

CC MONTHLY

The official newsletter of Charity Crossing



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Warehouse Move

by Shriya Rajagopalan

Connect, share, care. These words of Charity Crossing were displayed by our magnificent volunteers, especially during the hectic month of October. During this month, Charity Crossing was faced with a challenge; emptying the warehouse shared with Second Chance Farms and relocating to a different location. This was a huge task, and our volunteers worked diligently day after day, giving their very best effort to help CC with our move. The warehouse consisted of large boxes of donations, sorted by category. Our volunteers sorted these items into smaller boxes, so that it would be easier to transport them to our other location. We began in mid-October and had the warehouse empty in only four or five weeks! All thanks to Charity Crossing's many volunteers, Charity Crossing could not have done this efficiently without your care.



However, not only have the people helping the organization, but also each other during the days of sorting and packaging. This is where the words “connect”, “share” and “care” play a role. I myself have also been to the warehouse to help out, and I think it is safe to say that I enjoyed the experience. The boxes were already organized, hence it shows the amount of effort Charity Crossing leads volunteers put in order to help out. All in all, the warehouse move has definitely been difficult, but it was hard to notice because of how smooth it went after we had hundreds of Charity Crossing volunteers eager to help out.

To continue our service, we are seeking community support to rent a warehouse.

Please see this short video to learn more about work we do: <https://bit.ly/cc21giving>

Stockings for Soldiers

by Tanuj Dontaraju

During November, Charity Crossing has a yearly tradition, which is going to Stocking for Soldiers. Stocking for Soldiers is an organization that helps out the soldiers during the winter time. As Christmas is coming around, Stocking for Soldiers receives many volunteers from various organizations, schools, etc. At Stockings for Soldiers, the volunteers pack stockings-- Inside of the stocking, there is candy, toothbrush, toothpaste, hygienic products and socks. A candy cane and a bag of marshmallows are also put in the stocking. To top it off, a letter is sent to them thanking them for their service. This package is then sent to soldiers.

This event happens every year during the month of November, during which many members from Charity Crossing attend. This year we had over 30 members go to Stocking for Soldiers, over multiple days. It was a great experience and everyone enjoyed helping the soldiers out. We as Charity Crossing do this to thank our soldiers for protecting us and keeping us safe. All the volunteers enjoyed going and serving there, as participating in Stocking for Soldiers exemplifies our 3 famous words: Connect, share, and care. Check out this video to find out more about what we did:

<https://youtu.be/mFqX5Uox9dA>



Every Man Counts Award

by Gopi Srini

Charity Crossing was recognized by “Every Man Counts” a non-profit organization dedicated to reducing the recidivism rate, and increasing parental involvement with children. Every Man Counts strives to educate, empower and encourage responsible single and re-entry fathers to build healthy relationships, and learn successful parenting as they understand their rights and responsibility in family court. The award program was a well organized, impeccable event with a 3-hour long program. Keynote speaker, George Corbin, delivered a spectacular speech, in which he defined “pivot” theory. There was also a nice poetry performance from Dante Dash and Madeline Porter.



The speeches by all the award winners were very inspiring. Charity Crossing was recognized for their exceptional service, and all around activities in helping the communities during pandemics. Thank you so much Aja, a.k.a. Ajawavi Ajavon, the CEO and founder of Every Man Counts” for recognizing Charity Crossing.

Giving Season Fundraisers

by Kirti Daga

Charity Crossing presents the 2021 Giving Season Campaign. The community, throughout the course of the year, has relentlessly cared, helped, and connected communities by breaking the invisible barriers. From children to senior citizens, our volunteers used their leadership, teamwork, and communication skills to help better their community and the environment.



To put into numbers, this year we had volunteers accomplish 1 lifetime service award, 42 president volunteer service awards, and 2 governor outstanding volunteer awards. We distributed over two million dollars worth of donations and distributed over 300,000 clothing and household items to help over 100,000 low-income families, senior citizens, and the homeless. As a cohesive effort, our volunteers dedicated 43,000 hours to volunteering worth roughly \$645,000.

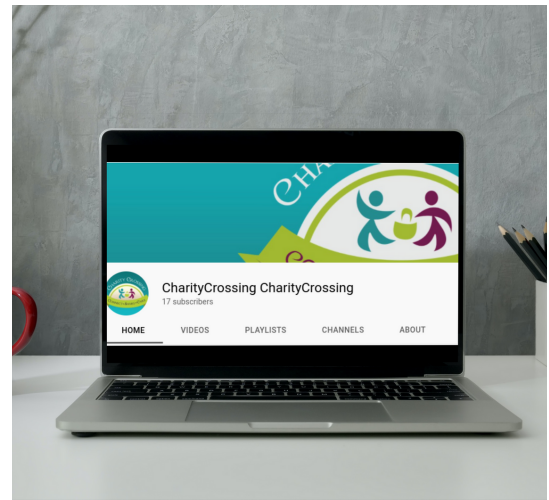


We would love to keep this momentous effort for many years to come, so please come join us and help the community. You can donate online, mail a donation check, or donate through your employer's giving initiative to join us. Click on the link to check out the video to see the hard work and efforts of our volunteers: <https://bit.ly/cc21giving>
Thank you and happy volunteering!

