

1995

Measuring Perceptions of The Adventist Community Services Center

Kerry Haggkvist

Follow this and additional works at: https://knowledge.e.southern.edu/senior_research

Recommended Citation

Haggkvist, Kerry, "Measuring Perceptions of The Adventist Community Services Center" (1995). *Senior Research Projects*. 160.
https://knowledge.e.southern.edu/senior_research/160

This Article is brought to you for free and open access by the Southern Scholars at KnowledgeExchange@Southern. It has been accepted for inclusion in Senior Research Projects by an authorized administrator of KnowledgeExchange@Southern. For more information, please contact jspears@southern.edu.

**Measuring
Perceptions of
The Adventist Community
Services Center**

**Measuring
Perceptions of
The Adventist Community
Services Center**

Presented to The Adventist Community Services Center

Prepared by

Kerry Haggkvist

Assistants:

Jennifer Bandel
Donna Garza
Sean Johnson
Laurie Fox
Shelly Patterson
Joe Schlageck
Justin Skoretz
Terrie Tucker
Brandon Willis
Doug Zinke

Moderator: Vinita Sauder

April 13, 1995

Table of Contents

Introduction	1
Limitations.....	2
Methodology.....	4
Data Analysis.....	5
Findings.....	7
Recommendations.....	11
Appendices	

Executive Summary

The objective of this project was to find out the attitudes and awareness level of local Adventist people towards the Adventist Community Services Center. With this information the management will know how to appeal for the increased support which they feel is lacking from local Adventists. The surveys revealed that most local Adventists are supportive of the center and have a positive image of the work that goes on there. They generally feel that the center is "a good thing." However, many of those people are not very aware of what specifically goes on at the center. Since many of the church members appear to not need or take advantage of the center's services, their association with it tends to be strictly one of a donor. Consequently their knowledge of the factors surrounding ACS is very limited. There are several recommendations from this study. All of them deal with ways of increasing the awareness level of local Adventists concerning what the center does. It's believed that by increasing the awareness level of local Adventists ACS will receive the support they need from the area congregations.

Introduction

"The ministry of Jesus as our model." That's the mission of the Adventist Community Services Center. That motto encompasses a wide range of services. Feeding the hungry, clothing the needy, and giving shelter to the homeless. Since its founding in 1986, the center has been providing those services with varying levels of support from local churches and other contributors.

Because it is an Adventist outreach program, the management of the center feels that local Adventists should be active in helping reach the needy. Yet to the center's administrators, it appears the local congregations are not actively involved in helping to keep the door open for this ministry. In 1992, total church contributions accounted for only 8.1% of all operating income. The management is discouraged with this small level of support and believes that local Adventists aren't interested in helping to keep the center open. They believe that much of this lack of interest stems from the fact that people are unaware of the services offered by ACS.

The center's management also believes it is fighting a battle against negative perceptions that many Adventists hold. Many Adventists have voiced criticisms about the methods the center uses to screen needy applicants and often its "businesslike" approach has been criticized. Some feel it should be run solely by volunteers with no paid staff, while the management feels there is a "vanishing volunteer base" and could not operate at all without the consistent daily help of paid staff members.

Finally in the early months of 1995 the opportunity arrived for management to discover just what it is that keeps Adventists from having a more active role in the support of the community center. A questionnaire was designed to survey local Adventist church members, with a proportional number of responses gathered from each of 14 local congregations. This questionnaire was to serve two purposes: one, to gauge the attitudes of local Adventists towards the community services center, and two, measure their awareness level of what the center does. It is believed that if these two variables are known, the management at ACS can overcome the resistance perceived among local congregations and encourage them to have a more active role in

supporting this division of Adventist outreach. After 235 phone calls were completed and the resulting data entered into the computer, the issue of local support from Adventists began to unveil.

Limitations of the Study

While the research was conducted with a professional degree of care, in post-analysis there appeared to be some limitations in the data collection methods employed which should be considered when reading the results of this study.

There were several questions which appear to have given the respondents difficulty during the telephone survey. Most of the questions were modelled on the Likert Scale of opinion measurement.¹ The first statement perceived to give respondents difficulty stated "It is hard for a needy person to get helped by the center." The problem with this statement was that its negative slant towards ACS tended to confuse people, since it followed three positive statements made about the center.

The second statement which posed a problem was, "I would prefer to help someone in need myself rather than refer them to the center." This caused an ethical dilemma for respondents. They felt they should help people themselves and send them to the center. The most common response was, "It would depend on the situation." If they could help a person in need themselves and fully meet the needs of that individual, they felt they would rather do that. However, if they felt the situation was beyond their abilities, most people believed they would send the individual to ACS. Some respondents chose to expound on their feelings and did not give a direct answer. In those situations, "not sure" was marked by the interviewer, though it may not have appropriately indicated the person's feelings.

