

# CAP comes up short in bid to win Toyota van

By The Daily News | Posted: Thursday, July 14, 2011

Though it didn't win, Lower Columbia CAP is encouraged by its community support in a recent online competition.

CAP and 500 other nonprofits were featured daily on Toyota's Facebook page for an opportunity to win a van. People could vote for as many as four or five organizations with the agency earning the most votes winning the contest. CAP was one of four featured organizations Wednesday and placed last. However, as the smallest and least-known nonprofit, CAP Community Relations Director Alan Rose was pleased with the outcome.

"We're delighted, and although we didn't win the van we got such a show of support from the community," Rose said. He said community members reached out through their networks to get people throughout the country to help CAP get the van for its Meal on Wheels program.

"We learned the power of social networking, what it can achieve," Rose said. "I think it really helped increase our visibility in the community."

Rose said CAP hasn't utilized social networking as much as it could and hopes to increase communication with the community through tools like Facebook and Twitter.

"I think it brought a little recognition to what they do instead of just being one of those organizations out there," Phil Clunas with Dick Hannah Toyota said. Clunas said he called several nonprofits to encourage them to participate when he first heard about the contest and CAP "ran with it."

Rose said CAP's Meals on Wheels program delivers 43,000 meals a year to senior and shut-ins and that volunteers drive over 2,200 miles a month. While the agency won't get a new van, it will get a \$1,000 consolation prize to help buy food and offset operating costs.

"We find that very consoling," Rose said. He noted that it costs \$200 to feed a senior for a month, so the prize could help feed up to five of their clients.

For more information on Lower Columbia CAP, visit [www.lowercolumbiacap.org](http://www.lowercolumbiacap.org).