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Celebrating 50 Years, Metrocrest Services Doubles Efforts in Light of Pandemic

Let's Roll: Community kicks off pledge to supply non-profit with toilet paper

CARROLLTON/ADDISON/FARMERS BRANCH, Texas (April 8, 2021) – It's 50 years old and hitting a new gear: as Metrocrest Services celebrates a half-century of service to North Texas, the non-profit is ramping up services to meet an unprecedented demand for assistance. North Texans in need of help with rent, food, utilities, jobs and more turn to Metrocrest Services, the only agency providing a comprehensive approach to social services in the Metrocrest area, addressing gaps in finances, employment and nutrition to help end poverty and decrease inequities. The non-profit estimates that needs of its clientele have more than doubled in the past year, with the agency serving 28,066 clients in 2020, an increase of 68% over previous years.

"Our sponsors, supporters, donors and volunteers have shown up selflessly to help us meet this incredible need, so as Metrocrest Services celebrates 50 years, we are humbly thankful for the support that allows us to continue to serve our friends and neighbors in need," said Tracy Eubanks, CEO of Metrocrest Services. "It's truly a team effort here in the Metrocrest area."

To celebrate its 50th anniversary, Metrocrest Services is asking for the public's help with a "Let's Roll" campaign to raise 100,000 rolls of toilet paper for the clients of Metrocrest Services.

"Most of us laugh about it now, but we each received first-hand knowledge of what a precious commodity toilet paper can be as we experienced shortages during the pandemic," Eubanks said, "but for many of our clients--particularly seniors--we know that on a regular basis, they have to choose between purchasing toilet paper or food, or paying their electricity bill. This is something we hope North Texas can really get behind with us."

A 50th anniversary funding campaign to raise \$1 million, “Celebrating Our Past, Building Our Future” presented by The Branch Church has also launched to help support Metrocrest Services. This funding will help the agency meet its growing needs today and build for the future as it expands into a new location and tends to the demanding need this year brought on by the pandemic, the winter storm and other challenges that have plagued North Texans. Serving as campaign co-chairs are long-time committed volunteers and community leaders Lou Sartor and Charles B. Heath.

In the past 12 months, due to the pandemic and other issues, Metrocrest Services helped North Texans with:

- **Housing Stability:** The agency experienced a 97% increase in the number of families needing emergency rent assistance, and provided 3,795 months of safe housing (305% increase from the previous 12 months). In total, \$3,397,478 was provided to families in need, a shocking 1,040% increase over the previous 12 months.
- **Food Insecurity:** The pantry distributed 3,940,756 pounds of food (a 346% increase over the previous 12 months), to 8,299 families (a 226% increase over the previous 12 months).
- **Financial Coaching:** 2,317 households improved their knowledge about budgeting and daily spending.
- **Employment Coaching & Job Readiness:** 10,462 employment services were provided to 2,369 people (a 208% increase over the previous 12 months).

Metrocrest Services begins its 50th anniversary celebration with its 16th Annual [Keyholder Breakfast](#), which was held virtually April 8, broadcast live from The Branch Church and hosted by TV personality FOX 4’s Mike Doocy. Other events throughout the year will celebrate volunteers and highlight the mission of this important organization.

Metrocrest Services, Inc., is a 501(c)3 nonprofit organization dedicated to providing programs for individuals, families, and seniors that lead to self-sufficiency and foster independence. Services include emergency financial assistance, financial coaching, food pantry, employment coaching and job readiness, senior services, and seasonal programs focused on children including holiday gifts and summer food. For more information, visit www.metrocrestservices.org.

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Editor’s note: High-res images that can be used are [here](#).