The next statement which brought difficulty said, "The center is not helping enough

¹The Likert Scale poses a statement of opinion and requests that respondents agree or disagree with what is said. In this study the levels of agreement were ranked and the response included an opportunity to state "are not sure" as a response.

people." In post-analysis this question was deemed too vague. Most respondents had no idea how many people the center currently helped. Others said that no matter how many people are helped, there are always more that need assistance and consequently the center was not helping enough people, but through no fault of its own. Overall the question was difficult for most people to give an accurate response to.

The word "affiliate," used in two questions, posed difficulty for some respondents. They often asked to have these questions repeated or explained.

The interviewers also felt that many respondents did not consistently apply all categories (strongly agree, agree, not sure, disagree, strongly disagree) during the section of the questionnaire which made use of the Likert Scale. Many simply gave "yes" or "no" answers or "agree" or "disagree" rather than giving a true measure of the strength of their opinion regarding the statement. Therefore most of the analysis groups together the classes of agree and strongly agree, as well as disagree and strongly disagree.

Language barriers proved to be an interesting challenge when interviewing members of the Spanish and Korean churches. Occasionally, in order to have responses coming from people over the age of 18, they were asked to find members of the household who could translate for the interviewer. When asking questions through the translators (typically children or grandchildren of the respondent) the questions may not have maintained their original meaning. Though the general essence of the question was conveyed, sometimes the interviewer felt the question did not reach the respondent bearing the same meaning with which it had been originally stated.

A final limitation of this study is the exclusion of a portion of the local Adventist community. Since respondents were selected randomly from 14 local church directories, only those people who were listed in the directories had an opportunity of being selected. Additionally, directories were only used from local churches which belonged to the Georgia-Cumberland Conference. Unknown at the time, this excluded three local African-American churches belonging to a different conference. Since the African-American subculture may have differing opinions, their views are likely not well represented in the findings of this study.

Methodology

The type of survey instrument used was a telephone survey, with the questions designed to measure awareness and attitudes towards ACS. After determining what to ask, it had to be decided who would be the respondents. For that, the cluster method of selecting a sample population was used. First the local Adventist population was divided into mutually exclusive and exhaustive subsets, which basically meant dividing them into their respective congregations. The second step was to randomly sample the subsets. Every 7th or 10th church member's phone number on each church membership list was selected to be contacted. The objective was to have an equal representation of each congregation in the results of the survey. For example, since 9.3% of local Adventists in the chosen population group belong to Hamilton Community Church, this survey has 10.7% of all responses coming from that church. Additionally, it was attempted to survey at least 6% of the congregation of each individual church in order to give an honest representation of the members.

To determine a sample size which would result in a 95% accuracy level with a $\pm 5\%$ error margin, the proportions formula was used. It was applied to two different queries, numbers 4 and 7. Question four asked people if they donate items to the center. When the data was entered into the proportions equation, it showed a need of 196 respondents to get an accurate measurement of the population.

The second query tested asked people to agree or disagree with the statement "I am satisfied with the programs and services provided by the Adventist Community Services Center." For the purposes of the equation, "strongly agree" and "agree" were grouped into one segment, while "not sure" and "disagree" were grouped into another segment. It was felt that if respondents were "not sure" about being satisfied with the programs, it could be assumed to mean they were either not satisfied or they were unaware. The equation, when calculated, gave a level of 139 respondents required to accurately measure the response. In both questions measured, the survey volume of this study exceeds that required for 95% accuracy.

The response rate for this survey is 58.2% which means that of all the numbers called,

58.2% of the attempts resulted in a completed survey. The refusal rate was only 9% out of the 404 numbers dialed. The low refusal rate can likely be attributed to the fact that local Adventists have good feelings towards their own establishments. Each interviewer identified himself/herself as a student from Southern College and wanted to ask questions about the Adventist Community Services Center. Both of the establishments mentioned are operated by Adventists. The survey was done in a controlled central location and supervised by Vinita Sauder. Calling was done over a two week period on Tuesday and Thursday during the early afternoon and during the evening from 7:00 to 9:30. On one Sunday telephone calls were made from 5:00 to 7:00 in the evening with the hopes of contacting people who would generally be unavailable during the week. If a call was not completed on the first attempt, it was tried again twice during different time frames before being crossed out as no response. A sample of the call recording sheet is shown in Appendix B.

Data Analysis

All of the data used in analyzing the situation at ACS is a result of primary research. To assist in analyzing this hoard of data, each of the 235 completed surveys were entered into the JMP² for complete data analysis. The first step in creating useful data was to make simple frequency count charts of each question. These simply show how the entire group as a whole responded to each of the 20 queries. For nominal questions (requiring a mutually exclusive response) the number of respondents belonging to each category could be seen with ease. For the statements which people either agreed or disagreed with (the Likert Scale), the charts showed the level of agreement that respondents had with each statement. The data collected from these charts is displayed in Appendix C. The most useful part of this data output was in determining how to prepare the next set of analysis--crosstabs.

