# People *in action*

Annual Report 2010



People inc.

*Building futures,*
*Realizing dreams™*

## Counting People in Action

**This year People Incorporated worked with 7,562 people who were taking action: working to reach their goals to improve their lives, families, and communities.**

Having a job is a direct pathway to a better economic situation. This year our business lending program made 47 loans to small businesses, creating 58 new jobs. We financed the construction of 148,000 square feet of retail space in the Town of Grundy which resulted in 150 construction jobs, will create 250 permanent jobs, and will increase the town's tax base by 34 percent. We also are the developer for 29,000 square feet of retail space in Abingdon, creating forty construction jobs now and twenty new permanent jobs in 2011.

Education is a proven route to economic opportunity. This year, through their work with People Incorporated, 625 people improved their educational status. An additional 381 people gained employability skills through job training, and, of those, 165 building contractors and construction workers learned green building techniques through the agency's new Green Building Center.

People Incorporated helps people secure and maintain safe, warm, dry, affordable places to live. This year we bought and rehabilitated two apartment complexes for 128 affordable and energy efficient apartments. We provided high quality, affordable housing to 396 households. We enabled 48 families to become home owners for the first time, and we prevented the foreclosure of 130 homes.

We enabled 894 people to improve their health status. We provided budget counseling so that 1,486 people could improve their financial status and we helped 344 people receive federal tax returns. We provided court advocacy so that 511 people could resolve legal issues. And, we provided development services so that innumerable people in special populations could reach their goals and achieve a better life.

People in action, working to build a better future and to realize their dreams, found the support they needed at People Incorporated.

Robert G. Goldsmith
*President and CEO*

### OUR MISSION

To provide opportunities for people to reach their goals in order to enhance their lives, their families, and their communities.

### OUR PHILOSOPHY

Every person needs support from others. People Incorporated promotes the dignity of individuals and families, moves people into the economic mainstream, and works to develop existing strengths and resources within communities. All of our efforts are directed by the concerns, hopes, needs and dreams of the people we serve.

### THE COMMUNITY ACTION PROMISE

Community Action changes people's lives, embodies the spirit of hope, improves communities, and makes America a better place to live.

We care about the entire community, and we are dedicated to helping people help themselves and each other.

# People *in action*







# Annual Report 2010

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People inc.
*Building Futures, Realizing Dreams™*

# People *in action*

## Child and Family Development

### HIGHLIGHTS

- Head Start and Early Head Start served 565 children, 447 under Head Start and 118 under Early Head Start.
- Head Start and Early Head Start utilized 1621 volunteers for a total of 229,777 hours served, including 832 parents of enrolled or formerly enrolled children. Parents served a total of 175,245 hours at Head Start and Early Head Start Centers during 2009–2010.
- 157 individuals were employed, including 60 current or former Head Start parents.
- Of the children enrolled for more than 45 days required to receive medical exams, 96.9% of Head Start and 96.3% of Early Head Start children received medical services and were up-to-date on a schedule of preventative care at the end of the year. 96.5% of Head Start Children received an oral health exam and 96.3% of Early Head Start children received an oral health screening.
- Average monthly enrollment was 100% for both Head Start and Early Head Start.
- 94% of Head Start and 93% of Early Head Start enrollments met income eligibility requirements.
- Each enrolled Head Start/Early Head Start child received an individualized education program to prepare him or her for kindergarten, using the Early Childhood and Infant Toddler Creative Curriculum as a model. Head Start served 93 children and Early Head Start served 21 children diagnosed with various developmental disabilities.
- 127 children were enrolled in one of our three centers providing all day services, allowing parents to maintain a job or complete their education in part because of the quality childcare provided.

**Early Head Start** The Early Head Start program prepares young children for success by providing center-based and home-based education, health, and social services to pregnant women and families with children up to three years of age. Early Head Start supports the belief that the parent is the child's first and best teacher, engaging parents in the development of children through Parent and Child Together Time (PACT) activities.



**Head Start** People Incorporated's Head Start program is the longest standing program at the agency, serving low-income children since 1965. The 11 Head Start centers and the home-based services operated by People incorporated provide a comprehensive child development program to promote school readiness for income-eligible families and children ages three to five. Services include: early childhood education, screenings, health, nutrition, social services, parent education, family development and parental involvement. Head Start encourages parents to be involved in their child's education. Parents actively participate in program governance, volunteer with Head Start, and attend parenting training, adult literacy, and career skills classes.

**Child Care** Quality affordable childcare for families is available at Dickenson County Child Care Center for children ages 2 years to 12 years. Supervised, age-appropriate activities designed to promote learning take place in 2 year old and preschool classrooms, before and after-school care, and full day summer care for school children.

