

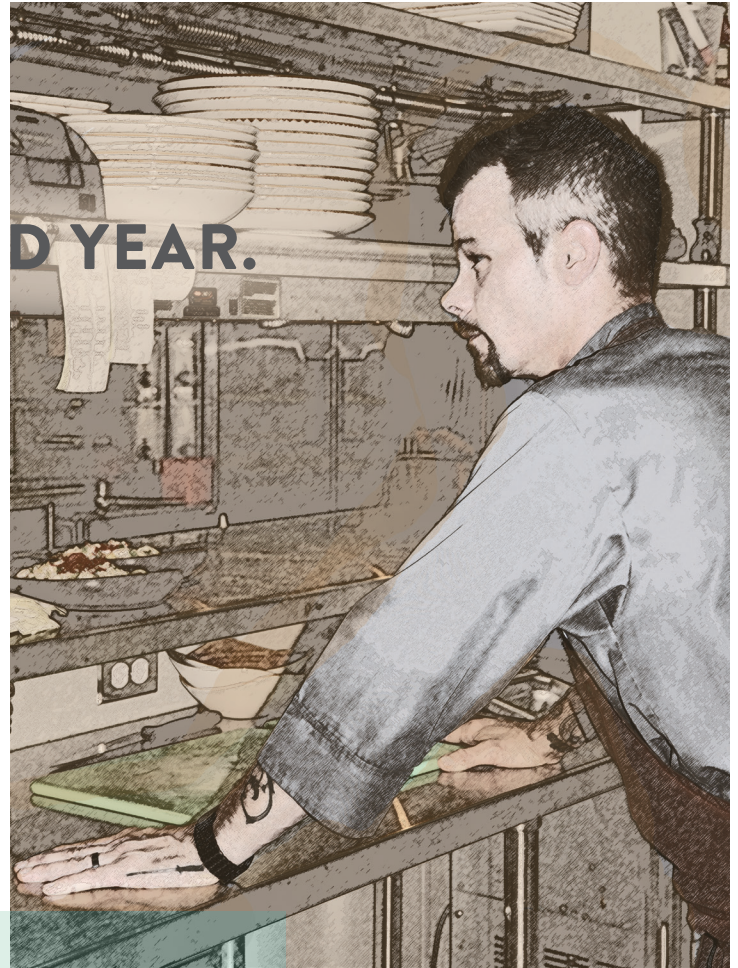


# CDAIDE IMPACT REPORT

JULY 2020-JUNE 2021

## THIS HAS BEEN A HARD YEAR.

Stressors on hospitality sector workers are everywhere evident in CDA. Our local workers have been some of the hardest hit by both Covid shutdowns and illness; they were considered dispensable but we've also learned how critical their services are. As the local economy speeds back, unfortunately they work in chronically under-staffed environments, often doing the job of 2 to 3 people. Guests are sometimes more difficult than usual because of pandemic fatigue and because service quality suffers when businesses are under-staffed. This creates even more stress for workers, who may be inclined to leave hospitality for something else. Those who remain behind must carry even more load. **Workers who were always vulnerable are hit harder than ever now.** Yet many truly love their work and serving patrons in our beautiful community. They remain upbeat and show true hospitality and professionalism despite these challenges.



*“When CDAIDE reached out to my family we were having medical issues with one of my children. I was not only struggling financially but also emotionally. My daughter had just gotten out of the ICU and I was unsure of what to do next. Thanks to this caring and kind organization, **I was able to see a light in all of my struggles. We are forever thankful for the help we received but it was the kind words of support in a terrifying time that truly was our best gift** . . . our family thanks you all for your wonderful help in our time of need. Your compassion truly helps our community and shows just how much others care!*”

### CORE PURPOSE

The core purpose of CDAIDE is to build relationships of trust with our neighbors working in the hospitality industry in order to meet their immediate needs and connect them with resources that can help them develop patterns that enable them to thrive.

# FOR THE WANT OF A GOOD TIRE.

Did you know that one flat car or bike tire can cause a low-wage worker a life wreck? No tire, no transportation. No transportation, missed shift. Missed shift, less income. Less income, no childcare. No childcare, no job. No job, no home. No home, no stability. **No stability, no health, and on and on.** With little financial margin, workers who face the unexpected costs that come with everyday life can suffer from a breakdown of carefully planned, but precarious, resources. You can help with providing the tire that preserves a life.



“After having some overwhelming vehicle repair expenses come up, I was encouraged to reach out. Someone reached out to me within a few days of my initial application, and **my vehicle was in the shop, paid for in-full, and back on the road in time for work!** CDAIDE was there for me in my time of need and all I had to do was ask!”

