



Mission
OAK CLIFF

DIGNITY & WORTH

of every person

2021 Annual Report



From our Executive Director

"Even when I feel like no one else does, I know that Mission Oak Cliff cares for me." That is a direct quote from a client to one of our volunteers this year. We cherish this quote because we work hard every day to make people feel seen, heard, and respected. When so many of our clients experience daily isolation and marginalization, we intentionally lean into our core value of instilling dignity and worth into every person we encounter.

In 2021, MOC continued to serve more individuals than in years past. Through our food services, Homeless Welcome Center, ESL classes, and Counseling Center, we made an impact in nearly 15,000 individuals' lives. Although the needs remain great, it is amazing how many people shared stories of overcoming homelessness and joblessness with us. We joyously celebrate with them.

In the spirit of collaboration and collective impact, we invited more people to participate in our work. Last year, our donors helped us raise more money than ever before, allowing us to invest more lifechanging services to families in our community. In addition to our amazingly faithful volunteers, groups like the Junior League of Dallas, StitchFix, and Husch Blackwell joined our mission to proclaim to the community that they have inherent dignity and invaluable worth.

We are grateful for your support and prayers for another amazing year of service in Oak Cliff. Thank you for being a part of our story.

Rev. Kevin Pranoto, MDiv, LMSW



Our Mission

Mission Oak Cliff commits to breaking the cycle of poverty in the Oak Cliff community.

As an expression of Christ's love, we improve food security, encourage meaningful relationships, & teach life skills.

Our Vision

A thriving Oak Cliff for all.



OUR IMPACT

Food Services

MOC's largest program, we help improve food security through our on-site food pantry, satellite pantries, and Food2Families grocery delivery services. We purchased a box truck in 2021 to increase capacity for food distribution.

14,752 people served

542,461 pounds of food distributed, worth ~\$1 million

6 DISD schools participating in Food2Families

Adult Education

ESL classes resumed in 2021 with limited offerings and small class sizes to ensure the safety of the students and volunteers. Students in the program enjoy a tight-knit community where they get to practice and become more proficient in their English.

ESL classes are offered every Tuesday & Friday

Classes are led by volunteer teachers

Additional classes to be offered in 2022

Homeless Services

People experiencing homelessness come to MOC daily and receive a hot lunch, snack pack, hygiene items, and clothes. Additional services include agency referrals and medical care through the Parkland HOMES mobile unit.

10,400 meals provided

55 medical visits through Parkland HOMES

1,040 outfits shared

Counseling Center

The Center for Integrative Counseling & Psychology partners with MOC to provide free counseling services for individuals and families. A therapist is available to process through grief, depression, anxiety, and other hardships.

Therapists are available Mondays & Fridays

Individual & group sessions offered

Counseling sessions offered in English & Spanish





Hope for the Future

Late last summer I began seeing clients in person at Mission Oak Cliff. The pandemic created additional challenges for so many in the Oak Cliff area. Most of my clients have reached a point where the emotional stressors they are facing become unsustainable and they need a space to unburden the weight that they are carrying. They have faced not just one traumatic event in their lives but many different traumatic events, known as complex trauma.

When one of my clients shared a specific traumatic event from the past, we were able to normalize the coping strategies she has used to help her survive. My client is now able to work towards emotional safety when she experiences specific triggers and states "I know what I need when I am stressed."

I believe true healing for my clients happens when they can put their individual stories into words and create meaning from their experiences. The counseling room is a haven where relational trust can grow, creating a foundation for my clients to find hope for the future.



I am incredibly honored to be present for my clients in their journeys of healing and growth.

Joy Delzer, M.A., is a Licensed Professional Counselor Associate with The Center for Integrative Counseling and Psychology. She has served as the onsite therapist for the Mission Oak Cliff Counseling Center since 2020.

Support clients needing therapy by donating to the MOC Counseling Center and working with your community to break mental health stigma.

2021 Stories

Winter Storm Relief

When the Winter Storm hit Texas, most families were stuck at home, including the majority of MOC's clients experiencing food insecurity. Volunteers worked with MOC to ensure that 300 people received groceries delivered to their doorstep.

Thank you to ALL of the volunteers who prepared and delivered groceries. Because you stepped up in a crisis, several homes had food when they would not otherwise.

