

Winter NEWSLETTER

2022



A New Look for Love INC

Love In the Name of Christ of Benton County is proud to announce the launch of our new logo and brand identity as part of our ongoing commitment to the advancement of our mission.



For the first time in almost 20 years, Love INC affiliates across the country are united behind a fresh look, which we believe will position our brand well into the future. Designed to be approachable to a broader demographic, Christian-forward, and mission-centric, this new logo will help us communicate who we are well.

Our new brand identity reflects our core desire for unity and connectedness. We connect churches to one another and their community. We connect community members to resources and support. Yet, we're always cognizant that it isn't Love INC that does the true work in any given life or community. We simply establish the scaffolding upon which connection and growth can be cultivated. We create spaces where church volunteers and community members' lives intersect and reciprocal transformation can occur. After that, the body of Christ rises up to do what it does best—care for one another and point people to God.



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A Story of Transformation

Carly started using drugs in elementary school. She first realized that “not all parents cook meth” when the DARE program was introduced at school during her 5th grade year. However, the lifestyle was so ingrained that she continued to use drugs throughout middle and high school. It became a destructive cycle that would take years to escape. As time went on, Carly not only continued using drugs, but began selling as well. She had more money than she’d ever imagined but, by early adulthood, she had lost custody of her two oldest children and her baby girl was placed with family. She became involved in several abusive relationships and eventually ended up in jail.

Finally sober and safe, Carly was given the opportunity to work in the garden on jail grounds. While she dug, planted, and tilled the soil, God began digging, planting and tilling in her heart. Upon her release, Carly was immediately enrolled in a family recovery program, where she and her two year old daughter could heal together. After moving to outpatient housing, Carly began attending a Love INC partner church and heard about the Grow Together Program. Excited about the opportunity to learn and bring her daughter to the childcare program, she called the Love INC Help Line & enrolled in Faith & Finances. When asked how it has impacted her, Carly responded:



THIS CLASS HAS CHANGED MY WHOLE OUTLOOK AND BELIEFS AROUND MONEY. IT WENT FROM THE ‘ROOT OF ALL EVIL,’ TO GOD SHOWING ME HOW TO USE HIS MONEY AND MANAGE IT WELL. I HAVE GAINED SO MUCH AWARENESS AND KNOWLEDGE AND ALREADY SEE PROGRESS IN MY SAVINGS. THIS CLASS IS A TRUE BLESSING, LIFE CHANGING!

We say it all the time, but Carly’s story is a reminder that an investment in the ministry of Love INC, is a direct investment in the lives of people in Benton County. Without your support, the operation of our Call Center, Gap Ministries, and Grow Together Program would not be possible. Would you prayerfully consider joining the journey and making a year-end gift to Love INC? We can't do it without you!



**SCAN THE QR CODE TO WATCH
WHAT IT'S LIKE TO VOLUNTEER
OR PARTICPATE IN GROW
TOGETHER CLASSES!**