Crosstabs consist of taking two different categories and comparing the responses of each segment of one group with the responses of the other segments of the same group. For instance,

²JMP is statistical analysis software produced by The SAS Institute Inc. and designed for Macintosh computers.

Churches in Survey

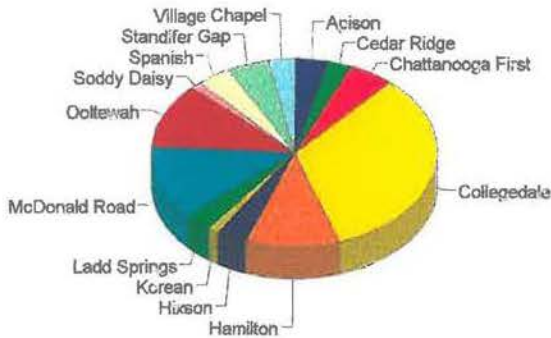


Figure 1
 This pie chart illustrates the distribution of survey responses across various churches. Collegedale is the most prominent church body, followed by McDonald Road and Ooltewah. Other churches include Spanish, Standifer Gap, Village Chapel, Acison, Cedar Ridge, Chattanooga First, Soddy Daisy, Ladd Springs, Korean, Hixson, and Hamilton.

after examining the initial graphs it became evident that it would be helpful to make a crosstab analysis of the frequency with which people shop at the thrift store at ACS compared with church membership. The initial graphs (figures 1 and 2) show how many responses are from each church and the frequency with which people shop at ACS, but a crosstab (in figure 3) shows how often people in each church shop at the thrift store, pointing out if one church

Frequency of Shopping at Thrift

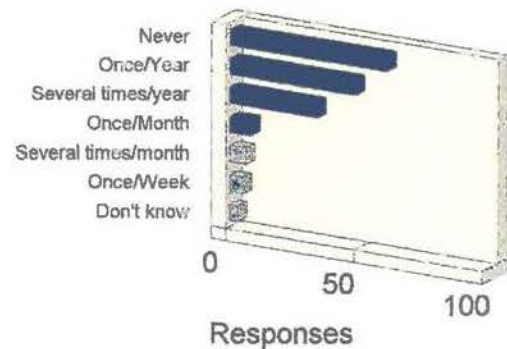


Figure 2

body has more frequent visitors to ACS than other church bodies. This form of analysis helps to reveal the opinions of *specific* church bodies rather than just Adventists as a whole. It also helps to note if certain characteristics (age, sex, etc.) influence the opinions people hold regarding ACS.

After all the charts were printed out from JMP, they were scrutinized to see what they revealed about Adventists' opinions and awareness

Who Shops in the Thrift Shop? Churches by Frequency

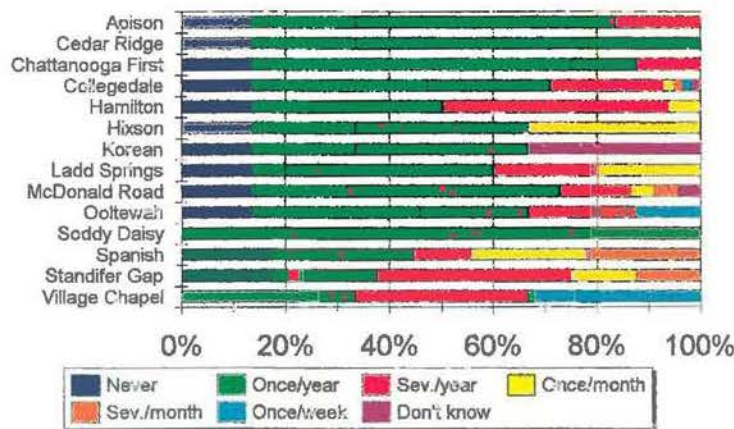


Figure 3

towards ACS. Not only did they show what the whole group of local Adventist thought, but also if there were trends among specific age or church membership groups. This data helps to pinpoint the problem facing ACS by revealing the characteristics of people who do not support the center or who are not aware of the programs there. It also indicates the size of the problem facing ACS. These are the individuals whom the center wishes to communicate to, hoping to impress them into supporting the ministry of the community services center.

Findings

Contrary to what management assumes, most local Adventists are overwhelmingly supportive of the center and have a positive impression of the work that goes on there. But the management is correct about some things. First of all, local church members are not very aware of what goes on at the center. A high number of people questioned didn't know if ACS was a friendly, helpful place or not. In fact, 24% said they were unsure if it was hard to get help at the center. Second, of the four attributes questioned specifically about the center, most people were unaware. Fully 86% of those questioned did not know that ACS was the only social service agency located on the east side of Chattanooga. Not far behind was the 60% figure for those unaware of the professional social workers which are members of the staff at ACS. Nearly half the respondents (48%) were unaware that ACS helped unemployed people find jobs, and one-third (34%) of the respondents were unaware that the center was affiliated with ADRA. What all this shows is that local Adventists have a very minimal awareness of the programs that are going on at this outreach facility.