DISD Partnerships

In 2021, Mission Oak Cliff continued its partnerships with 6 local DISD schools. Through hosting a campus food pantry and participating in the Food2Families food delivery program, our partner schools are helping us increase food security in our area.

"I am forever grateful and proud of the support I get from MOC. It is so nice to be able to call on them anytime I need food. They have always been willing to help my students and their families." - Juanita McFarlane, Bowie Elementary

\$15,000 from CTBC

Cliff Temple Baptist Church raised \$15,000 to support the launch of Mission Oak Cliff's new counseling center, as part of the church's 2021 spring offering. We are so grateful for the support of CTBC and the members who gave!

"We as a church feel it's important to provide free counseling to our community, providing holistic help to each individual. Proverbs 3:27: Do not withhold good from those to whom it is due, when it is in your power to act." - Kenny Cheshier, CTBC

In-Kind Support

Texadia Systems, LLC selected Mission Oak Cliff as one of three nonprofits to receive its support for North Texas Giving Day. As a result, they committed to a year of in-kind purchases, providing \$100 of hygiene items to our clients every month!

"We have employees who live in Oak Cliff, so Mission Oak Cliff tugged on their heartstrings... Someone must take on this mission, and MOC does it in a way that makes a huge difference." - Dawna Payne, Texadia Systems






Back to School




Thanksgiving & Christmas



In 2021, Mission Oak Cliff partnered with the Junior League of Dallas, which provided a dozen volunteers to help prepare and distribute backpacks filled with school supplies to over 300 children and their families. This is part of our efforts to combat the low educational attainment in Oak Cliff, breaking barriers between children and the education they deserve.



150
turkeys
provided



The 2021 Thanksgiving Distribution was a success, providing whole turkeys and boxes of side items to more than 150 families.

We are grateful for Husch Blackwell, who helped cover the cost of turkeys and volunteered on distribution day, as well as Helm ABA Therapy, who sent a volunteer group to assemble the boxes.

The Issue:

1 out of 5
adults in Oak Cliff
are without a high
school education*



For the second year in a row, the Mission Oak Cliff Angel Tree program helped 300 children receive gifts for Christmas. With the help of our sponsors, parents of these children were able to provide personalized wrapped gifts to their children for Christmas. Thank you for making this possible!





MOC Benefit Gala

Mission Oak Cliff held its first-ever benefit, 73 years after the nonprofit was founded. Staff and volunteers set out to organize the inaugural event with the goal of raising \$50,000. With the help of pro bono event planners and event venue, the benefit was a massive success, raising over \$77,000 to support the Oak Cliff community! Pastor Chris L. Simmons of Cornerstone Baptist Church shared an encouraging word reminding us to seek the peace and prosperity of Oak Cliff.

"Mission Oak Cliff supplies essential services to Dallas residents in need, providing stability for underserved families and supporting their future. Our commitment aims to strengthen the community and ensure that all individuals have access to services that improve their health, safety and wellbeing." - Sharon Lahr, CRCM, CAMS, Senior Vice President at NexBank

Special thanks to:

Vendors

The Mason Dallas
Lyons Events
CN Catering
Corrie Aune Photography
HD Liquid Catering
Lawson Event Rentals
LeForce Entertainment

Virginia Goslin Presenting Sponsor
NexBank

Friends of MOC Sponsors
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Mike & Patricia Packard

Gold Sponsors
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Perdue Realty Corp.
Emily & Nicole Ramirez-Drake

Silver Sponsors
Good Deed Real Estate Group
Kevin Pranoto





Serving Oak Cliff



Volunteer of the Year



How people help:

- Serving clients
- Stocking the food pantry
- Cooking meals
- Collecting hygiene items
- Administrative projects

Learn more & get involved at: missionoakcliff.org/volunteer



"We would not be where we are without her. We are grateful for her guidance, support, and servant leadership."

- Travis Aune, MOC

Pat Packard

2021 Volunteer of the Year

Pat serves at Mission Oak Cliff regularly, providing crucial leadership as a member of the MOC Council, as well as directly serving our clients onsite three days per week.

She is a constant advocate for MOC, securing new donors, volunteers, and in-kind items.