## MISSION STATEMENT

Operating from a foundation of faith, CDAIDE serves Coeur d'Alene-area hospitality workers by meeting their immediate needs, connecting them with resources for longer term self-sufficiency, and ensuring they feel valued, respected and loved.



# LIFE WITH NOWHERE TO LIVE.

While many hospitality workers have had an income boost during this period with plentiful jobs and rising wages, the lack of affordable housing has limited these gains. CDAIDE is serving an alarming number of parents who are working full-time but living with children in cars or tents. **This housing market is unforgiving to those on the margins.** Landlords can afford to be choosy with things like credit rating and requiring sizable deposits, leaving those who are financially precarious finding it nearly impossible to secure and keep stable housing.

“With the Covid crisis hitting hard at home, my wife out of work, and reduced hours for me, **we had no idea how we were to pay rent**, but CDAIDE came in to save us from all the stress we had. Thank you so much CDAIDE.”

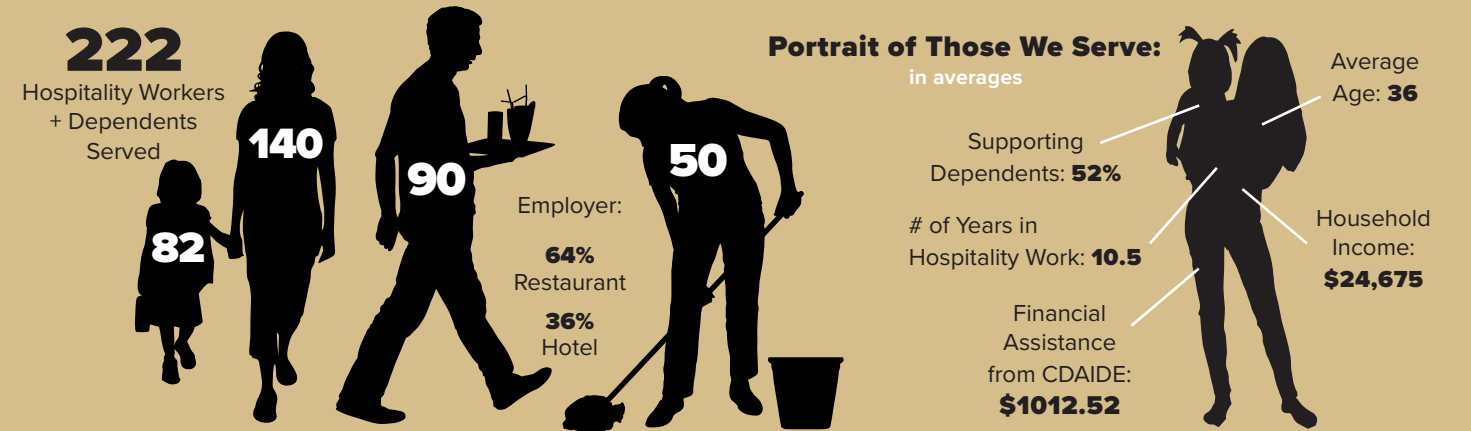
# IN EACH OTHER'S CARE WE THRIVE.

Why should hospitality workers' well-being, in particular, matter to our community? On a human level, the heart of CDAIDE is to support our hard-working neighbors struggling to care for their families. **When people's personal needs are met, they are better community members, parents, and employees.** Additionally, any healthy economy needs stable workers in every job sector. Our local economy, largely driven by the hospitality and tourism sector, needs these valuable workers. Yet, because of a worker shortage due in part to the rising housing costs in CDA, many businesses are limiting hours, serving only take-out, or closing for entire days because they cannot staff shifts. For the workers we still have, we must do everything possible to provide the support necessary to keep them in our community.

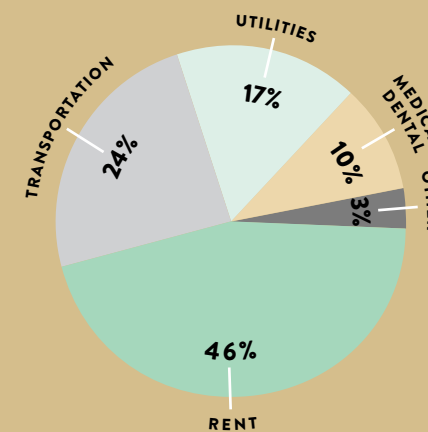


# CDAIDE SUPPORTERS CHANGE LIVES.

Take a look at what we accomplished together this year to bring light and life to those who serve:



## CDAIDE Helped With:



## CDAIDE Volunteers Are Awesome:



Number of Volunteers: **65**  
Number of Volunteer Hours: **6826**

**THANK YOU TO OUR BUSINESS & COMMUNITY SUPPORTERS**

**DIAMOND LEVEL (\$5000+)**

The Avista Foundation  
 Boston Beer Company  
 City of Coeur d'Alene  
 Coeur d'Alene Association of Realtors  
 The Coeur d'Alene Resort  
 HQ Trivia  
 Innovia Foundation  
 Pinkerton Retirement Specialists  
 United Way of North Idaho  
 Women's Gift Alliance

**PLATINUM LEVEL (\$2500+)**

Coeur d'Alene Rotary Endowment Foundation  
 First Presbyterian Church  
 Idaho Central Credit Union  
 Northwest Specialty Hospital

**GOLD LEVEL (\$1000+)**

Bardenay Restaurant and Distillery  
 Brian Goetz Insurance  
 Community of the Holy Spirit

**SILVER LEVEL (\$500+)**

Idaho Forest Industries  
 Jeremy Lacaria Insurance  
 Kootenai County Young Professionals  
 Matt Pelz Insurance  
 MST Financial Solutions, LLC  
 Nannette Foster Insurance  
 Northwest Realty Group  
 P1FCU  
 SLB Consulting, LLC  
 Wendy McInerney Insurance  
 Sue Breesnee Insurance  
 Throm Insurance

**BRONZE LEVEL (\$250+)**

Magnuson, McHugh & Company  
 North Idaho Unitarian Universalists  
 Schweitzer Mountain Realty

**IN-KIND DONORS**

Bardenay Restaurant and Distillery  
 CaddyShack  
 Cat Tales Wildlife Center  
 Hayden Lake Country Club  
 Le Peep  
 Pastry and More  
 Pinkerton Retirement Specialists  
 Pita Pit  
 Premier Charters  
 Renee's on Ramsey  
 Silverwood Theme Park  
 Terraza Waterfront Cafe  
 The Art Spirit Gallery  
 The Coeur d'Alene Resort  
 The Salvation Army KROC Center  
 Timberline Adventures  
 Top This Frozen Yogurt & Treats  
 Triple Play Family Fun Park  
 Vine & Olive Eatery and Wine Bar

**THANK YOU TO OUR DIAMOND DONORS - \$5000+**



WGA | Women's Gift Alliance

**THANK YOU TO OUR PLATINUM DONORS - \$2500+**



**CDAIDE**  
 SERVING THOSE WHO SERVE

**STAFF**

**Rebecca Smith**  
 Executive Director

**Cindy Ackland**  
 Care & Program Coordinator

**BOARD OF DIRECTORS**

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**Matt Weed**  
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**Shane Solorza**  
 Strategic Planning Chair

CDAIDE  
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 Coeur d'Alene, ID 83816



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facebook.com/cdaide

**DONATIONS:**  
 www.cdaide.org/donate

CDAIDE is a 501(c)(3) nonprofit, and all donations are tax deductible to the fullest extent allowed by law.

**VOLUNTEERS ARE THE HEART OF IT ALL.**

Thank you, wonderful volunteers, for your sacrifice of time, talent, and treasure for the good of our community.

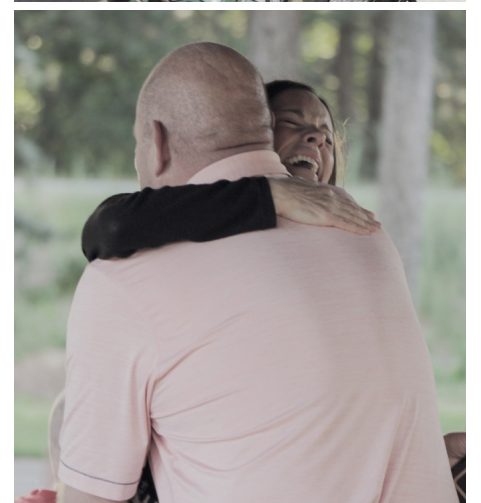
**Volunteer Recognition Event, June 2021**



Dear Friends,

What a year we have all had! As supporters, you have made it possible for us to help so many of our struggling neighbors—over 200 this year. We've kept roofs over families, food on tables, and spirits high. As our community faces a worker shortage and skyrocketing housing costs, the future role of CDAIDE is critical. If you care about this mission, please get involved and invite others to join; volunteer with a committee or to assist workers directly; make a donation before the year end, and attend our annual **Care Affair Auction on February 10**. Your support means everything to our ability to continue to serve those who serve in CDA.

**Rebecca Smith**, Executive Director  
**Bev Moss**, Board Chair



Do You Have Your  
Tickets Yet?  
**Chef Challenge Event**  
**November 18**  
Visit [www.cdaide.org](http://www.cdaide.org)



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Coeur d'Alene, ID 83816

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## WHAT WE'RE DOING TOGETHER REALLY MATTERS.



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