Charity Crossing's Youtube Channel!

by Saathvik Swamy

Charity Crossing started its YouTube channel around two years ago. Since then, CC has uploaded over 40 videos, including "Congratulations 2020 Presidential Volunteer Service Award Recipients", "CC Hand Sanitizer Distribution", and "Autism Acceptance 5K Walk 2021". Unfortunately, CC has less than 25 subscribers and averages less than 50 views per video (at the time of writing). This is where we need the help of the 2,000+ CC Volunteers. It only takes one view per video, and one subscription to grow our channel.



Starting out with the basic information, YouTube collects subscriptions to the channel, likes, and views per video. Once a channel gets 1,000 subscribers, it is eligible for monetization or payment from YouTube. On average, 1,000 views per video will get the channel \$1-2. This number will increase to around \$18 per 1000 views if the video gets ads. As the channel gets bigger and bigger, the video gets pushed out and suggested to many Youtube viewers. This as a result, will only grow the channel. So in short, once the channel gets monetized the most likely way for it to go is up.

YouTube is a very effective way to get funds, and advertise Charity Crossing. If we had 1,000 subscribers and at least 1,000 views for each video we posted we would have \$40-80, which are more funds to serve our community. But to achieve this we need help from our volunteers. Another benefit of using YouTube is that, in addition to showcasing Charity Crossing's great impact to our volunteers, we can reach many other people worldwide. These benefits show that being active on YouTube is effective. Please consider subscribing to the channel and viewing all of CC's YouTube videos to increase traffic. Thank you!

Here is the link to our channel: <https://bit.ly/cc-yt-channel>





Blood Donation Drive

by Shriya Rajagopalan

Prior to COVID-19, every year about 4.5 million Americans were in need of blood. As the upsurge of the coronavirus became more prevalent in the U.S, the amount of people in need of blood will surely have increased. In consideration of this, Charity Crossing has initiated a blood donation drive and has successfully donated blood quarterly each year.

Blood drives are facilitated by CC members and an account manager from the Bank of Delaware. Members can then sign up to donate any amount of blood that they are willing to. Just one donation can save three lives! During the pandemic, we are proud to reveal that our volunteers have donated blood about 48 times so far this year, saving 144 lives each year. Without our bighearted volunteers, Charity Crossing would not have been able to save those hundreds of lives. Thank you so much volunteers!

Get in touch with CC!

Charity Crossing's slogan is "Connect, Share, Care." Over the last five years, we have been able to truly exemplify this motto-- Through the ever-growing capabilities of the internet, Charity Crossing has been able to garner a large community outreach through our presence on multiple social media platforms.



Website - www.charitycrossing.org

Charity Crossing's website contains all relevant information on CC's serves, initiatives, and accomplishments. You can register for event participation and learn more about Charity Crossing by scanning the QR code to the right.



Facebook - [Charity Crossing](#)

Our main social media platform is Facebook-- Here, you can find updates, flyers, and accomplishments on our initiatives. Our community outreach mainly takes place on this platform, which you can access by scanning the QR code to the right.



LinkedIn - [Charity Crossing Inc](#)

On LinkedIn, you can connect with Charity Crossing and view our various posts and videos. There, information is listed on various drives and initiatives. You can access our LinkedIn page by scanning the QR code to the right.



Additional News

Giving Tuesday

Giving Tuesday is a program where employers match double the donation their employee gives to a charity. This yearly initiative occurs on the first Tuesday after Thanksgiving. This year, Giving Tuesday was on November 30th, and it's fair to say that it was a major success. Charity Crossing raised more than \$18k, which is a CC record. Charity Crossing thanks all the donors for their donations, that will help us better serve the community.

Amazon Smile

Charity Crossing is a member of the Amazon Smile program, which is a great way to raise funds and reach more people in need. To start off, Amazon Smile has the same products as the Amazon that you normally shop on, except this site donates a part of the money from your purchase to Charity Crossing. No extra cost to you! Please go on smile.amazon.com or use the regular Prime app on your phone to sign up first. For more instructions on how to sign up, please check out the Amazon Smile flyer in CC's website and Facebook.

Matching Donations

As Charity Crossing is a non-profit organization, a big part of the reason we can constantly serve the community is due to help from corporate donors. An amazing example of this occurred earlier this year in February, when JP Morgan Chase, Bank of America, and other employers matched employee donations and helped raise \$11,713 for Charity Crossing's vehicle fundraiser. We encourage you to check with your employer to see if there are similar programs available!

New Store + Plant Sale!

Charity Crossing is expanding its horizon to an online store to help raise funds for CC to better serve our community. To begin with, the store sells curry leaves, jasmine, and banana plants; Additionally, the store offers merchandise such as Charity Crossing branded sweatshirts, caps, metal water bottles, and car bumper magnets. To place your order, please go on www.charitycrossing.org. Happy shopping!

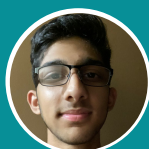
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