



South Eastern Idaho  
Community Action Agency  
*Helping People. Changing Lives.*

# 2007 ANNUAL REPORT

*“An Ongoing Journey...”*



## **Mission Statement:**

SEICAA is dedicated to strengthening individuals and communities through services, education, and training while promoting human potential.

# Southeastern Idaho Community Action Agency Inc.

## HELPING PEOPLE

### Southeastern Idaho Community Action Inc. (SEICAA)

SEICAA incorporated as a private, nonprofit entity in 1969. It is a locally governed organization whose purpose is to advocate and serve the economically disadvantaged, empowering them to become self-sufficient.

SEICAA has administered a variety of anti-poverty programs to Southeastern Idaho for 35 years.

Today, SEICAA continues to develop proactive programs that are responsive to the needs of elderly, disadvantaged and low-income people.

### Board of Directors

**Guy Price**, *Board Chair*  
**Renee Richardson**, *Vice Chair*  
**Suzanna Nelson**, *Treasurer*  
**Kay Stilwell**, *Secretary*  
**Rhonda Anderson**  
**Marianne Donnelly**  
**Judy McClanahan**  
**Elmer Martinez**

**Paula Miller**  
**Ron Frasure**  
**Beth Hill**  
**Janice Lawes**  
**Lin Whitworth**  
**Dave Maguire**  
**Mary Watkins**

### Executive Director

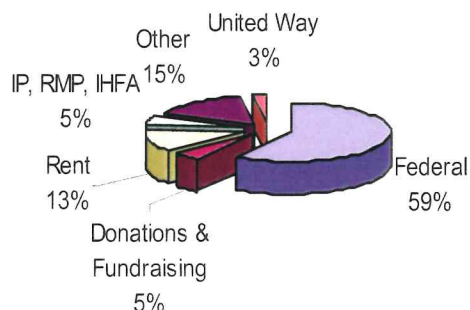
**Debra R. Hemmert**, *CCAP*

*Visit us on the web at [www.seicaa.org](http://www.seicaa.org)*

### SEICAA Funding

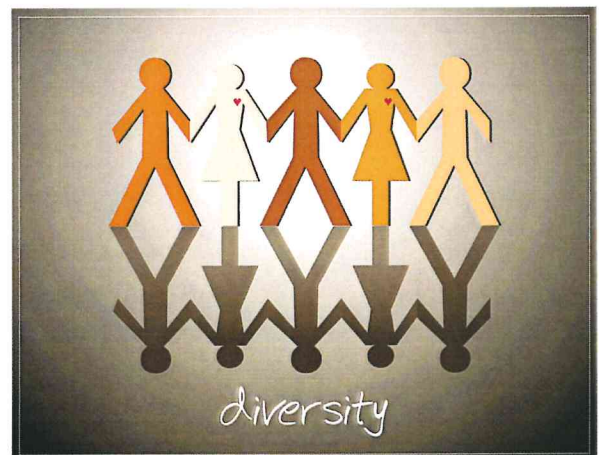
SEICAA utilizes Federal and State grants, grants from private and local foundations, donations, and fundraisers to continue serving southeast Idaho's community.

#### SEICAA Funding Sources



### Community Action Agencies are Representative of the Community

CAAs across the nation are governed by tri-part Board of Directors comprised of equal parts low-income representatives, members of the private sector, and local public officials. This unique mix of board members assures that the specific needs of each group are met.



## CHANGING LIVES

### Community Action Agency's Core Funding

Community Action Agencies (CAAs) across the nation receive core funding from the federal Community Services Block Grant (CSBG). CSBG supports the mission of CAA's by funding anti-poverty services in local communities. SEICAA, and other CAA's, are in unique positions to fill the needs of each community through the flexibility of CSBG funding. CSBG provides funding that gives Community Action leaders the time, facilities, and staff to mobilize resources, and to plan and implement programs that best meet the needs of their community. SEICAA coordinates multiple programs and leverages additional funds to achieve its mission of creating opportunities to assist low-income people overcome the barriers of poverty.

