



Shantel, who is a client of Experiment in Self-Reliance (ESR,) has some Easter cheer.



Tommy Bush, an employee of Experiment in Self-Reliance, is shown with food and toys.

Church adopts ESR families for Easter

SPECIAL TO THE CHRONICLE

Experiment in Self-Reliance (ESR) hosted a Day of Caring Easter Giveaway during the week of March 21. In partnership with St. Leo's Catholic Church, more than 25 clients and their families in Winston-Salem/Forsyth County were adopted and received food and Easter basket items.

St. Leo's contacted ESR wanting to give families in need the opportunity to enjoy Easter. ESR case managers then contacted the families and arranged for pickup. Items ranged from ham and bread to Easter baskets full of candy.

Zach, a client of ESR, was grateful for the help he received through the donations from St. Leo's and ESR. "Thank you, [St. Leo's] for doing what you are doing. I appreciate it. [ESR is] very helpful. Cooperative. Much needed in the community. They provide a great service."

Shantel, also a client of ESR, was a recipient of the donation from St. Leo's. When she came to ESR, she didn't have childcare. After working with her case manager, she

was able to secure reliable childcare for her kids. "Without the childcare, I would have lost my job, I would have lost my employment, where I stay at, and all that. I am grateful for that, and my kids will be able to eat on Easter, and they will be able to have something good for Easter."

"The donations from St. Leo's are always very beneficial to our clients," said Brigitte Stowe, Orientation and Eligibility Specialist and coordinator of Days of Caring. "They always go above and beyond and ensure our clients receive top quality goods that will last them for a while. Clients are so grateful when they receive [food and toys] from St. Leo's because many of the donations given to the families would not have been obtained otherwise, especially during the holidays."

ESR would like to send a special thanks to St. Leo's Catholic Church for their generous donation and for providing hope to families this Easter holiday. For more information about ESR and their services, visit their website at www.eisr.org or call 336-722-9400.

DOT Campaign to Promote Bicycle and Pedestrian Safety

SPECIAL TO THE CHRONICLE

The Winston-Salem Bicycle and Pedestrian Program is sponsoring a four-week education and enforcement campaign to promote pedestrian and bicycle safety. The campaign's goal is safer streets and sidewalks for all users.

Begun on March 25, the campaign will focus for two weeks on reminding motorists, bicyclists and pedestrians about their legal responsibilities when interacting with each other on the street.

The education theme is "watch out for each other." The campaign will use radio advertisements, and traffic report sponsorships,

digital advertising, social media and public service announcements on WSTV Digital Media and the city's YouTube channel.

The first week of the education campaign targets bike riders and motorists, to be followed by a week targeting pedestrians and motorists.

This will be followed by a two-week enforcement campaign. During the first week of the enforcement campaign, officers will issue warnings to motorists, bicyclists and pedestrians and remind them of state laws regarding each mode, except where flagrant violations endanger people, in which case officers will issue citations.

"We are very concerned about the safety of all roadway users, but pedestrians and bicyclists are the most susceptible to injury or death."

-Matthew Burczyk, the city's bicycle and pedestrian coordinator.

During the second week of the enforcement campaign, officers will issue citations to motorists, bicyclists, and pedestrians who are not following the

law. Pedestrian fatalities were up 10 percent nationally in 2015, according to the Governors Highway Safety Association. This

increase is attributed in part to motorists and pedestrians watching their cell phones instead of where they're going. In Winston-Salem, there were 83 acci-

dents involving pedestrians in 2013 and 89 in 2014, said Matthew Burczyk, the city's bicycle and pedestrian coordinator.

"We are very concerned about the safety of all roadway users, but pedestrians and bicyclists are the most susceptible to injury or death," Burczyk said. "It is encouraging that other communities who have tried this two-pronged campaign have seen a decrease in unsafe behaviors."

SECU supports N.C. Governor's Page Program

SPECIAL TO THE CHRONICLE

RALEIGH - Over the last 43 years, North Carolina governors have welcomed thousands of high school students to the Governor's Page Program to inspire the next generation of leaders to get involved in public service.

Six high school students participating in the program recently spent time with State Employees' Credit Union (SECU) staff in Raleigh, learning about basic financial concepts and tips for managing money. The financial presentation was part of a week-long schedule of activities designed for juniors and seniors in the Page Program.

During the presentation, SECU representatives encouraged students to think about their financial future and discussed actions they can implement to help achieve their goals. This is the Credit Union's second year of hosting education sessions for Governor's Pages.

"The high school students come to Raleigh to learn more about government, politics and the history of North Carolina but are also given the opportunity to expand their financial education by meeting with local SECU representatives," noted Diane McClary, Special Assistant and Page Coordinator, Office of Governor Pat McCrory. "Many students have benefited from hearing about topics such as credit card usage, credit scores, saving for college and retirement. We are thankful for the opportunity to partner with State Employees' Credit Union, providing education to the future leaders of North Carolina."

Jimmy Goodrum, senior vice president of SECU's Member Education and Outreach department, commented, "We are happy to have a role in helping shape tomorrow's leaders by teaching the students concepts they need to make wise financial decisions in the future."

The Governor's Page Program is one of many youth education initiatives State Employees' Credit Union supports to promote the development of healthy financial habits. SECU reaches thousands of students annually through partnerships with the N.C. Department of Public Instruction and the N.C. Business Committee for Education in support of Students@Work Week, emphasizing career options, job shadowing, and "Real World" financial simulation exercises. Credit Union staff also conducts financial workshops and serve as judges for North Carolina's Future Business Leaders of America and the Distributive Education Clubs of America, in addition to holding an annual Youth Saving Challenge in conjunction with Financial Literacy Month in April. For more information, visit www.ncsecu.org.

THE CHRONICLE

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