

David Wiley Calls for Everyday Acts of Giving: “Sometimes It’s Just About Keeping the Lights On”

Georgia business owner urges local residents to take small, practical steps to support neighbors in need through micro-giving and direct community action

Jackson, Georgia Oct 28, 2025 ([Issuewire.com](https://www.issuewire.com)) - Georgia entrepreneur and nonprofit founder [David Wiley](#) is calling attention to an often overlooked group—individuals and families who fall through the cracks of traditional assistance programs. Through his nonprofit, *Cash In Time Ministries*, Wiley has seen firsthand how a few hundred dollars can make the difference between stability and crisis.

“These are people without a safety net,” Wiley said. “Sometimes it’s not about changing someone’s life forever—it’s about keeping their lights on so they can fight another day.”

According to the Federal Reserve’s 2023 Economic Well-Being Report, nearly 37% of Americans say they would struggle to cover a \$400 emergency expense. In Georgia alone, more than one in four households are considered “ALICE” (Asset-Limited, Income-Constrained, Employed)—working families who earn too much to qualify for public aid but too little to handle financial shocks.

Wiley’s message is simple: you don’t need a foundation or a large checkbook to help. “If you’ve been blessed, it’s your job to pass that forward,” he said. “Start small. Buy groceries for a neighbor. Cover someone’s utility bill. Those moments matter more than we realize.”

The idea grew from Wiley’s own experience with *Cash In Time Ministries*, which has quietly helped dozens of Georgia families stay housed, keep their utilities running, and put food on the table. He believes practical generosity—small, fast, and local—can fill the gaps where larger systems are too slow to act.

His call to action is rooted in lessons that trace back to his years as a football captain at Wofford College, where he learned that leadership is about consistency, not control. “When you’re part of a team, you learn to own your role—win or lose,” he said. “That applies to life, too. We each have a role to play in taking care of the people around us.”

Wiley’s approach mirrors his business philosophy at Belief Marketing Services, the company he founded in 2014 after years in the corporate supply industry. “My business grew on relationships, not transactions,” he explained. “The same thing applies here. If we want stronger communities, we have to start investing in people, not just programs.”

He encourages Georgians to think of giving as part of their daily rhythm, not an annual event. “You don’t have to start a nonprofit,” Wiley said. “Just be present. Notice who’s struggling. Help quietly, directly, and with no expectation in return.”

For Wiley, the lesson is deeply personal. “Faith, family, and perseverance—that’s the foundation,” he said. “It’s not about how much you give. It’s about showing up when it matters.”

Wiley urges individuals to start their own “*Cash in Time Challenge*”: once a month, set aside a small amount—\$20, \$50, or whatever’s possible—and use it to meet a need in your local community. Help a neighbor, support a teacher, or pay forward a utility bill.

“Big change starts small,” Wiley said. “If everyone helped one person a month, we’d see fewer families in crisis and more people standing on their own two feet.”

About David Wiley

David Wiley is the [owner of Belief Marketing Services](#), a Georgia-based firm specializing in data-driven lead generation for law firms. A former two-time All-American football player and team captain at Wofford College, Wiley is also the founder of Cash In Time Ministries, a grassroots nonprofit that provides emergency assistance to families in need.

Media Contact

David Wiley

*****@davidwileyatlanta.com

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