*SEICAA received \$365,806 in core funding from the Community Service Block Grant (CSBG). Throughout 2007, the Agency was able to leverage CSBG funds to raise an additional \$797,330 for client services.*

County	Per Capita Income
Oneida	\$18,168.00
Power	\$21,027.00
Bear Lake	\$20,965.00
Bingham	\$21,311.00
Franklin	\$21,876.00
Bannock	\$24,137.00
Caribou	\$24,749.00

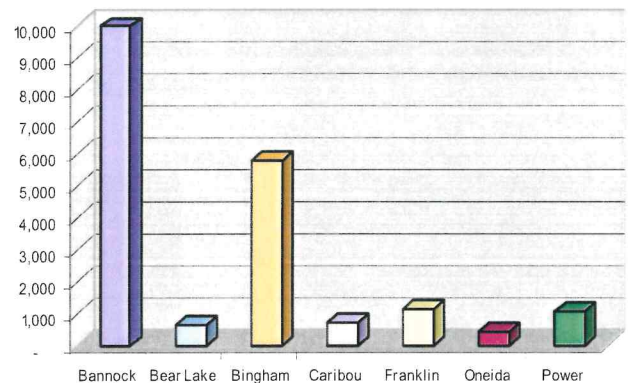
Source: Idaho Commerce & Labor

### Idaho's Wage Gap

- ◆ Only 67% of jobs in Idaho pay a living wage for a single adult.
- ◆ Only 14% of Idaho jobs pay a living wage for a single adult with two children.
- ◆ Livable wage for a family of 4 with one working adult is \$20.98/hour

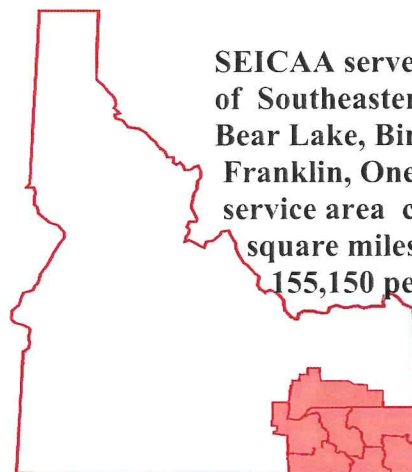
Source: 2006 Idaho Job Gap Study, Living Wage Jobs in the Current Economy

### Poverty Population by County



Figures based on total population living at or below 130% of poverty.

### SEICAA Service Area



SEICAA serves the seven counties of Southeastern Idaho: Bannock, Bear Lake, Bingham, Caribou, Franklin, Oneida, and Power. The service area covers over 11,000 square miles and approximately 155,150 people.

A Place to Call Home!

# SEICAA Manor: A Timeline

SEICAA envisioned a ten unit permanent housing project for chronically homeless individuals with disabilities in 2003. After a lengthy process, the end result was well worth it! Join us on the journey.

*SEICAA Manor is dedicated to late Board Chair, Carl Raymond.*



*Vacant lot: future home of SEICAA Manor. Early 2006.*



*Debra Hemmert, SEICAA E.D. at the Ground Breaking. August 2006.*



*Construction begins... August 2006.*



*Real progress... January 2007.*



*SEICAA employees plant trees. July 2007.*



*Centennial Rotary members lay sod.*



*Guy Price, Board Chair; Deb Hemmert, E.D.; Carl Raymond Family; and others at Ribbon Cutting. July 2007.*



*Kitchen.*



*Commons Room, August 2007.*

**2004-2007**



*SEICAA Manor, August 2007.*

# Senior Services

## Retired Senior Volunteer Program

### *Volunteer Program:*

- RSVP is for seniors at least 55 years old who want to be active and “give back” to the community.
- RSVP Volunteers work in Senior Centers, hospitals, police departments, and meal delivery to homebound citizens.

### *Youth Mentoring:*

- Volunteers in the mentoring program can be of any age to help a child.
- Mentors spend at least one hour a week with their mentee, whether helping with school work or just having fun.

### *RSVP Highlights:*

- 567 volunteers served over 75,000 hours
- 61 mentors devoted 4,523 hours
- 71 children/youth enrolled as mentees
- Volunteer hours equate to an economic impact to the communities of \$1,407,705

*“What we have done for ourselves alone dies with us. What we have done for others and the world remains and is immortal.”*

*Albert Pike*

**Volunteers contributed more than 79,997 hours to SEICAA in 2007.**

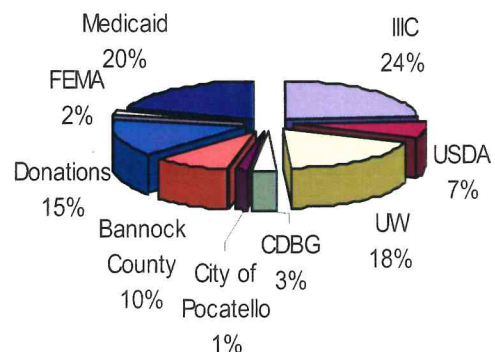
## Meals On Wheels Program

- Helps elderly participants maintain independence while providing a sense of safety.
- Delivered 49,857 meals to homebound individuals.
- Provided valuable “safety checks” for participants.
- Provides the community an economic alternative to nursing home care.

