



Home and Help for the Single Mom in Wyoming

Vol. 1 Issue 3

THE MCKENZIE HOME



After a scorching summer, we welcome the cool and refreshing breezes of Fall. However, even the record heat couldn't slow down our team of dedicated Board members! Rita Carver, our Capital Campaign Chair, Debra Moerke, President of The McKenzie Home, and Carrie Fischer, Green River Board Chair, met with a variety of foundations over the summer with encouraging results.

ALL ABOARD... BILLBOARDS, THAT IS!



While traveling through the state, you might notice two new billboards designed to raise awareness of The McKenzie Home. One is in Sheridan off of I-90, and the other is in Cheyenne off of I-25. We invite you to check them out! Many thanks to Erin Farmer, Account Executive, at Lamar Advertising Company of Wyoming for the beautiful design!

WE NEED YOU!



In the last month, The McKenzie Home (TMH) has started to provide resources for single moms in Sweetwater County. While our capital campaign to raise money to build TMH is successfully underway, it will take time to achieve this goal. In the meantime, there are single moms who are struggling and need our help NOW. We have recently helped a mother whose car needed repair, as well as a place to stay. We were able to provide her with temporary housing, food, car repair, as well as gift cards to help feed and clothe her children.

Please consider donating gift cards from any of the following retailers

- ☐ Walmart
- ☐ Smiths or Albertsons
- ☐ Gas station
- ☐ Oil change
- ☐ Visa gift card
- ☐ Hotel gift card



Gift cards can be mailed or
dropped off at the Post Office:
McKenzi Williams
PO Box 1013
Green River, WY 82935



Meet Rita White-Carver



In 2023, the TMH Board decided that for The McKenzie Home to become a reality, it was necessary to seek help in achieving our goals. Enter Rita White-Carver, PhD, a consultant, writer, and educator who, for the last 30 years, has helped numerous nonprofit organizations raise millions of dollars for their various causes. Debra Moerke, President of The McKenzie Home, shared that, "Hiring Rita was the best decision we ever made." Rita has expertly guided TMH in seeking out and working with donors, as well as applying for grants to jumpstart the campaign. Rita started her career as an advertising copywriter. Her assignments focused on working with universities, rescue missions, and the like. One of her first clients was Moody Bible Institute in Chicago. Rita happened to be working there when Moody was approaching their 100th anniversary. Along with celebrating this milestone, the Institute wanted to coordinate a capital campaign in conjunction with it. According to Rita, she was unaware that fundraising could be a career. She fell in love with the whole concept of raising money for the betterment of people and society. As it was then and is now, her primary motivation was to help people and make the world a better place. When she succeeded in obtaining a \$400,000 donation, she thought, "Oh, this is so much more fun than just writing copy!" Rita never looked back when she made the switch to fundraising. Not only was she working on meaningful causes, but she could also see the difference it made in the lives of the people her clients served. While she knew there would be challenges in raising the capital for building The McKenzie Home, Rita fully embraced our mission. She was excited to be involved in such a valuable undertaking. We are excited to have you, Rita!