Her guidance and dedication constantly spur us at MOC to provide better programs and services for our clients. Without her, we would not be where we are as an improving and growing organization.

Thank you, Pat! We are so grateful for you.



266 volunteers
2,934 hours
 Economic Impact
\$86,641
 compared to \$48,144 in 2020



300 +
hours served



Volunteer Highlights

In 2021, with a staff of just 5, Mission Oak Cliff heavily relied on a handful of individuals to make the nonprofit operate on a weekly basis. Additionally, volunteer groups served repeatedly throughout the year, making large-scale tasks possible, such as bagging groceries for 150 families each week.

As awareness of Mission Oak Cliff grew among the Dallas community, so did engagement grow among various organizations in the community. Help arrived in the form of professional volunteer groups, including Aetna, Stitch Fix, Helpful Honda, Helm ABA, Southwest Airlines, and the Junior League of Dallas. Additionally, groups from churches and schools helped: Wilshire Baptist, Heights Baptist, Park Cities Presbyterian, UNT Dallas, DBU, Peeler Elementary, and LifeSchool.

Without these 266 volunteers, it would have been nearly impossible to serve the 14,752 clients in 2021. To our volunteers: The dedication, humility, and kindness of all of you cannot be overstated or overlooked- you make the heart and soul of MOC, providing invaluable change to the Oak Cliff community.

Thank you for your volunteerism. It is an honor to work with you!

Images from top left to bottom right: Thanksgiving prep. group from Helm ABA, MLK Day volunteers from Wilshire Baptist, Back to School Event with Junior League of Dallas volunteers, loading produce boxes for winter storm relief, unloading the food truck, KDChi volunteers from UNT Dallas, Volunteer Lunch & Learn, handing out turkeys for Thanksgiving.





Financials



Our 2021 Partners

2021 Expenses	\$284,938
2021 Revenue	\$293,292
2022 Budget	\$405,000

Our partners include corporations, churches, hospitals, neighborhood associations, foundations, and other nonprofits. We are grateful to have our biggest year yet in terms of support from financial partners and collaboration with program partners. They provide budget support, volunteers, and programmatic support to continue striving toward our vision of a thriving Oak Cliff for everyone.

Financial Partners

Program Partners



We are proud to have raised over 100% of our 2021 budget during the pandemic. We strive to be good stewards of the resources given to us. Thank you for making this possible.

Mission Oak Cliff raises 100% of its budget and relies on your support to serve Oak Cliff.

Over 75% of our finances are invested into our client services and volunteer programs



Staff & Council



2022 Strategic Goals

MOC Staff

- Kevin Pranoto, Executive Director
- Travis Aune, Director of Volunteers & Development
- Patty Quintana, Assistant Director of Client Services
- Mark Blaker, Food Pantry Manager
- Flora Guard, Lunch Manager



MOC Council

- Violet Lane, Chair
- Patricia Packard, Vice Chair
- Emily Ramirez-Drake, Secretary
- Pamela Finley
- Maria Garcia
- Stan Granberry
- Amanda Moreno Lake
- Jonathan Saxer
- William Zimmerman



Mission Oak Cliff will have priority focus in 2022-2024 on strengthening its adult education offerings through formal partnerships with education service providers.

Education is essential for career advancement. We recognize the direct correlation between educational attainment and financial stability. Thus, we will be focusing our efforts on ramping up our adult education program in partnership with Dallas College to provide families the opportunities to thrive.

Mission Oak Cliff will expand its food pantry services to ALL people with residence in Dallas County, lifting the 5 zip-codes restriction on January 1, 2022.

Over the past two years, we have seen an increased request to provide services from people residing outside of our 5 zip code areas. Because of our close proximity to Trinity Groves and Downtown Dallas, we decided to open our services to all of Dallas County, while remaining focused on Oak Cliff.

Mission Oak Cliff will provide free mental health counseling services for at least 100 individuals in 2022.

In partnership with The Center for Integrative Counseling and Psychology, we launched the MOC Counseling Center in 2021. In addition to providing mental health services, we are actively educating our community on the importance of mental health to help break down barriers and stigma.

A thriving Oak Cliff for ALL

We rely on donors like you to sustain our budget and services. To give now, please visit www.missionoakcliff.org/donate

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