### *Meals on Wheels v. Nursing Home Care:*

- The average cost for a Medicaid patient enrolled in the Meals on Wheels Program is **\$2,190 per year** (\$6.00/meal X 365 days).
- The average cost for those in nursing home care is **\$65,000.00** per year.
- Average cost difference for **each participant** is **\$62,810.00** per year.

## Meals on Wheels Funding



# Community Economic Development

## Mutual Self-Help Housing

SEICAA's Mutual Self-Help Housing Program actively works to assist families below 80% of area median income realize their dreams of homeownership. Groups construct all homes, under the direction of SEICAA staff, and move in when the project is complete. Mutual Self-Help Housing participants utilize "sweat equity" as their down-payment and receive mortgages at low interest for the duration of the loan.

## The Process

- Association of 4-10 households formed under the direction of SEICAA staff.
- Participants pre-qualify and apply for individual mortgage loans through USDA Rural Development.
- Mutual Self-Help Housing participants undergo financial education, integrating the concepts of budgeting, awareness of identity and credit fraud, and education regarding savings plans.
- Participants complete construction training, and work 35 hours a week on the homes.
- Average construction time to complete homes is 12 months

## Mutual Self-Help Housing Success

- 20 homes completed in American Falls
- 4 homes completed in Malad
- 9 homes in mid-construction in Montpelier

*"The highest reward for a person's toil is not what they get for it, but what they become by it."*

*John Ruskin*

## Mutual Self-Help Housing Funding

- USDA Rural Development
- Community Frameworks– SHOP Funds
- IHFA HOME Funds
- HUD
- Affordable Housing Program (AHP)
- Washington Mutual Bank Foundation

*Kitchen and dining room in American Falls*



*Montpelier home under construction, November 2007*

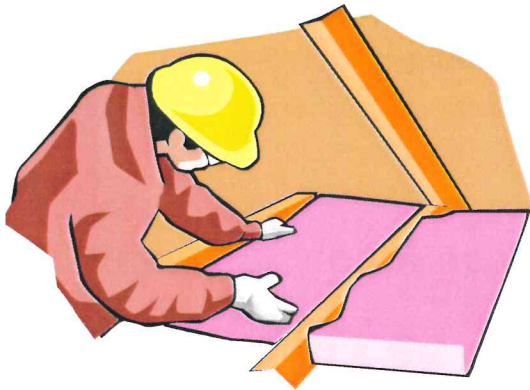


# Energy Programs

## Weatherization Program

### 2007 Accomplishments

- 133 homes made more energy efficient
- Average \$1,066.40 spent per home



SEICAA's Weatherization Program provides essential service to economically disadvantaged individuals in the entire seven county service area. Weatherization assists qualifying households through funds granted from the U.S. Department of Energy and contracts from Idaho Power and Rocky Mountain Power.

Weatherization's continuing goal of increasing energy efficiency keeps the staff busy. SEICAA's Weatherization Program reduces energy consumption by increasing homes' efficiency with attic floor and wall insulation, weather stripping, energy efficient furnaces, storm windows, and education. The year round program helps keep individuals warmer in the winter and cooler in the summer.

## Energy Programs

### *LIHEAP:*

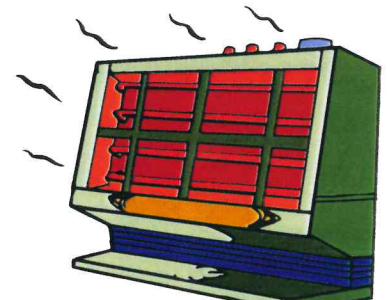
- 4,106 households received assistance from the Federal Energy Assistance Program.
- \$1,195,043.00 total economic impact to SEICAA participants.