The lack of awareness of the way ACS operates may be hurting the sales at the thrift shop. Many people are either not aware that they help the center by shopping in the thrift shop, or the goods there don't appeal to them. On the next page, comparing figure 4 with figure 5 shows that the churches with the highest level of support in donations are also the ones that have the least frequency in members shopping at the thrift store. It is very likely that when people donate items to be sold or given away, they feel those things go to others who can't afford to shop at a "real"

Who Shops in the Thrift Shop?
Churches by Frequency

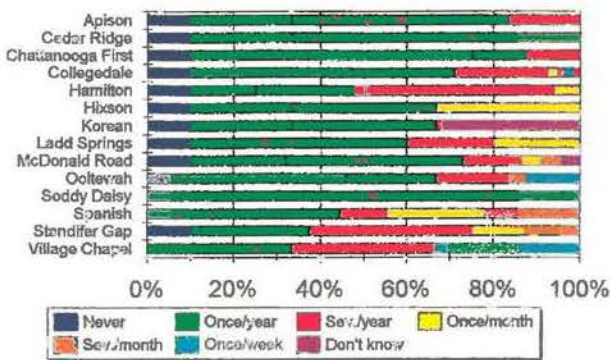
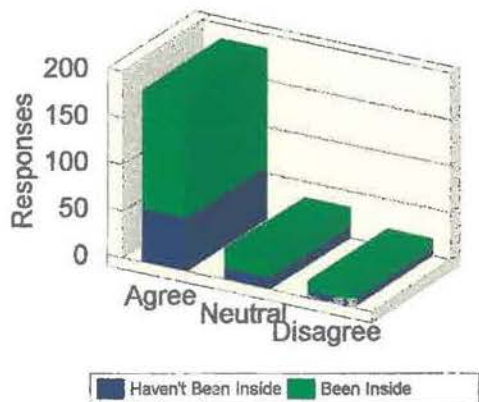


Figure 4

store. Therefore they would feel as if they're defeating the purpose of the thrift store's existence if they were to purchase items meant for needy customers. If they knew that the profits from the sale of goods in the thrift shop went to benefit more needy people, local church members may be more interested in shopping at the ACS thrift shop. If, however, the merchandise for sale is not appealing to church members, the management could work on ways of getting different goods donated.

But even though they're unaware of what's going on at the center, these same people have

Need Paid Staff
Need Paid Staff by Been Inside



Who Donates to the Center?
Churches by Donation Frequency

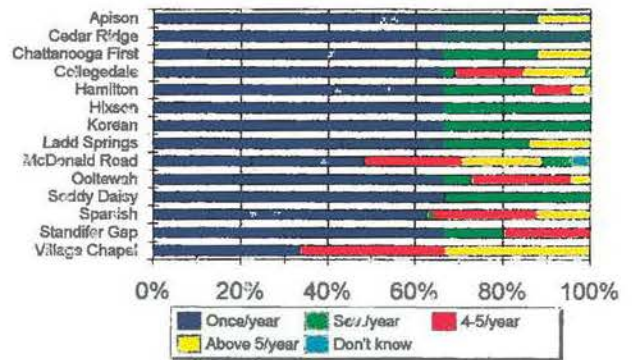


Figure 5

The Thrift Shop is a Good Idea
Thrift Shop by Been Inside

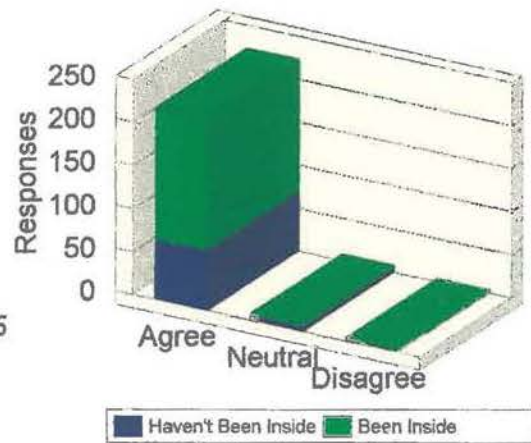


Figure 6

attitudes which are conducive to helping the center. Figure 6 shows that the delicate issue of whether the center should have paid staff or not was answered with a firm "yes," as was the question asking if the thrift shop is a good idea--whether people had been

inside the center or not.