**Family Development Institute** The Family Development Institute is the family service-training arm for Child and Family Development. It incorporates two training programs: SMART (Strong Marriages and Relationships Today) and Family Development Credential. The SMART program offers a series of relationship/marriage building workshops to income-eligible individuals with young children. The Family Development Credential program trains staff members working in home-visiting or family-service positions, leading to a nationally recognized one-year certificate that demonstrates competency and skills in working with families using a strength-based approach.

**Infant & Toddler Specialist Network** The Infant & Toddler Specialist Network helps Infant/Toddler Care Providers improve the quality of care for the Commonwealth's youngest children. People Incorporated's Infant and Toddler Specialist (ITS) supports childcare providers in 17 western Virginia counties. Through a collaborative partnership with program directors and teaching/care-giving staff, the ITS provides on-site consultation, mentoring and support. ITS arranges group trainings on topics such as social-emotional growth, health and safety practices, early literacy, inclusion, and child development.

*"Head Start was a crucial part of making a better life for my family. I thank those who helped to begin our journey."* —Sherry McClanahan



Hugs are a big part of every Head Start day.

It is an honor to tell you how Head Start planted seeds of education and inspiration in my family's life. Those seeds would enrich and bless my family for many years. In 1992, I was living on $250.00 per month as a single mother with two small children, Kayla and Hannah. Unfortunately, my circumstances did not allow the resources to become involved in the many Head Start activities. After a visit from a Family Service Worker, I agreed to enroll Kayla into the Damascus Head Start. Kayla excelled in Head Start and met her goals early. When my second daughter, Hannah, became old enough to enter the program, I enrolled her in the Home Base Head Start for Washington County, Virginia.

I was inspired to give back to those who taught me to give of myself. I was nominated for President of the Home Based parent group and led it through a very successful year. Then, my next daughter, Abagail, was born. I was in Grundy, Virginia, when Abagail attended the Maxie Head Start. I also served as Chairperson for that Parent Committee. Five years later, I was blessed to be able to return home, marry my husband and go to college. I finished my degree in human services and now work for Benhams Head Start as a Family Services Worker. I have been a Family Service Worker for five years and I love it!

Kayla, Hannah, and Abagail were taught the importance of volunteerism and community through the Head Start programs. Kayla gives back to her community by teaching nutrition and healthy eating to second graders.* She will graduate from Culinary Arts School in February 2011. Hannah plans to give back to her country by entering the military next year. Abagail will begin her first year of High School and has not set career goals. However, I know she will find herself a place in life to give back. Head Start was a crucial part of making a better life for my family. I thank those who helped to begin our journey.

—Sherry McClanahan

*Read about Kayla on page 17.

# People *in action*

## Community Economic Development

**Community Development Services and Business Lending** In 1992, People Incorporated launched Virginia's first microenterprise development program, BusinesStart, and in 2000, People Incorporated Financial Services was formed as an affiliate corporation of People Incorporated of Virginia and was certified as a Community Development Financing Institution by the U.S. Treasury in 2003. People Incorporated Financial Services provides small business owners and entrepreneurs with capital to help them become self-sufficient through business ownership. People Incorporated Financial Services works with individuals who have sound ideas for starting or expanding a small business but do not qualify for commercial bank loans. The program provides comprehensive financial services and educational opportunities—including financial literacy training, technical assistance, business coaching and loans. Loan products include microenterprise loans up to $50,000 and small business capital loans up to $200,000. As People Incorporated Financial Services has evolved, it has fostered the creation of jobs, encouraged economic growth, and made many people's dream of owning his or her own business become a reality.



*People Incorporated is a funding partner for The Grundy Town Center in Grundy, Virginia. The 148,000 square foot retail space will create jobs and regional economic opportunity.*

### HIGHLIGHTS

- 794 participants trained in Financial Literacy, Microenterprise, or received one-on-one technical assistance through People Incorporated Financial Services.
- 15 clients were enrolled in the Individual Development Accounts (IDA) program, $22,073 total dollars saved by IDA clients; $37,398 total dollars matched to savings.
- 2 clients reached their savings goal and purchased their asset.
- $4.1 million total dollars lent out by Ninth District Development Financing since inception.
- 47 new multi-funded loans, $27,874 average loan size, total loan dollars loaned $1,310,077.48.
- 32 loans repaid in full to People Incorporated Financial Services. 41 including consumer loans.
- 6 car loans provided.
- 117 new jobs created as a result of community economic development program activities.
- 18 business expansions due to assistance provided by People Incorporated Financial Services.
- 30 business start-ups were assisted by People Incorporated Financial Services.

**Consumer Lending Program** In 2008, People Incorporated realized a need for a consumer lending product to provide an affordable alternative to payday lending and check cashing businesses. People Incorporated designed and initiated a Consumer Lending program that assists clients with loans for debt consolidation, credit repair, car purchases and repair, minor home repairs, energy efficiency upgrades and home improvements, mortgage mitigation and down payment assistance. These loans are available from $100 to $20,000 to eligible applicants at affordable rates and with flexible terms.