### *Project Warmth:*

- \$21,099.70 in Project Warmth Funds were raised.
- Households qualified for assistance on a case-by-case basis.
- \$14,381 in assistance went back out to the community.

### *Lend-a-Hand Program:*

- Assisted 45 households with a total of \$9,025.56.



# Community Services



*Feed the Children truck and pallets of food*

## Feed the Children

Feed the Children, made its first trip to Southeast Idaho on November 17, 2007. Teleperformance, in Pocatello, sponsored the semi-truck load of food and hygiene items for Southeast Idaho individuals.

- **Distributed 400 vouchers for a box of food and hygiene items.**

## Food and Nutrition Programs

- **1,600 unduplicated households received an emergency food box.**
- **277,115 lbs. of USDA Commodities were distributed.**
- **“Market Salvage” food was distributed on 7,649 occasions to 1,811 unduplicated households.**
- **635 holiday boxes were dispersed.**

## Working Closet

The Working Closet consists of donated professional clothing for men and women. Qualifying adults needing professional clothing for an interview or work can utilize this service twice a year at no cost.



- **316 individuals received work clothing.**

## School Supply & Hygiene Supply Closet

SEICAA distributes donated school supplies to low-income children. The program alleviates a fraction of the cost burden for low-income families.

- **228 children received school supplies.**
- **1,852 personal hygiene items were distributed.**



# Community Services

## Bannock Civitan Holiday Party 2007

- Bannock Civitans sponsored the 6th Annual party that benefits low-income children in Southeastern Idaho.
- 175 children received a gift and a bag of candy from Santa and Mrs. Claus.
- Bannock Civitans' Pathfinder Snowmobile Club outfitted and took 13 children on a Christmas Tree hunt to Scout Mountain.
- The club provided 13 children with ornaments and other decorations for their Christmas Trees.



*Young attendee visits with Santa.*

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## Adopt a Family Holiday Program

- Provide holiday assistance for participants in Family Development.
- Supported through annual toy drive, donations from businesses and individuals.
- 15 families were "adopted" by members of the local community.

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## Mental Health Program

Raymond Lodge, a semi-independent home. Occupants of Raymond Lodge must have a case manager, be medication compliant, and be capable of living semi-independently. Residents are responsible for the upkeep of the house and yard. While living in Raymond Lodge, occupants learn higher living skills, such as how to plan meals, shop for groceries, cook meals, and rotate chores.

## Family Development

SEICAA's Family Development Program provides one-on-one case management by certified specialists to low-income families desiring to become self-reliant. Family Development Specialists work with families to set both long and short term goals, and facilitate breaking barriers to self-reliance. Participants and the case manager work together to seek resources and services to other programs to help them achieve self-sufficiency.

- 11 households moved on to self-sufficiency.

*"A lot of people have gone further than they thought they could because someone else thought they could."*

*Unknown*

## 15th Annual "Shop with a Cop"

Local police officers donate their time to shop with a child that would not otherwise be able to buy gifts for their family. This program nurtures positive experiences between police officers and young children. Collaboration with K-Mart, SEICAA, local law enforcement agencies, and donations from the public made the event possible.

- 70 children participated in Shop with a Cop.

# Community Participation

## Popular Golf Tournaments Reinforce Ties with Community



*Project Warmth*

### *Project Warmth:*

Caribou County held its annual Project Warmth Golf Tournament on July 28. This popular tournament draws people from all over the region. Funds raised are used to assist low-income households with energy costs during the year's coldest months. Since the event started, 14 years ago, \$202,750 has been raised.

### *Golfing "Fore" Green:*

Franklin County's "Golfing for Green" had an incredibly successful second year. Fourteen teams registered, eighteen businesses provided sponsorships, and the tournament made over \$4500 to assist low-to moderate-income families meet basic needs.

### *"Driving for Dough":*

Following in the footsteps of other SEICAA golf successes, Meals on Wheels planned the First Annual "Driving for Dough" Charity Golf Tournament. Unfortunately, the first snow fall of the season forced the cancellation of the tournament; however, due to generous sponsors, the event raised over \$3000 for the Meals on Wheels Program.

### *Golfing for Families:*

Bear Lake County hosted "Golfing for Families" in September. The 4th year of the event raised over \$7,200. All proceeds were used to help Bear Lake families meet various needs, including school fees, extracurricular fees, and gas vouchers.