The most surprising results came from finding if people think their home church supports ACS or not. Figure 7 shows that most people believe their home church does support ACS, even though only 5 of the 14 churches surveyed actually do (indicated in red). This may have a couple of different meanings. First, people may think they are supporting ACS by giving offerings to their church. If they were told that those offerings were not used to support the center, it's possible they could become interested in giving directly to ACS. Second, a likely reason for people feeling their church does give money to ACS is because they think it should. To the members it sounds like a good cause, so "yes, my church supports it." If they found out the support they

Figure 7

"My Home Church Supports"

Church	Agree	Not Sure	Disagree
Apison	7	1	1
Cedar Ridge	3	2	1
Chattanooga First	10	1	1
Collegedale	64	11	3
Hamilton	16	9	0
Hixson	5	3	0
Korean	1	1	1
Ladd Springs	6	1	0
McDonald Road	27	3	0
Ooltewah	24	2	0
Soddy Daisy	2	1	0
Spansh	6	3	0
Standifer Gap	8	3	0
Village Chapel	4	2	1

believe exists really does not, they may be willing to provide the support themselves, rather than relying on their church to provide the assistance.

When people were asked if they were satisfied with the programs operated by ACS, the overwhelming response was positive. Figure 8 indicates that most people at all the churches surveyed think the programs at the center are good. But when testing awareness of specific programs,

Satisfied with Programs
Churches by Satisfied With Programs

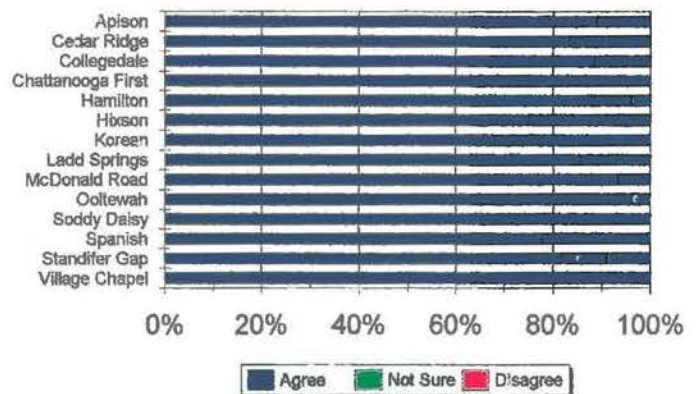


Figure 8

Aware of Social Workers

Church by Aware: Social Workers

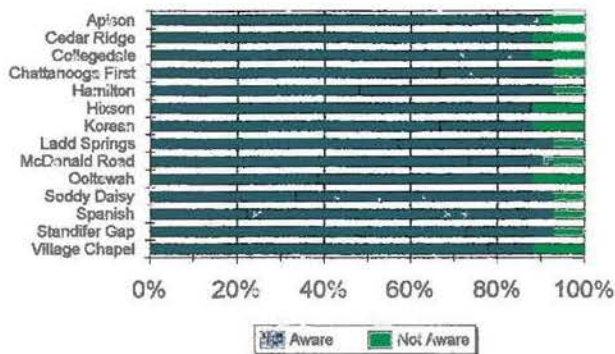


Figure 9
and are willing to support it.

many people seemed to indicate they didn't know what was going on at ACS. Figure 9 shows the individual church's awareness level of the center employing social workers. While selecting "not sure" as a response to an opinionated question doesn't indicate a negative reply, it does show a level of unawareness of the programs being offered by ACS. So even though people don't know what's going on at the center, they view it as a "good" place

Figure 10 shows that people who think their churches do not financially support the center are less likely to donate items to ACS than people who believe their church does financially support the center. However, figure 11 indicates that those in the first group who do donate items are frequent donators. It is thought that possibly those donators who are aware that their offering money is not being used to fund the center feel a higher degree of personal responsibility for helping ACS to keep in operation. Perhaps by alerting more local Adventists that their churches

Will Donate if Home Church Supports

Home Church Supports by Ever Donate

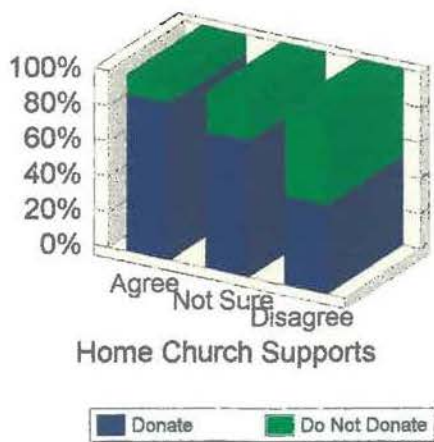


Figure 10

Give More Personally

Home Church Supports by Frequency

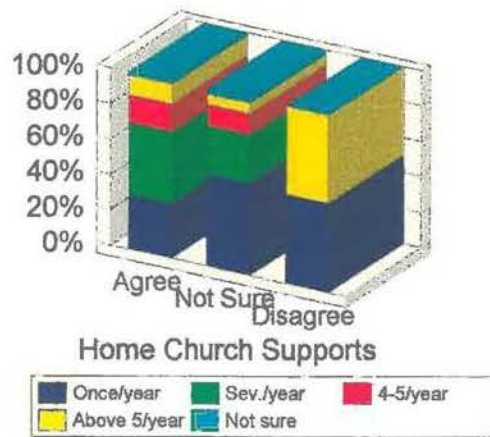


Figure 11

are not supporting the center, donations would increase from those people who are currently relying on their church as an official body to support ACS.