**Individual Development Accounts** Individual Development Accounts are designed to enable working families the opportunity to establish a pattern of regular savings to be used for high return investments—purchasing a home, post-secondary education, or starting a business. Clients build assets and long-term economic security through the program. The program matches every dollar saved 2:1, up to $2,000 from the saver.

**Ninth District Development Financing** People Incorporated administers this revolving loan fund that provides below market interest rate loans and business development assistance to public, private and non-profit tourism-based businesses throughout the Ninth Congressional District; the fund is designed to enhance tourism and expand economic development in the region.

**New Markets Tax Credits** The New Markets Tax Credit program attracts private investment to major community development projects in low-income communities by offering tax credits to investors in return for qualified equity investments. The investment funds are then loaned to high impact businesses by People Incorporated Financial Services resulting in job creation and economic growth in low-income communities.

*"People Incorporated Financial Services helped me launch my business, Mobility Innovations. The Woodstock, Virginia, office guided me through permits, licenses, planning, and even a start up loan. I'm working my dream, and I'm helping seniors and people with disabilities achieve their goals—to live safely and comfortably in their own homes."*

—Brad Martin, Mobility Innovations, Woodstock, Virginia



Photo courtesy of *Page News & Courier*

# People building stability

## People *in action*

## Housing Development

**Homeownership Program** Low-to-moderate income families can gain stability, accumulate assets and equity, and make a long-term investment through People Incorporated's Homeownership Program. Our housing counselors assist prospective home buyers in developing realistic goals and objectives, analyze the client's financial resources and make recommendations to increase financial security, and assist them with either purchasing or building their own home. The program also offers down payment assistance and low interest mortgage packages that are based on the family's income, needs, and resources.



**Affordable Rental Housing**
People Incorporated operates ten safe, affordable multi-family housing complexes. One, two, and three-bedroom apartments with options for families, seniors, and individuals are rented to low-to-moderate income residents throughout Southwest Virginia and the Northern Shenandoah Valley. The developments include: Whites Mill Point, Abingdon Green, and Sweetbriar in Abingdon; Riverside Place in Damascus; Deskins Apartments in Buchanan County; Valley Vista in Woodstock; Norton Green in Norton; Pulaski Village in Pulaski; Jonesville Manor in Jonesville; and Dante Crossing in Dante.

**Neighborhood Stabilization Program** People Incorporated has been working with local officials to mitigate foreclosures in Southwest Virginia and the Northern Shenandoah Valley. To achieve this goal, People Incorporated has engaged in the Virginia Department of Housing and Community Development Neighborhood Stabilization Program (NSP). NSP provides financial assistance to acquire and rehabilitate foreclosed or abandoned homes, and then resell or redevelop them, to stabilize the neighborhood and reduce the decline of housing values. People Incorporated has purchased and rehabilitated eight properties in the Mary Street neighborhood of Bristol, Virginia, and 14 properties in Shenandoah, Warren, and Frederick Counties.

**Section 8 Rental Assistance**
The Section 8 Rental Assistance program helps low-income households overcome the challenge of obtaining affordable rental housing by making payments directly to owners of qualified rental properties to fill the gap between the housing cost and the amount that the household can afford.



**Transitional Housing** People Incorporated operates 24 transitional housing units to provide temporary housing for low-income families with children who are homeless or at risk of becoming homeless. Case managers provide program participants with life skills training, counseling, and employment readiness sessions designed to help them find and maintain employment and economic independence. By attending weekly meetings, maintaining employment, and making monthly contributions to a savings account, individuals and families can reside in transitional housing units for up to two years.

**Homeless Intervention Program and Homeless Prevention and Rapid Re-Housing Program** These programs give stability to low-income and very-low income individuals and families who are homeless or at risk of becoming homeless, by providing financial assistance and services to move them toward self-sufficiency. Households

### HIGHLIGHTS

- Two apartment complexes were built or purchased and renovated in Woodstock and Jonesville this year.
- The Neighborhood Stabilization Project assisted with the conversion of 20 new homes for homeownership in Bristol, Virginia, and in the Northern Shenandoah Valley, in addition to 9 rental units in the City of Bristol, Virginia, for a total project of over $3.5 million.
- In 2010, the program assisted 48 families in becoming homeowners, with an overall economic impact on the service area of over $6 million dollars.
- 554 clients were provided housing counseling services for assistance with buying a home, repairing credit issues, mortgage default counseling, and reverse mortgage details. 138 clients were assisted with foreclosure counseling.
- 33 homeless families with 41 adults and 65 children obtained shelter and received supportive services through the Transitional Housing program. There was a total of $25,779 bed nights provided. Six out of 10 households who exited the program obtained more affordable and permanent housing.
- 320 individuals from 146 households received financial assistance with rent or utility payments through homelessness prevention and Rapid Re-Housing Program (HPRP).