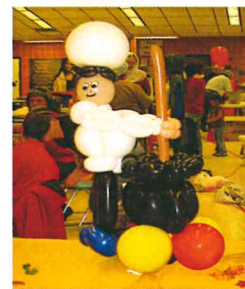
## Stone Soup Celebration

### *Bingham County:*

- 5th year Annual Stone Soup
- Local restaurants provided soup, bread, dessert
- Businesses and individuals donated to raffle and silent auction
- 450 people in attendance, a growth of over 50 people from the previous year
- Over \$4000 raised to help Bingham County participants meet gap needs.

### *Bannock County:*

- Celebrated the 19th Year of Stone Soup
- Local restaurants donated soup, salad, bread, dessert
- Local organizations provided volunteers
- Local businesses donated to the raffle
- Over 1200 people attended
- Raised over \$5000 to assist low-income participants with rent, school supplies and activities, prescription assistance, utility bills, and other needs not met with typical grant funds.



## Additional Projects:

- **Paintfest**
- **Bike-a-Thon**
- **Bowling for Toys**



*Helping People.  
Changing Lives.*

# Veteran's Services

## SEICAA'S Veteran's Services Program

SEICAA's Veteran Services Program offers assistance to military veterans who are, or are in danger of becoming, homeless. Services offered include intensive case management for veterans working toward self-sufficiency. SEICAA case managers receive extensive training in recognizing veteran's issues, and further assist veterans by making referrals to appropriate agencies and services outside of SEICAA.

- **27 veterans received shelter, transitional housing, and case management.**



*"I think there is one higher office than president and I would call that patriot."*

*Gary Hart*

## Freedom LZ

Freedom LZ is SEICAA's on-site shelter available to homeless military veterans. Veterans in this program receive crisis intervention and case management support to help them find and secure employment, receive referrals to appropriate community resources, and other help needed to become self-sufficient.



## Jefferson House

SEICAA's Jefferson House assists veterans once they are able to live without intensive case management. Jefferson House provides transitional housing for up to two years. While at Jefferson House, veterans acquire skills to live independently and work to reintegrate into the community's mainstream population.

### Features:

- Family style living
- Accommodates mobility impaired individuals

# Rental Housing Services

## SEICAA Continues Progressive Housing Program

SEICAA continues to expand and develop affordable housing in Southeastern Idaho. SEICAA is able to support various housing opportunities through funding from the Idaho Housing and Finance Association (IHFA), Housing Urban and Development (HUD), USDA Rural Development and other funding streams. SEICAA continually provides safe and affordable housing for low-income and elderly community members. During 2007 SEICAA maintained 143 affordable rental housing units to residents, including the elderly, disabled individuals, veterans, and former prisoners.



**SEICAA Manor**

SEICAA Manor officially opened its doors in October 2007. SEICAA Manor provides permanent housing to chronically homeless individuals with disabilities. The 10 units are one bedroom with a living room, kitchen, and bathroom. SEICAA Manor features:

- **2 ADA Assessable Units**
- **Totally furnished apartments**
- **Individual washer and dryer**
- **Off-street parking**
- **Case management by SEICAA staff**
- **Access to Community Room for gatherings and group meetings**



**St. Anthony Place**

St. Anthony Hospital was converted to 88 studio/one-bedroom units for affordable housing in 1985. St. Anthony Place maintains full capacity and features many amenities:

- **Off-street parking**
- **Access to public transportation**
- **Tenant transportation provided by SEICAA**
- **Open common area**
- **Close access to other SEICAA services**

# Rental Housing Services



## Station 1938, Pocatello

The former Pocatello Police Station was remodeled to become Station 1938. The complex celebrated its 12th year in 2007.

- 12 semi-furnished studio apartments
- Utilities included

## South Oak Apartments, Blackfoot

South Oak, in Blackfoot, has eight 1 bedroom apartments, twelve 2 bedroom apartments, and four 3 bedroom apartments. The complex features

- On-site facilities
- Playground
- Off-street parking



## Fountain Courts, Pocatello

Fountain Courts in Pocatello has seven 3 bedroom apartments and one 2 bedroom mobility impaired apartment. The site includes several amenities

- Washer & dryer hook-ups
- Playground
- Off-street Parking



## Lilac Street, Blackfoot

SEICAA acquired the Lilac Street house in 2005 and utilizes the 3 bedroom, 2 car garage home with a fenced-in backyard for rent to low-to-moderate income families.