The most convincing proof of people having a positive view towards ACS comes in the form of the comments received from interviewees. These comments can be found in Appendix D. Of 109 comments received, 67 rank as positive. Additionally, figure 12 shows the response of people when

asked if they were satisfied with the programs at ACS. The general consensus was overwhelmingly positive, with 90% either agreeing or strongly agreeing that they were satisfied. Even though most indicators show that people don't know much about the center, the impressions they have are good.

Satisfied With Programs

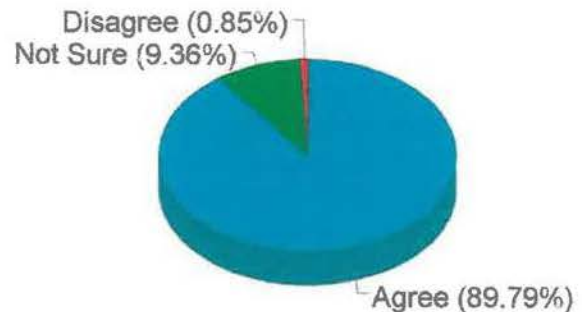


Figure 12

Recommendations

Most people currently have a positive image in their minds when thinking about ACS, but they just don't know enough about it to realize they need to be supporting it more. Rather than looking for more money from local churches, ACS should attempt to get support directly from local members. This could be in the form of increased donations, better quality donations, and increasing the involvement that surrounding Adventists have with ACS. Finally, the center needs to set up a system of direct communication with local Adventist churches to make members aware of what is happening at the center. All of this will increase the *personal* involvement that people have with the center, thereby making them more interested in its success as an outreach facility.

- **Let people know if their home church doesn't support**

First, people should be made aware if their home church does not support ACS. Likely many people are not supporting ACS now because they believe their offering money goes to help the center. Already those people in non-supporting churches who do donate to the center do so in higher quantities than those in churches which do financially support the center. If more people knew their offerings didn't go towards helping ACS, they would maybe be more interested in helping out directly.

- **Secure Quality Merchandise**

Second, the center could increase the quality and variety of merchandise sold. That doesn't necessarily mean that prices would have to increase, but the thrift store would attract a larger clientele which would, by shopping, help support the center financially. A suggested approach for doing this would be to have a pick-up crew that frequents wealthy local neighborhoods. Twice a year someone from ACS could call people in that neighborhood and ask them to leave the items they wish to donate on their front yard, then have a crew collect it that day. Wealthy people have the ability to donate items which the center may not be getting now from a less affluent contributing base.

- **Boost Awareness: Open House**

Something else that ACS needs to do is to boost awareness of what is going on at the center. The best way to do this is by getting people involved. Whether they need help from the center or they are potential supporters, they need to become aware of what's going on at the center before they will perceive a need to support ACS. One such way is an open house. Invite local Adventists to come by the center, see what is done there, meet the people that operate the center, and explain what an outreach it is. Use that opportunity to let people know they are helping support the center by shopping there, not just by donating things. Once they've been in the door, then they will be willing to commit more of their resources to supporting the center.

- **Adopt-a-family Program**

Another way of getting people involved is to have a program of secret families. A local Adventist family could "adopt" a needy family, providing them with assistance for a short time or as an ongoing process. All the support could be funneled through the center so there would be no awkwardness that is often prevalent when the "wealthy" give what they have to the "poor." Instead, the staff at ACS could tell the supporting member what their "adopted" family's needs were for the current week/month and then pass the donated goods or money on to the needy family. This could be a good way for local Adventists to get personally involved in mission work.

- **Communicate with churches**

Communication is the starting point for every good relationship. For ACS to develop a mutually beneficial relationship with area churches, there need to be strong communication channels between the two groups. All of the recommendations would require an immediate communication link with local churches. First to let church members know which churches are supporting ACS and second to let members know they are supporting the center by shopping at the thrift center. Additionally open houses and programs can be advertised and results reported through this same communication system. This need could be accomplished efficiently by supplying area churches with a bulletin insert. Communications could be spontaneously sent out, or there could be a monthly report. It should be concise though, and give reasons for church members to be interested in helping the center.