I am a single mom with a teenage daughter. We became homeless due to loss of income. We saw an article in the newspaper about People Incorporated, called, and were introduced to the Coordinator for the Transitional Housing program. She said we qualified for the program, and helped us find a home in the Bristol area. We lived there for almost a year until I was given a house that needed repairs.

The Child and Family Services Coordinator obtained a lawyer to prepare the deed for us at no cost. She contacted the City of Bristol to make some of the needed repairs and also had People Incorporated's Weatherization program install new windows and a heating system for us.

While I was in the Transitional Housing program, I learned how to save money. I work at a local motel as a housekeeper which I enjoy very much. I am also going to school two nights a week to get my GED. All of this was made possible by services I received from People Incorporated. I am so thankful for People Incorporated. Because of them, my daughter and I will never be homeless again.

—Patricia Kegley



Patricia Kegley, center, pictured with Ginger Henderson and Tonia Johnson

# People *in action*

## Housing Development *continued*



on the verge of homelessness can receive short-term or medium-term assistance for rent, mortgage, or utility payments through the Homeless Intervention Program and for rent or utility payments through Homeless Prevention and Rapid Re-Housing Program. Housing relocation assistance and stabilization services are also provided for those who are experiencing homelessness.

**King's Mountain Supportive Housing** The King's Mountain Supportive Housing program provides safe, decent housing and supportive services in the City of Bristol for twelve chronically homeless men with disabilities. A case manager connects the individuals who live at King's Mountain with medical and mental health care, social services, public assistance, and substance abuse counseling to ensure that their basic needs are met. The case manager also provides them with life skills, transportation, and job training to help them move toward an independent lifestyle and a level of self-sufficiency that they can achieve given their disabilities.

**Weatherization** People Incorporated's Weatherization program provides home energy audits and home improvements for increased energy efficiency. Audit results help to determine appropriate energy efficiency improvements for each house. Energy conservation improvements provided through the program include blow-in-wall, attic, and water heater insulation, window and door repairs, and heating system repairs or replacements.

**Minor Home Repair** The Minor Home Repair program assists low-to-moderate income homeowners with assistance repairing electrical, heating, structural, and roof problems.

**Indoor Plumbing Rehabilitation and Water Projects** The Indoor Plumbing Rehabilitation program improves the living conditions for low-to-moderate income homeowners by providing grants and zero percent interest loans through the program for the provision of safe drinking water, proper sewage treatment, indoor bathrooms, and housing improvements to bring the home up to the Department of Housing and Urban Development's housing quality standards. The Water Projects Initiative uses grant funding to help households and rural communities access and maintain clean drinking water and adequate wastewater facilities.

**Green Building Center** People Incorporated's Green Building Center provides the latest residential energy efficiency technology trainings. The Green Building Center is one of just a handful of training providers in the nation to offer the Building Performance Institute's (BPI) Insulation and Air Sealing Technician training. Other trainings that have been conducted by the Green Building Center include Environmental Protection Agency Renovation requirements, home energy ratings, home health and safety analysis, appropriate Heating Ventilating and Air Conditioning system load calculation and fitting, and basic weatherization knowledge.




*The demand for residential energy auditing and rating, especially for residents who do not qualify for low-income weatherization assistance, and the need for commercial energy audits for local businesses is growing. The Green Building Center began offering these services to the public in October 2010 as a fee-for-service.*

## HIGHLIGHTS

- 17 chronically homeless men obtained Supportive Housing at King's Mountain in Bristol.
- 130 households with 331 individuals received assistance through the Homeless Intervention Program (HIP).
- 53 households received rental assistance and 11 households received Mortgage Assistance.
- Weatherization repairs on 219 homes improved living conditions and reduced energy bills for 401 individuals.
- In FY2010, the People Incorporated Weatherization program was able to serve nearly three times the number of households than to the previous year. Additionally, ARRA funding provided for the creation of 14 new jobs and the purchase of much needed equipment to perform weatherization services.
- Indoor Plumbing and Rehabilitation assistance was provided to 15 individuals and 7 households.
- People Incorporated's newest program, the Green Building Center, served 165 individuals at 13 trainings since its opening in February 2010.
- Housing rehabilitation programs provided funding and construction management services to 50 individuals in 21 households to complete housing renovations.
- 105 individuals from 41 households were able to receive and maintain water and wastewater facilities through the Virginia Water Project.

### Indoor Plumbing Rehabilitation, Dorothy and Carter

One of the ways that People Incorporated provides quality, affordable housing and improves the standard of living for Virginians is through the Indoor Plumbing and Rehabilitation Program. In 2007, the agency began a housing rehabilitation and water project on Rush Creek Road in rural Washington County, Virginia. Before this project began many residents did not have functioning indoor plumbing facilities, running water, or septic systems. In some locations, raw sewage could be seen going into Rush Creek, endangering health and the environment.



