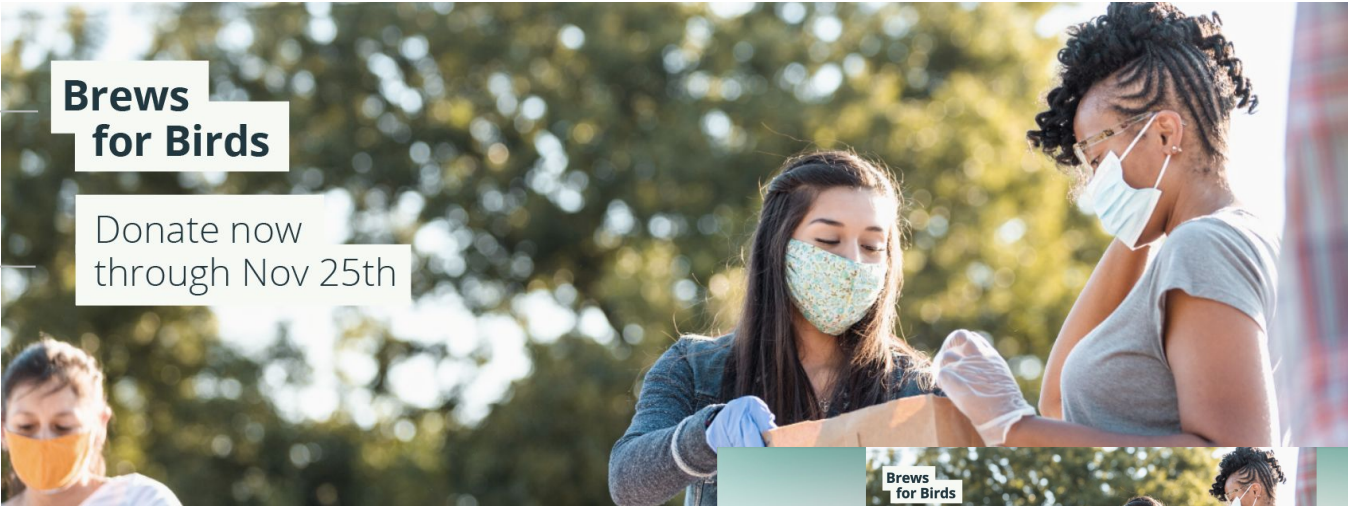
PHOTO WITH COPY

Heading

**Brews
for Birds**

Needs

Donate now
through Nov 25th



03

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THE BRAND BUILD

COLOR PALETTE & FONT

The brand color palette and font can be uploaded to your 'Brand Kit' on Canva.



Brand colors

GoochlandCares ...

+ Add new palette

Brand fonts

Headings, Open Sans, 28

Subheadings, Open Sans, 16

Body, Open Sans, 10

Uploaded fonts

- Open Sans ExtraBold AaBbCc
- Open Sans Regular AaBbCc
- Open Sans SemiBold AaBbCc
- Open Sans Bold AaBbCc

ICONOGRAPHY

The copy heavy social posts use two sets of icons: one set to be used with the dark background and one set to be used with the light background.

All of the needed iconography can be uploaded to your 'Brand Kit' in Canva.



ICON GLOSSARY



Housing



Money/
Donations



Clothing



Phone



Wellness



Time/Hours



Humanities/
Together



Environmental



Medical



Information



Clothing



Online/Virtual



Food



Construction



Alert

MESSAGING BEST PRACTICES

- Fill out your profile fields **completely**. Information is critical.

At the very minimum, your About section should include your mission, a link to your website, and a link to your donation page.

- Posting is good, engaging is better - keep your posts relevant to your audience. (They'll thank you!)
- Keep posts consistent - use the frameworks you have to create a uniform look and feel.
- Share stories—frame the details with a compelling narrative that's relatable and engaging.
- Strike a balance between asks and updates.
- Write like you talk - avoid jargon, keep it natural.