Appendix A

The Survey Instrument

Adventist Community Services Center Telephone Survey for Adventist Church Members in Area 1

Hello. I'm _____ and I'm a marketing student at Southern College. For a class project, I'm doing a survey about the Adventist Community Services Center. Do you have a few minutes to answer some questions for me? Your answers will be completely confidential and anonymous. *(They must be 18 years or older. If you are unsure, ask them politely.)*

1. Are you aware of the Adventist Community Services Center on Lee Highway?

- No *(If no, thank them for their time and end call.)*
 Yes

2. Have you ever been inside the Community Services Center building?

- No *(If no, go to question 4)*
 Yes *(If yes, go to question 3)*

3. How often do you shop in the Center's thrift shops?

- (1) Never
 (2) Once a year or less
 (3) Several times a year
 (4) Once a month
 (5) Several times a month
 (6) Once a week
 (7) Don't know

4. Have you ever donated items such as clothing, furniture, gifts, or toys to the Center?

- Yes *(If yes, go to question 5.)*
 No *(If no, go to question 6.)*

5. How often in a year's time do you donate items to the Center?

- (1) Once a year
 (2) Several times a year
 (3) 4 to 5 times a year
 (4) More than 5 times a year
 (5) Don't know

Now I would like to find out your impressions about the Adventist Community Services Center. As I read each statement, please tell me if you *strongly* agree, agree, are not sure, disagree, or *strongly* disagree.

	Strongly Agree (1)	Agree (2)	Are Not Sure (3)	Disagree (4)	Strongly Disagree (5)
6. My home church is a financial supporter of the Community Services Center.					
7. I am satisfied with the programs and services provided by the Adventist Community Services Center.					
8. I would send a friend or neighbor to the Center for help.					
9. It is hard for a needy person to get helped by the Center.					
10. All the clothing at the Center should be given away, not sold in the thrift shop.					

	Strongly Agree (1)	Agree (2)	Are Not Sure (3)	Disagree (4)	Strongly Disagree (5)
11. The Center needs paid staff as well as volunteers to operate effectively.					
12. I think the Center's thrift stores are a good idea.					
13. I think each church should operate their own Dorcas program instead of affiliating with the Center.					
14. I would prefer to help someone in need myself rather than refer them to the Center.					
15. The Center is not helping enough people.					

16. Were you aware that the Center helps unemployed people find jobs in the community?

_____ No
 _____ Yes

17. Were you aware that the Center is an ADRA affiliate? (Adventist Disaster Relief Agency)

_____ No
 _____ Yes

18. Were you aware that the Center has several paid, professional social workers on staff?

_____ No
 _____ Yes

19. Were you aware that the Center is the only social service agency in the East Hamilton County area?

_____ No
 _____ Yes

20. Please stop me when I get to your age category.

_____ (1) up to age 25
 _____ (2) age 26 to 40
 _____ (3) age 41 to 55
 _____ (4) age 56 to 70
 _____ (5) age 71 and up

21. _____ Male
 _____ Female

These questions are not to be asked verbally. Just fill out the answers based on your knowledge.

22. What church are they a member of? _____

23. Are there any other comments you would like to make about the Adventist Community Services Center?

Thank you very much for your time!

Appendix B

The Telephone Record Sheet

Appendix C

Individual Responses to
The Survey Instrument

Response level for each question on the survey instrument:

1.	Ever been inside:	
	No	31.9%
	Yes	68.1%
2.	Frequency to shop in thrift store:	
	Never	36.7%
	1/yr or less	29.5%
	Sev. times/yr	20.5%
	1/month	4.8%
	Sev. times/month	3.6%
	1/week	3.0%
	Don't know	1.8%
3.	Ever donated:	
	No	14.9%
	Yes	85.1%
4.	Frequency to donate:	
	1/yr	34.2%
	Sev. times/yr	37.6%
	4-5 times/yr	14.9%
	>5 times/yr	11.4%
	Don't know	2.0%
5.	Home Church is supporter:	
	Strongly agree	28.1%
	Agree	50.2%
	Not sure	18.3%
	Disagree	3.0%
	Strongly Disagree	0.4%
6.	Satisfied with programs:	
	Strongly agree	28.5%
	Agree	61.3%
	Not sure	9.4%
	Disagree	0.9%
	Strongly Disagree	0.0%
7.	Would send a friend to the center:	
	Strongly agree	37.4%
	Agree	59.6%
	Not sure	2.1%
	Disagree	0.9%
	Strongly Disagree	0.0%

