



Brooke Smith
Crisis Ministry Director
Asheville Buncombe Community Christian Ministry

Brooke Smith serves as the Crisis Ministry Director at Asheville Buncombe Community Christian Ministry (ABCCM), where she leads programs that provide emergency assistance to families in need. Under her leadership, the Crisis Ministry offers essential support—including food, clothing, and rental and utility assistance—to individuals facing financial hardship.

A key focus of Brooke's role is the expansion of the Healthy Opportunities Program (HOP), a vital initiative within North Carolina's Medicaid transformation. Through HOP, ABCCM serves hundreds of families each week with nutritious food boxes and housing navigation. This program is a cornerstone in addressing social determinants of health, ensuring that food, housing, transportation, and interpersonal safety needs are met for North Carolinians.

A Buncombe County native from the Erwin Hills community, Brooke's deep-rooted commitment to Western North Carolina is evident in both her personal and professional life. She earned a Bachelor's Degree in Communication and a Master's in Public Affairs from Western Carolina University. Her faith and involvement at Mount Carmel Baptist Church shaped her passion for service and advocacy for vulnerable populations.

For her entire career, Brooke has served Western North Carolina through nonprofit and government work, focusing on programs that uplift underserved communities. Her transition to ABCCM represents both a professional milestone and a personal commitment to advancing the ministry's mission of providing essential, life-changing support to those in crisis.

At the heart of Brooke's leadership is a vision for transformation—one that extends beyond immediate relief to foster long-term stability and resilience. She believes that the Crisis Ministry and HOP programs are not just interventions but pathways to empowerment, ensuring that every individual served has the opportunity to rebuild and thrive. With unwavering dedication, Brooke continues to champion compassionate care, effective service coordination, and community-driven solutions to uplift those in need.