Dorothy Widener and her son Carter were among the residents who were living in inadequate housing. Dorothy's house could not accommodate her special needs, and for more than ten years, Carter lived in a camper with no indoor plumbing or electricity. In 2010, People Incorporated equipped Dorothy's home with an accessibility ramp and constructed a new two bedroom, one bathroom house to replace the camper.

Carter's new house is EarthCraft® of Virginia-certified, so in addition to having clean water and wastewater resources he saves approximately 40% on monthly energy expenses. When reflecting on the improvements to her home and the new home for her son, Dorothy says "People Incorporated has helped my family out tremendously. The ramp has allowed access that I once never had," and "Carter is very proud of his house."

# People *in action*

## Community Services

- 423 victims of domestic violence and/or sexual assault were assisted and 76 victims were provided with court advocacy services through the Domestic Violence program.
- Emergency shelter was provided to 51 adults and 47 children, all facing homelessness because of domestic violence.
- These individuals were provided with temporary emergency shelter for a total of 1,485 nights.
- 48 older adults participated in the Benhams and Meadowview Senior Citizens Clubs.
- 288 eligible adults received dental care at the free Dental Clinic.
- 15 students improved performance in school through the Improving Scholars program.
- 45 families provided their children with a good start in school through Parents In Education.
- 284 individuals had their income tax returns electronically prepared by volunteers who helped them claim $101,649 in Earned Income Tax Credit.
- 344 residents had returns completed at a savings of approximately $68,800 in professional tax preparation fees.
- The total economic impact of the 2009 EITC free income tax preparation was over $430,000.
- CHIP helped 179 families and 277 children, birth to age six and 46 siblings improve their health and quality of life.
- 100% of all CHIP families served received all four core services: Screening, Assessment, and Planning; Education and Support; Follow-up; and Referral and Outreach.
- 551 ex-offenders benefitted from services of Virginia CARES.
- 23 ex-offenders were assisted with applications for the restoration of their rights.
- 83 high school students learned about the benefits of higher education through Project Discovery; 17 students graduated and 17 enrolled in college.
- CHIP staff made 3,009 home visits and provided 68 rides to medical appointments.
- 52 pregnant teens participated in the Resource Mothers program, 24 gave birth during the year. 22 of 24 babies born during this year were full term and of healthy birth weight.
- 88 children were assigned a CASA advocate in 2010.

HIGHLIGHTS



**Comprehensive Health Investment Project (CHIP)** People Incorporated has been offering Comprehensive Health Investment Project services for over 21 years. Health education and related services are provided to low-income families with children ages birth to six, their siblings to age 18, parents, and prenatal women. Through this program, People Incorporated and its partners help vulnerable families by teaching them how to ensure the health and well-being of their children. It offers support and encouragement for families to overcome the barriers to their self-sufficiency. Direct services are delivered to families through regularly scheduled home visits with the frequency determined by the family's level of need. CHIP families are assigned a highly trained outreach worker and a registered nurse who work closely with families to develop and meet identified goals.

**Court Appointed Special Advocate (CASA)** CASA provides abused or neglected children with trained volunteers to advocate in court for their best interests. CASA's primary goals are to guarantee that children remain safe while in the court's supervision and to ensure abused and neglected children receive necessary services in a timely manner that results in their permanent placement within a safe and loving home.

**Domestic Violence Shelter and Outreach Program** The Domestic Violence Shelter and Outreach Program provides temporary emergency shelter and supportive services to victims of domestic violence, providing opportunities for victims to begin new, violence-free lives and gain independence. Victims are assisted by advocates in court and in the areas of housing, employment, education, and public assistance. A 24-hour crisis hotline offers immediate counseling information and referral.

**Virginia Community Action Re-Entry System (Virginia CARES)** VA CARES assists ex-offenders and their families to successfully transition from state prison to life in the community. Pre-release services include Productive Citizenship workshops conducted within correctional facilities for inmates who are scheduled to be released in the next six months. Post-release services include: support groups, assistance with referrals to other community service providers, work-readiness training and employment assistance.

**Earned Income Tax Credit Outreach Program (EITC)** The Earned Income Tax Credit (EITC) Outreach Program promotes community awareness of the EITC and other tax credits to eligible individuals and/or families through local volunteer coalitions. The program organizes and trains volunteers to provide free income tax preparation according to the guidelines of the IRS's Volunteer Income Tax Assistance (VITA) program. Coalitions work to promote the use of income tax refunds for residents to establish or grow assets.

The Comprehensive Health Investment Project (CHIP) offered through People Incorporated, gets families on a focused path for successful and productive lives. David and Kelly Cusack moved to Southwest Virginia with their two and a half year old daughter, Anna. They were staying with friends and did not have jobs, health care, or any other resources.

The Cusack family came into the People Incorporated office on June 18, 2010. Kelly obtained a job and People Incorporated assisted them with their deposit and the first month's rent for a mobile home. They were referred to the Department of Social Services and were eligible for Food Stamps, Medicaid, and TANF. The CHIP worker took David to apply for Social Security.

