

## Photography/Video

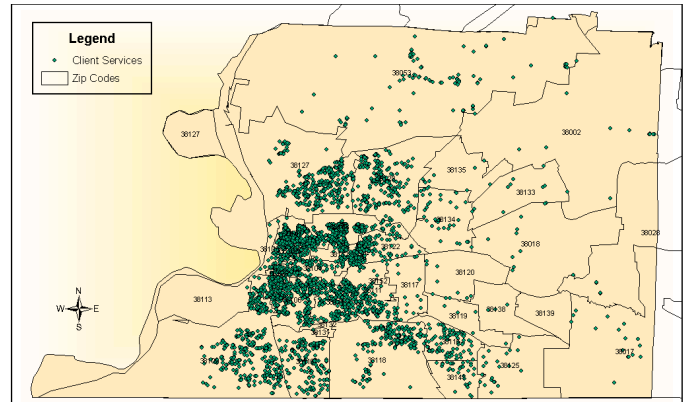
Pictures from last year's Christmas Basket assembly and distribution are available upon request, and video footage may be taken by contacting Shelley Thomas with Solo Solutions at 901-237-9104 or shellely@solo-solutions.com, or Janice Hollowell at 901-881-6013.

## Target Population

NCC benefits the poor of all ages, those either entrapped or at risk of becoming entrapped in the cycle of poverty and its associated risks. The adjacent map shows the concentration of client services offered by NCC in the most impoverished and destitute areas of Memphis.

Demographics:

- Socioeconomics: 35% of NCC clients are welfare dependent, 45% are working poor, and 20% are working class citizens who are primarily involved in NCC's Biblical training programs.
- Age: NCC works with ages 0 and up, serving approximately 60% children and youth and 40% adults.
- Race: 95% of clients are Black and 5% are White, Hispanic, Sudanese or other.



## Organizational History

In the late 1960's, Monroe and JoeAnn Ballard began working with disadvantaged Memphis youth, eventually raising 75 children in their own home. With the involvement of concerned individuals and churches, JoeAnn Ballard became the first employee of Neighborhood Christian Centers, Inc. (NCC) in 1978. For twenty-eight years, NCC has been assisting socio-economically disadvantaged youth, as well as adults, to affect positive changes in their lives and in their communities. To those in need, NCC has come to be identified as a source of hope; to donors and volunteers, the organization has built a solid reputation as an established and effective means to respond to the needs of the poor.

**For additional information on NCC's Annual Christmas Basket Program, contact: Shelley Thomas at Solo Solutions at 901-237-9104 or shellely@solo-solutions.com; or Janice Hollowell at 901-881-6013.**

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