# SEICAA Honors & Awards

## Employee of the Year 2007



Robert Johnson was the 2007 SEICAA Employee of the Year. Robert has worked at SEICAA for almost 18 years. According to several of Robert's co-workers, he fosters an atmosphere of camaraderie, is easy to work with and is "just motivating and fun to be around." In addition to all the work he does in Weatherization, Robert has served as

SEICAA Paintfest Chair for seven years. Robert is a dedicated husband and father of three. He welcomed his first grandchild in 2007.

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*"Only a life lived for others is a life worthwhile."*

*Albert Einstein*

## 2007 "Friend of SEICAA" Award

The Idaho State University Athletic Department was honored as the 2007 "Friend of SEICAA." ISU's Athletic Department continuously participates in the annual Adopt-a-Family Holiday Program. They provide toys and clothing for low-income children, and gifts for parents, including dinner with all the trimmings.



## SEICAA's Business of the Year

Litho Printing in Pocatello received SEICAA 2007 Business of the Year Award. SEICAA selected Litho Printing as the recipient because of all the incredible work they do for SEICAA.



*Kelly Crompton*

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# The Sustainability of SEICAA

*"No one has ever become poor by giving."*

*Anne Frank*

## Help SEICAA Make it Happen

Southeastern Idaho Community Action Agency Inc. is a private non-profit agency that has provided a multitude of services since 1969 to the seven Southeastern Idaho communities. SEICAA is proactive in teaching participants the skills needed for self-sufficient lifestyles. As a non-profit entity, SEICAA continually strives to strengthen its vital programs and continue its mission. You may help SEICAA today by making a tax-deductible donation. Your financial support will assist SEICAA in helping families reach their full potential and allow those families to give back to their communities.



**SouthEastern Idaho  
Community Action Agency**  
*Helping People. Changing Lives.*

**Southeastern Idaho Community Action Agency, Inc.  
Attention: SEICAA Donation Fund  
641 N. 8th Avenue  
Pocatello, Idaho 83201**

SEICAA is "dedicated to strengthening individuals and communities through services, education, and training while promoting human potential." I believe in the mission of SEICAA and the strength of its programs. I am donating the following tax-deductible financial donation to SEICAA to enhance the growth of its programs.

\_\_\_\_\_ \$25.00

\_\_\_\_\_ \$50.00

\_\_\_\_\_ \$75.00

\_\_\_\_\_ \$100.00

\_\_\_\_\_ \$ (Amount you wish to contribute)

**Name:**

**Address:**

**(If you wish to remain anonymous, SEICAA Thanks You in advance for your donation.)**

*"Thirty-seven million Americans live below the official poverty line."*

*Center for American Progress Report, April 2007*



"Be the change you want to see in the world."

