



Stay strong Las Cruces!



A TRIBUTE TO OUR COMMUNITY'S SELFLESS SERVANTS • OCT. 2, 2020

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Unsung heroes keep Las Cruces strong

By RICHARD COLTHARP
Las Cruces Bulletin

Six months into the pandemic, we're all suffering "Covid Fatigue," in one form or another.

Many Las Cruces have lost jobs, businesses have suffered and lives have been lost.

Front-line workers and behind-the-scenes people have had to increase their work and, in several cases, put themselves at risk.

Perhaps fittingly on Sept. 11, a day to honor first responders, Ron Cavill of Cavill and Company Investment Managers, sponsored a special "Thank You, Las Cruces" segment in the Las Cruces Bulletin. The section thanked all those unsung heroes whose work has increased in difficulty and importance during the pandemic.

Today, Cavill is back with a note of encouragement for everyone to hang in there and stay strong.

"We are not out of the woods yet," Cavill said. "There may be more challenges to come. Las Cruces has always been strong as a community and, now more than ever, we need to commit to retaining our unity.

"According to the recent Prudential Financial Wellness Census 2020 we are told:

- 30 Million people have lost their jobs due to COVID-19

- More than 100,000 small businesses have shut down permanently

"The study showed that 50 percent of all Americans saw their financial gains for the past three years wiped out, 17 percent of all Americans saw household income drop by more than 50 percent, and that was disproportionately true of 32 percent of small business owners and 24 percent of retail industry workers.

"The study also found lower

income folks are being affected greater and need our help the most.

"There is no question that the entire community of Las Cruces has been impacted by this pandemic. Some have experienced a heavier load, but all have felt the weight of these past months and the disruption we have all experienced," Cavill said.

"How deeply we are ultimately affected will be, to a large part, dependent on how we react as a community," Cavill said. "I predict Las Cruces will weather the storm and Stay Strong."

After the Sept. 11 Thank You Las Cruces segment, the Bulletin received a letter from Bill McKinney, the retired director of water resources for the City of Las Cruces.

McKinney's words about our city's water staff also ring true for all of the workers making sure our utilities are functioning. Utilities such as water, gas, electricity and, perhaps now more than ever, internet providers.

Here's what McKinney said about his former colleagues in the Las Cruces Water Resources Department, "folks who put themselves in harm's way every day, especially but not limited to the current situation. I am speaking of the staff that works to collect, treat and test the wastewater generated by nearly every resident of Las Cruces and several outlying areas. These dedicated folks are exposed to every disease present in the population every day of every year... the folks in this profession are an extremely critical part of our public health system. Thanks again for your attention to laborers. Without them absolutely nothing gets done."

Well said, Mr. McKinney, and well done, all of those in Las Cruces going the extra mile.

Stay Strong, Las Cruces.

Accounting & Tax Services • Adult Residential Care • Assisted Living Facilities • Retirement Centers • Dementia Care • Advertising • Marketing • Public Relations • Agriculture • Apartments • Rental Properties • Appliances • Plumbing • Hardware Stores • Architects • Art Studios • Art Galleries • Art Supplies • Attorneys • Legal Services • Attractions • Auto Dealers • Auto Repairs • Auto Service • Auto Parts & Supplies • Bakeries • Banks • Barber Shops • Beauty Salons • Building & Industrial Supplies • Business Services • Industrial

CRITICAL NEEDS
• Medical Personnel: Doctors, Nurses, Dentists, Lab Techs, CNAs, Pharmacists
• Utility Workers
• First Responders: Firefighters, Police, EMTs, Animal Control
• Educators: Teachers, Tutors, Staff

• Assisted Living Facilities
• Mail & Delivery Services
• Farm & Ranch Workers
• Grocery Store Workers

Stay strong!
• Real Estate Services • Security Systems • Security Guards & Patrol • Service & Non-Profit Organizations • Sports Recreation Equipment • Sports Instruction • Storage Services • Theaters • Title Companies • Business Training Seminars • Transportation Services • Uniforms • Linens • Utilities • Welding • Ornamental Iron • Wineries • Accounting & Tax Services • Adult Residential Care • Assisted Living Facilities • Retirement Centers • Advertising

VITAL NECESSITIES
• Janitorial & Cleaning Services
• Gasoline & Convenience Stores
• Trash Pick-up • Construction Industry
• Electricians • Plumbers • Carpenters
• Roofers • HVAC Techs • Real Estate Agents • Mortgage Companies • Title Companies • Banks & Credit Unions
• Investment Advisors • Insurance Agents • Computer & Tech Support
• Hardware Stores • Drug Stores
• Food Service Industry • Drive Through Services • Carry Out
• Restaurant Supply • Food Trucks
• Veterinary & Pet Care • Media Transportation Industry • Truckers
• Taxis – Uber – Lyft • Railroad • Airline Personnel • Bus Drivers • Retail Stores

• Appliance Sales • Gyms • Home Design & Build • Janitorial Services & Services • Medical Supplies • Office Supplies • Rehabilitation • Physical Therapy • Fire, Water & Security • Emissions • Appliance Sales • Gyms • Home Design & Build • Janitorial Services & Services • Medical Supplies • Office Supplies • Rehabilitation • Physical Therapy • Fire, Water & Security

Stay strong!
• Discount Stores • RV Sales • RV Parks • Schools • Universities • Solar & Photovoltaics • Efficient Energy • Space & Aerospace • Cable Television Services • Satellite Television Services • Movie • Education Planning • Trophies & Plaques • Engraving • Truck Dealers & Services

QUALITY OF LIFE
• Restaurant & Fast Food Employees • Ice Cream Stores
• Golf Course Workers
• Landscape and Yard Care
• Home Improvement Stores
• Laundry & Dry Cleaners
• Personal Grooming & Styling
• Fitness & Exercise Studios

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How you can help those who are helping others?