02

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THE WORK

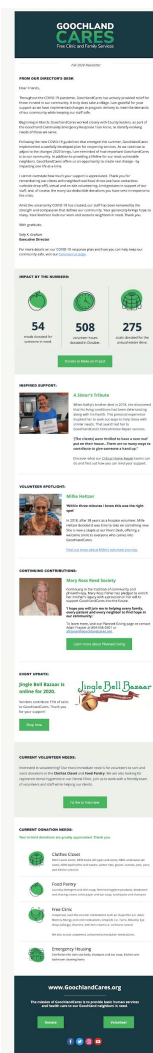
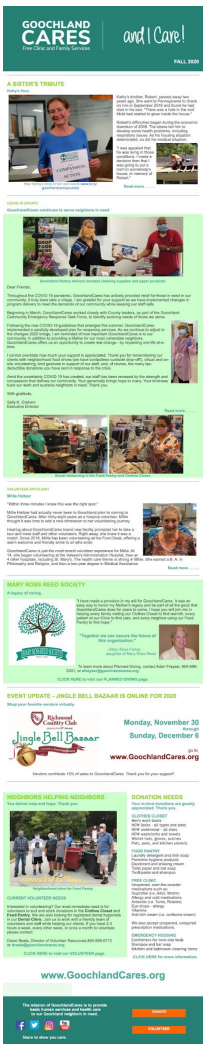
Newsletter



In early 2021, we will begin to remove the ability to copy emails created through this Legacy editor.

- You will still be able to see reporting and access the details of emails created through this editor
- You will not be able to edit, schedule, or resend emails that have been created through this editor

Please let us know if you would like us to help you recreate these emails in our new updated editor. [Click here](#) to learn more about this new editor.



NEWSLETTER OPPORTUNITIES

1. Content

- a. Hierarchy: Determine priority for main takeaways and design to emphasize these
- b. Length and volume: More brevity and editing.
- c. Organization: Group similar content together. Create broad categories that are repeated across all the newsletters

2. Design

- a. Simplify: Use content hierarchy to determine visual hierarchy
- b. Built in Constant Contact for easy templatization.

MESSAGING BEST PRACTICES newsletter

This newsletter has a distinct emphasis on donors and creating opportunities for donations.

To this end, the stories selected should introduce readers to the topic and the focus of the piece, and then let GoochlandCares shine as the facilitator/conduit for that focus to blossom. And then, to give potential donors something to get excited about, each story should showcase some sort of tangible result.

If the whole story is too long, host it on your website -- as you've done with many of these stories -- and create a quick teaser for the newsletter following the guidelines above, and use it to make a connection without demanding as much of a commitment.

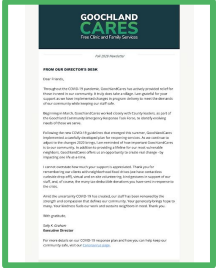
IMPACT BY THE NUMBERS

This new section can draw from any of the impressive numbers generated by GoochlandCares every month, from clinic visits to immunizations given to new doctors or services added to meals donated. It's a quick hit of data that shows your impact succinctly and gives donors a sense of where their donations are going.

MESSAGING BEST PRACTICES newsletter

Story Selection Cheat-Sheet

1. Introduce the FOCUS [The community member, Volunteers or Events]
2. Pinpoint GoochlandCares' INVOLVEMENT
3. Showcase any tangible RESULTS
4. Offer ways for donors and volunteers to SUPPORT that specific avenue [Clothes Closet, Food Pantry, Free Clinic, etc.]



Fall 2020 Newsletter

FROM OUR DIRECTOR'S DESK

Dear Friends,

Throughout the COVID-19 pandemic, GoochlandCares has actively provided relief for those in need in our community. It truly does take a village. I am grateful for your support as we have implemented changes in program delivery to meet the demands of our community while keeping our staff safe.

Beginning in March, GoochlandCares worked closely with County leaders, as part of the Goochland Community Emergency Response Task Force, to identify evolving needs of those we serve.

Following the new COVID-19 guidelines that emerged this summer, GoochlandCares implemented a carefully developed plan for reopening services. As we continue to adjust to the changes 2020 brings, I am reminded of how important GoochlandCares is to our community. In addition to providing a lifeline for our most vulnerable neighbors, GoochlandCares offers us an opportunity to create real change - by impacting one life at-a-time.

I cannot overstate how much your support is appreciated. Thank you for remembering our clients with neighborhood food drives (we have contactless curbside drop-off), virtual and on-site volunteering, kind gestures in support of our staff, and, of course, the many tax-deductible donations you have sent in response to the crisis.

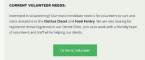
Amid the uncertainty COVID-19 has created, our staff has been renewed by the strength and compassion that defines our community. Your generosity brings hope to many. Your kindness fuels our work and sustains neighbors in need. Thank you.

With gratitude,

Sally K. Graham
Executive Director

For more details on our COVID-19 response plan and how you can help keep our community safe, visit our Coronavirus page.

IMPACT BY THE NUMBERS:



- List of COVID-19 services: Client Care, Food Pantry, Free Clinic, Emergency Housing.

NEXT STEPS

1. Any feedback or updates
2. Handing over files & assets
3. Transition period

THANKS!