Today, Anna has a primary health care provider and David, who had a history of seizures, is seeing a specialist. Since he went on his medication, he has not experienced another seizure. Kelly states, "Prior to David's being in a doctor's care, I was worried that he would have a seizure while he was caring for Anna. Now I can go to work without worry."



# People *in action*

## Community Services *continued*

**Benhams and Meadowview Senior Services Centers** Senior Centers offer educational programs, health information, recreational activities, and nourishing lunches for older adults in the community to assist them in maintaining safe, healthy and independent lives.

**Dental Clinic** Eligible adult residents of Washington County receive tooth extractions to relieve dental pain. Services are provided by volunteer dentists who donate their time and skill to the program. Patients are screened for eligibility and medical appropriateness by the Washington County Department of Social Services and the Washington County Health Department.



**Improving Scholars** Serving at-risk middle and high school students, Improving Scholars is a collaborative intervention initiative of the Washington County school system, the 28th District Juvenile Court Services Unit, and People Incorporated. At-risk students are provided guidance that keeps them on the right path toward their academic career goals. Weekly meetings of at least one hour are held at school where participants are provided instruction on the skills needed to succeed in school. A students' attendance and grades are closely monitored to help the student improve his/her scholastic performance and avoid delinquent behavior.



*Project Discovery helps high school students understand available opportunities and set personal goals.*

**Resource Mothers** At-risk pregnant teenage women are assisted in seeking prenatal care and support to ensure a full-term pregnancy and a healthy baby. First-time teen moms are encouraged to continue their education and to avoid quick repeat pregnancy and high risk behaviors such as drug, alcohol and tobacco use. Assistance with transportation is provided by the Resource Mother mentor to ensure that participants keep their medical appointments. Referrals to human service programs are made so the mother and baby will receive other services to meet their needs. After the baby is born, program staff ensures that the infant has a medical home, and receives proper immunizations and follow-up care.





*"Enrolling in the Project Discovery program was one of the most productive things I did in high school."* —Amber Musick

### Project Discovery, Amber's Success

Amber Musick, a 2007 graduate of Lebanon High School and past participant of People Incorporated's Project Discovery program, has earned her Associate's Degree in pre-Pharmacy from Southwest Virginia Community College and is currently in her second of four years at the Gatton College of Pharmacy at East Tennessee State University, working toward a degree as Doctor of Pharmacy (or PharmD).



When Amber was in high school, she knew she wanted to attend college, but did not know what her options were or how she would be able to afford it. As a freshman at Lebanon High School, Amber enrolled in the Project Discovery program offered by People Incorporated. For the next four years, she attended skill-building workshops directed toward preparing her for college; including Social Skills, Personal Skills, Career Skills and Financial Aid/Scholarship. The program also included field trips to area colleges, leadership training, and SAT preparation, successfully providing the students with the knowledge and skills to apply to college and understand the financial assistance resources available.

In the spring of 2007, Amber was awarded the 1st place scholarship at the annual Project Discovery Banquet in Richmond, Virginia because of her outstanding participation. "Enrolling in the Project Discovery program was one of the most productive things I did in high school," notes Amber. "I particularly appreciated being exposed to the different options available to me."



Project Discovery scholarship award, 2007

**Project Discovery** Project Discovery is a college access preparatory program that guides high school students who are low-income and/or potential first generation college students. The program provides a series of workshops that includes: goal-setting, study skills, Scholastic Aptitude Test preparation, time management, choosing a college, financial aid, and college admission assistance. Additionally, students are provided with opportunities to visit college campuses, aiding in their selection process.

# People *in action* Workforce Development

## HIGHLIGHTS

- 216 clients participated in People Incorporated's continuum of workforce development programs.
- 54 adults attained gainful employment as a result of assistance garnered through adult workforce development programs, and 75% reported retaining his or her job.
- 85% of enrolled adults completed training to advance his or her job skills.
- 12 of the youth who exited a program attained gainful employment as a result of help received through youth workforce development initiatives.
- 48 clients received vocational training leading to a certification or diploma.
- 16 individuals obtained a vocational certificate or diploma through the Center for Employment Training.
- 19 youth exhibited new or improved job skills and/or advanced his or her education as a result of participation in employment-focused training and activities.
- Through the YouthBuild program, in partnership with People Incorporated Housing Group, one home was built for sale to a low-income family.

**Workforce Investment Act (Adult)** The Adult Workforce Investment Act program provides adults age 18 and over with job preparation and talent development services and connects employers with the skilled workers they need. Program participants receive assistance with GED preparation, occupational and technical skills training, continuing adult education opportunities, and employment placement services. Job seekers are also assisted with researching labor market trends and resources to evaluate career choices.