The global pandemic has opened wide the many cracks in our society. Unfortunately, those cracks have always been there. Many New Mexicans, often people struggling themselves, have stepped forward to help others in need in a variety of ways during the Coronavirus.

Have you found yourself wanting to help, but not knowing where to start? Below is a list of just some of the local and regional organiza-

tions where you can donate your time, your equipment, your unique abilities or your money during the current crisis and beyond.

Many have found their lives changed by the work they do for others.

What can we do?

It's simple: Support all businesses and nonprofits in our community.

Here are some local nonprofits that would benefit from your support:

- Community Foundation of Southern New Mexico (CFSNM): Multiple COVID-19 response programs; helped raise more than \$700,000 during the pandemic and provided benefits to nearly 2,000 families in the region, particularly those in rural areas. Through an additional partnership with the United Way of Southwest New Mexico, there will be a second round of nonprofit emergency funding for fall 2020 focused on the recovery and resiliency of the nonprofit community. And, there are additional dollars and support available through the Thank you Las Cruces Restaurant Fund, which gives \$1,000 to a restaurant partner who will then assist with 100 free meals to the community. www.communityfoundationofsouthernnewmexico.com. **521-4794.**
- Families & Youth, Inc.: Mayors Meals program, My Friends Place youth shelter and El Crucero transitional living facility. www.dws.state.nm.us/nmccv/Programs/Families-and-Youth-Inc.
- Las Cruces Public Schools Foundation. Las Cruces internet and virtual learning access. <http://lcpsf.org/>.
- La Casa, Inc. domestic violence program: housing and emergency shelter operations and supplies. www.lacasainc.org. **526-2819.**
- La Piñon Sexual Assault Recovery Services: SANE (Sexual Assault Nurse Examiner) unit for medical and operating supplies and expanded staff hours. www.lapinon.org. **526-3437.**
- Casa de Peregrinos emergency food program: operating supplies, including food and staff. Helping meet vital local needs during this time, with particular attention to food pantries in the rural areas of our region. www.casadeperegrinos.org. **523-5542.**
- Mesilla Valley Community of Hope: rapid rehousing/homeless prevention. With help from funding from the City of Las Cruces, the organization is able to add during this time a focus on rental assistance and eviction support. www.mvcommunityofhope.org. **523-2219.**
- Community Action Agency of Southern New Mexico (CAA): Thriving Families COVID community assistance program. CAA partnered with CFSNM on the Governor Richardson, Olmos, Trejo, Lopez Covid Response for Southern Colonias in Doña Ana County. The project served almost 300 individuals, which impacted more than 1,000 individuals in 10 colonias in the southern part of our county. <https://caasnm.org/>. **527-8799.**
- Fishes & Loaves food pantry: food boxes for the elderly. **575-523-1272.**



COVID donations have benefited many.

BULLETIN PHOTO

- Catholic Charities of Southern New Mexico: crime and domestic violence program. Also providing rental assistance, electricity and utilities support during COVID-19. <https://catholiccharitiesdlc.org/>. **527-0500.**
- Revolution 120: supporting local restaurants. <http://revolution120.org/>.
- United Way of Southwest New Mexico. Currently running a Stamp Out Hunger campaign. www.uwswnm.org. **524-7561.**
- El Caldito Soup Kitchen. www.elcalditolc.org. **525-3831.**
- Amador Health Center: providing care to the entire Las Cruces community, including dedicated support for homeless, LGBTQ and immigrant populations. <https://amadorhealth.org/>. **527-5482.**
- Mesilla Valley CASA: for direct services to children aging out of foster care. www.mesillavalleycasa.org. **527-0035.**
- NMSU Foundation: to support all things Aggie. Particularly critical right now is the Aggie Cupboard food program for students currently on campus. <https://support.nmsu.edu/>. **646-1613.**
- LCPS Foundation: Benefitting the students of Las Cruces Public Schools. <http://lcpsf.org/>. **527-5888.**
- Turning Point. www.pregnancylascruces.com. **522-8378.**
- Doña Ana County Humane Society. www.dachslc.org. **647-4808.**
- Big Brothers Big Sisters. www.bbbsmountainregion.org. **522-9530.**
- Boys & Girls Club of Las Cruces: actively connecting youth to programming via their club to go boxes, meals at least twice a day; now open to 40 to 50 kids. www.bgclascruces.org. **526-1519.**
- Jardin de los Niños: caring for children of homeless families; currently supporting 35+ families. Jardin is doing food baskets weekly, supporting families that were once in a home that are back on the street, opening the school back up and keeping staff engaged to support the whole family during the entire COVID-19 timeframe. www.jardinlc.org. **522-2111.**
- Mesilla Valley Hospice. www.mvhospice.org. **523-4700.**
- East Mesa Baptist Church Food Bank: focusing on the eastern side of the city that is in real need on a weekly basis. www.eastmesabaptist.org. **382-0386.**
- Asombro Institute for Science Education: pivoting their educational elements with to-go packets and online modules completely free for families. www.asombro.org. **524-3334.**
- Salvation Army of Las Cruces: assisting with rent, utilities and issues with evictions. www.lascruces.salvationarmy.org. **524-4713.**

To our community's selfless servants: Stay strong!

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