8.	Hard to get help:	
	Strongly agree	0.4%
	Agree	4.7%
	Not sure	24.0%
	Disagree	55.4%
	Strongly Disagree	15.5%
9.	Clothing should be given away:	
	Strongly agree	2.9%
	Agree	12.3%
	Not sure	13.2%
	Disagree	64.7%
	Strongly Disagree	6.8%
10.	The center needs paid staff:	
	Strongly agree	14.5%
	Agree	68.8%
	Not sure	14.0%
	Disagree	7.2%
	Strongly Disagree	0.4%
11.	Thrift stores are a good idea:	
	Strongly agree	29.8%
	Agree	65.1%
	Not sure	3.4%
	Disagree	1.3%
	Strongly Disagree	0.4%
12.	Should have Dorcas:	
	Strongly agree	2.1%
	Agree	9.8%
	Not sure	12.3%
	Disagree	66.4%
	Strongly Disagree	9.4%
13.	Prefer to help by self:	
	Strongly agree	8.5%
	Agree	18.7%
	Not sure	18.3%
	Disagree	56.2%
	Strongly Disagree	6.0%

14.	Not helping enough people:	
	Strongly agree	0.5%
	Agree	4.7%
	Not sure	46.7%
	Disagree	39.3%
	Strongly Disagree	8.9%
15.	Aware: Help find jobs:	
	No	47.9%
	Yes	52.1%
16.	Aware: ADRA:	
	No	34.5%
	Yes	65.5%
17.	Aware: Social workers:	
	No	59.6%
	Yes	40.4%
18.	Aware: Only agency on east side of Chattanooga:	
	No	85.5%
	Yes	14.5%
19.	Age:	
	Up to 25	12.8%
	26-40	29.9%
	41-55	23.5%
	56-70	24.8%
	71 +	9.0%
20.	Gender:	
	Male	31.3%
	Female	68.7%

Appendix D

The Comments

Apison

Positive

- Good organization, excellent cause, good location.

Neutral

- Churches should have their own Dorcas society.

Negative

- Encourage more people to give during disaster times. Should coordinate with the public more--need better public relations.

Cedar Ridge

Negative

- Hard to get there. People also feel intimidated by having to fill out so many forms.
- Don't think it helps enough poor people.

Collegedale

Positive

- It is a great blessing to the community.
- Good job, according to what little he knows of the center.
- Wonderful service!
- Good work.
- Superb job.
- Wonderful program. Items should be sold at the thrift shop because if you give everything away, they won't appreciate it.
- Good job.
- Good job with what they have to work with.
- Kimberly Beck is a great social worker and they need more people like her.
- They are doing an excellent job.
- Nice to know the center is there--comforting thought.
- Gail is very personable, Cindy is very nice and thoughtful. Really like the staff there.
- Well pleased with services at ACS.
- Center has a good image, and is doing a good idea.
- Strongly approve of thrift store idea. Gail Williams is doing an excellent job! She thinks the idea of moving to Red Food's old building is good.
- Upstairs area is very nice.
- Hope they keep up their good work.
- It's a really good service to the community. Easy for me to donate and know it will get to people who need it.
- Always look neat on outside. A nice place for people to go.
- I take it for granted being in the neighbourhood and all.
- I haven't been involved with it enough to really know, but I think they have a good program going down there.
- They're doing a good job.

Neutral

- Should let donors know what items they need or want and what items like paper bags they don't want.
- Sponsor some open houses for members of the churches. Hear a short presentation and be given a tour.
- Heard recently they were thinking about moving to another location in Ooltewah. I think where they are now is a prime location and I would like to see them stay there.
- I wish that they were capable of doing more for people. I don't think it is their fault. We, as people, need to give them more support.
- She works there. "We" can always use more help. She's 84 and enjoys working there and helping others.
- Uncertain about the move to Ooltewah. Good building but not as good of a location.
- She is concerned because she has learned that ACS is relocating in the old Red Food store building. She would like to know why. She likes building where ACS is now.

Negative

- Lately they are increasing prices a lot. Some prices need to be lowered.
- Prices are too high. When someone comes in, it is because they need help and should not have to pay so much.
- Right (poor) people are not receiving the clothes because they are being sold.

Chattanooga First

Positive

- Great things. They do a great job. Satisfied with current programs but they could do more.
- It's a good thing and is very helpful.
- People in their area would be helped more if local Dorcas was here, but ACS is great.

Negative

- Never had to ask for help. Doing a good job if churches financially support them more. They could do more for people.
- Believe that money is donated and that is why they should give items away. Prefer to have items given away. Understands needs for financial support and would prefer more volunteers and more money donations to cover expenses instead of selling items. Wants his things that he donates to be given away. If they run out of money without selling, maybe there's too much overhead. Becoming like Salvation Army. It hurts to see people sell things. Wants a committee to look into this.

Standifer Gap

Negative

- Individuals need to help it more.
- Like to see more community involvement--disaster relief--be there as quick as the media! Also help with the elderly, etc.
- Moved from California last summer. They weren't helpful at the center for helping her move in. She perceived that as a function of the center.

Village Chapel

Positive

- I think that they are there for a purpose and they are fulfilling that purpose.
- She really likes the center's thrift shop.

Neutral

- Encourage to stay on track of helping people. Some people just need counselling on how to handle their affairs.
- Should have canned goods.