**Workforce Investment Act (Youth)** The Youth Workforce Investment Act program eliminates barriers to employment for low-income youth by providing education, training, and employment opportunities to young adults between ages 14 and 21 years old. Services are tailored to meet the specific needs of the youth and include: tutoring and instruction that leads to the completion of high school, alternative school services, summer employment opportunities, supportive services such as transportation, leadership development and mentoring. Participants become desirable employees when they enter the adult workforce, because they are workers who have the flexibility to adapt to progressive local economies.

**YouthBuild** This eight-month program provides young adults ages 16–24 years old who did not finish high school with the education and skills needed to obtain employment in the construction industry. Participants receive classroom training and on-the-job experience in a construction trade, including carpentry, electrical work, and masonry. In 2010, the program expanded its construction curriculum to include residential energy-efficiency technologies. In addition to construction training, participants of this program have the opportunity to earn a GED and gain valuable leadership skills.

*"I am volunteering my time because we need to teach kids about nutrition. We need to do something about the rates of childhood obesity,"*

—Kayla Henley

**Russell County Incumbent Worker Training Program** Training is provided to help workers in Russell County advance their job skills. Program staff work closely with participants to identify their specific needs and then provide them with job or occupational skills training, education, or job counseling to prepare them for higher paying jobs. The goal of this program is to attract better paying jobs to Russell County by building a more skilled workforce.

### Workforce Investment Act, Kayla's Success

Kayla Henley is a student, professional, and volunteer. Currently, Kayla is a participant of the Workforce Investment Act (WIA) Youth program operated by People Incorporated. She is a 21 year old senior at Southeast Culinary and Hospitality College and has little spare time on her hands. The spare time she has is spent doing what she loves which profoundly impacts and enhances her local community. Kayla is involved in a program known as "Chefs Move to School," a nutrition initiative to encourage chefs to conduct nutrition programs in local schools.

Kayla has the opportunity to touch the lives of young children at elementary schools in Bristol, Virginia and Tennessee. She teaches kids about nutrition and positive eating habits. "I am volunteering my time for this because we need to teach kids something about nutrition. We need to do something about the rates of childhood obesity," Henley said.

Kayla will graduate from the Southeast Culinary and Hospitality College in 2011 with an Associate's Degree in Culinary Arts and Restaurant Management. She will then engage in an internship program through WIA as the Head Chef for Grace Recovery, a residential treatment center for women with life-controlling problems such as substance abuse. Kayla will utilize her skills and passion for nutrition by planning and preparing meals and teaching nutrition to the women at the Center.



## Offices and Service Area



### Central Office
1173 West Main Street
Abingdon, VA 24210
Phone 276.623.9000
or 276.466.6527
Fax 276.628.2931
Email info@peopleinc.net



### People Incorporated Financial Services and Workforce Development
1217 West Main Street
Abingdon, VA 24210
Phone 276.623.9000
Fax 276.466.6527
Email: info@peopleinc.net



### Bristol Office
800 Martin Luther King, Jr. Blvd.
Bristol, VA 24201
Phone 276.466.5587
Fax 276.466.0728
Email bristol@peopleinc.net



### Clintwood Office
P.O. Box 1439
Clintwood, VA 24228
Phone 276.926.5600
Fax 276.926.8244
Email dickenson@peopleinc.net



### Grundy Office
20694 Riverside Drive, Grundy, VA 24614
Phone 276.935.4747
Fax 276.935.4368
Email buchanan@peopleinc.net

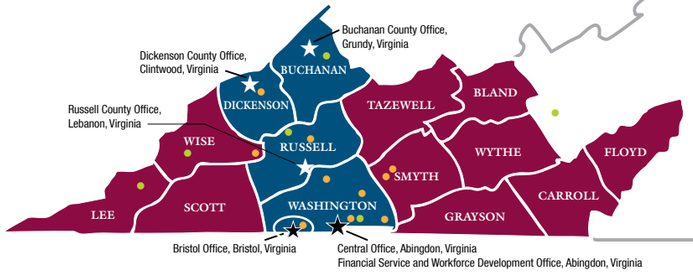


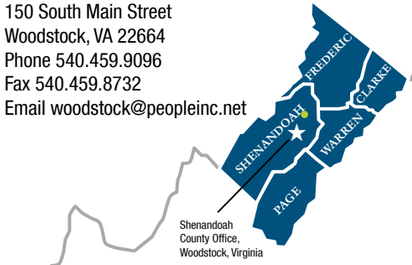
### Lebanon Office
122 Price Street, Lebanon, VA 24266
Phone 276.889.0999
Fax 276.889.0117
Email russell@peopleinc.net



### Woodstock Office
150 South Main Street
Woodstock, VA 22664
Phone 540.459.9096
Fax 540.459.8732
Email woodstock@peopleinc.net