Mahatma Gandhi

## Community Partners

ABC Seamless Siding	Broulim's	Flying J	Keller Associates	Partners for Prosperity	Simplot
Advanced Supply & Tools	Butch Cassidy's	G.E.M.	Keslers Market	pbg's Steak, Seafood & Spirits	Stokes
Agrium	Cactus Pete's	Gary Tuescher, CPA	Kirkham Properties	Pepsi	South Enterprise
Air Gas	Cal Stores	Gem Net	Kruse Insurance	Pete's Ag	SS Historical Museum
Albert's Service	Caribou County Commissioners	Great American Video	Lallatins	Pink's Sofa Sleep Center	Stevens Chiropractic/Logan
Albertson's Blackfoot	Chad's Place	Griffith's OK Tire	Litho Printing	Pioneer Title Co.	Subway
All American	Checker Auto Parts	Gunderson Truvalue	Lundahls Iron Works	Pocatello Railroad Credit Union	Team Automotive
Alliance Title and Escrow	Chevron/Taco Time/A & W	Hansen Oil	Lutheran Church of the Good Sheppard	Portneuf Medical Center	Texas Roadhouse
AlSCO	Circle of Friends Quilt Club	Hemmert Accounting	Lutheran Church	Power Lube	The Flower Mill
Appraisal Associates	Citizen's Community Bank	Hess Pumice	L.W. Miller	PPS Co., Inc.	The Head Office
Archibald Propane	City of Chubbuck	Hilaries Dessert Oasis	Marthas Café	Premier Fabrication	The Villa
Artic Circle	City of Pocatello	Holiday Boutique	McDonald's	Preston Hometown Auto	Thomas Electric
ATC Communications	City of Soda Springs	Hollywood Video	Mecham Construction	Preston Muffler & Brake	Thunder Plumbing
Auto Zone	Cobra Tire/Randy Moe	Horsley Funeral Home	Melinax Fine Mexican Foods	Preston Watts Auto Collision/Smithfield	Todd Hunzeker Ford/ Soda Springs
Baergen Consulting	Cole Chevrolet	Hospice Alliance	Mendenhall Oil	Priestley Storage	Transport Diesel/Logan
Bannock County Commissioners	Community Frameworks	Hubbard Packing	Mesquite	R & J Auto Sales	Truck & Trim
Baroney of Eyes 1000	Convergys	HUD	Micki Garcia	RCAC	True Loyal Connections
Basic American Foods	Corporation for National & Community Service	Hunt-N-Biz	Mick's Family Diner	Ridleys Market	United Way
Bear Lake Family Chiropractic	Country Chem-Dry	Idaho Central Credit Union	Miller Honey	Riverside Boot & Saddle	Uptown Mail and Apts.
Bear Lake Motor	Creekside Home Health	Idaho Department of Health and Welfare	Mis Amores/Smokey Jones	Roadster Grille	US Bank
Bear Lake Realty/Garden City	Crossroads Mortgage	Idaho Power	Monsanto	Rockford Lions	USDA RD
Bear Lake Realty/Montpelier	Dayley Floral	IGC	Montpelier Grill	Rocky Mountain Machinery	Utah Jazz
Bear Lake Stone	Deann Stevenson	IHFA	Motor Mart	Rocky Mountain Power	Valley Insurance
Bear River Rental	Degerstrom Ventures	IHOP	Mountain Lake Properties West	Ron Keller Tire	Vaughan Smith Construction
Bernia's Best	Dennis Facer	IMG	Mountain States Insurance	Rula Thomas	Vista Realty/Garden City
Berta	Dewall Construction	Inside and Out Home Specialists	Mullen Crane	Rupes Burgers	Wally's Jewelry
Best western	Downtown Bread Company	Intermountain Gas Co.	Night Owl Janitorial	Sage Dental	Wal-Mart
Bingham Co-op	Electric Raze	Ireland Bank	Nonpariel	Sara's Candy Cottage	Walton Feed
Bingham County Sheriff Dept	ERA Advantage Realty	Jack B. Parson Co.	Northern Title	Satori Foods	Washington Group
Bingham Memorial Hospital	Exit Realty	Jacobson's Mountain Air	Northern Title Co.	Scott Service	Washington Mutual
BISCO	Eye Care for You	Janice Lawes	Nussbaum Auto	Scraper's Haven	Wells Fargo Bank
Blacker's Furniture	Farmer's Insurance	Jardine Petroleum	Odell's Furniture	Semons Financial Group	Western States Equipment
Blackfoot Appliance	Federal Home Loan Bank	Jason Lee Methodist Church	Oneida County Commissioners	Sheila Sheets	Worldmark/Trendwest
Blackfoot Canvas	First American Title Co.	Jensen Sewer & Drain	Oneida County Hospital	Sign*A*Rama	Zions Bank
Blackfoot Ministerial Assoc	Flinders Realty	Jiffy Lube	Outback Restaurant		Northern Title
Blackfoot Police Department	Flower's By Lynda	Josephine Gonzalez	Papa Jays		Weather Shield Lite Foundation
Blackfoot School District		Kathy & Company			

## Southeastern Idaho Community Action Agency, Inc. (SEICAA)

641 N. 8th Avenue  
Pocatello, ID 83201  
208-232-1114  
www.seicaa.org



Legend for pictures on front cover:(Top left to right)

Oneida County Bike-A-Thon, May 2007; Malad Mutual Self-Help Housing Participants on-site, June 2007; Project Warmth Golf Tournament, July 2007; Terraka Garner, a student at Pocatello Community Charter School with the food she collected for a school project, August 2007; Shop with a Cop, December 2007; SEICAA Manor Ribbon Cutting, July 2007; Feed the Children volunteers, November 2007; Completed Malad Mutual Self-Help Housing home, December 2007; Bingham County Stone Soup "Elvis" Entertainment, October 2007.