**For more information, visit Peopleinc.net.**




Primary Service Area

Secondary Service Area

Head Start and Child Development Centers

Multi-Family Housing Complexes

## People Incorporated Enterprise Locations

### Head Start and Child Development Centers

**Abingdon Child Development Center**
152 Highland St.
Abingdon, Virginia 24210

**Benhams Head Start Center**
7741 Rich Valley Rd.
Bristol, Virginia 24202

**Bristol Child Development Center**
800 Martin Luther King Blvd.
Bristol, Virginia 24201



**Building Blocks Child Development Center**
716 Oakview Ave.
Bristol, Virginia 24201

**Castlewood Head Start Center**
At the Oxbow Center
16620 E. Riverside Dr.
St. Paul, Virginia 24283

**Cleveland Head Start Center**
At Cleveland Elementary
Rt. 82 Cleveland Rd.
Cleveland, Virginia 24225

**Damascus Head Start Center**
124 West Laurel Ave.
Damascus, Virginia 24236

**Dickenson County Child Development Center**
673 Technology Park
Clintwood, Virginia 24228

**Fox Meadows Head Start**
Rt. 19 Memorial Dr.
Lebanon, Virginia 24266

**Hayters Gap Head Start**
7720 Hayters Gap Rd.
Saltville, Virginia 24370

**Honaker Elementary Head Start**
At Honaker Elementary
Rt. 67 Swords Creek Rd.
Honaker, Virginia 24260



**Meadowview Head Start**
28506 Hillman Hwy.
Meadowview, Virginia 24361

**Swords Creek Head Start**
Swords Creek
Community Center
Rt. 1 Box 286
Swords Creek, Virginia 24649

### Multi-Family Housing Complexes

**Whites Mill Point**
15365 and 15375
Whites Mill Road
Abingdon, VA 24210

**Sweetbriar**
Gilbert Drive & Arden Circle
Abingdon, VA 24210





**Riverside Place**
505 South Shady Avenue
Damascus, VA 24236

**Deskins Apartments**
1045 Old Camp Road
Oakwood, VA 24631

**Dante Crossing**
508 Bunchtown Road
Dante, VA 24237

**Valley Vista**
132 Valley Vista Drive
Woodstock, VA 22664

**Abingdon Green**
290 Senior Drive NE
Abingdon, VA 24210

**Norton Green**
380 14th Street NW
Norton, VA 24273

**Pulaski Village**
988B Memorial Drive
Pulaski, VA 24301

**Jonesville Manor**
100 Pauly Street
Jonesville, VA 24263

# Independent Auditor's Report

*December 15, 2010*


***Hicok, Fern, Brown, & Garcia***

Certified Public Accountants

*Thomas M. Hicok, CPA, CVA, CFFA*

*James H. Fern, CPA, CVA*

*David B. Brown, CPA*

*Juan J. Garcia, CPA*

P.O. Box 821
West Main Street
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24212-0821

276-628-1123
Fax: 276-676-3000

e-mail:
hicokfern&co@firmcpa.com

*Members of American Institute of Certified Public Accountants*

*Members of Virginia Society of Certified Public Accountants*


## To the Board of Directors, People Incorporated of Virginia

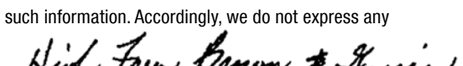
We have audited the accompanying statement of consolidated financial position of People Incorporated of Virginia (a non-profit organization) as of June 30, 2010, and the related statements of consolidated activities, and consolidated cash flows for the year then ended. These financial statements are the responsibility of the Organization's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with auditing standards generally accepted in the United States of America and the standards applicable to financial audits contained in Government Auditing Standards, issued by the Comptroller General of the United States. Those standards required that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the consolidated financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall consolidated financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, the financial statements referred to in the first paragraph present fairly, in all material respects, the financial position of People Incorporated of Virginia as of June 30, 2010, and the changes in its net assets and its cash flows for the year then ended in conformity with accounting principles generally accepted in the United States of America.

In accordance with Government Auditing Standards, we have also issued a report dated December 15, 2010 on our consideration of People Incorporated of Virginia's internal control over financial reporting and our tests of its compliance with certain provisions of laws, regulations, contracts and grant agreements and other matters. The purpose of that report is to describe the scope of our testing of internal control over financial reporting and compliance and the results of that testing, and not to provide an opinion on the internal control over financial reporting or on compliance. That report is an integral part of an audit performed in accordance with Government Auditing Standards and important for assessing the results of our audit.

Our audit was conducted for the purpose of forming an opinion on the general purpose financial statements of People Incorporated of Virginia taken as a whole. The accompanying Schedule of Expenditures of Federal Awards is presented for purposes of additional analysis as required by U. S. Office of Management and Budget Circular A-133, Audits of States, Local Governments, and Non-Profit Organizations, and is not a required part of the basic financial statements. Such information has been subjected to the auditing procedures applied in the audit of the general purpose financial statements and, in our opinion, is fairly presented in all material respects in relation to the general purpose financial statements taken as a whole. The additional supplementary information (except that mentioned previously) listed in the Table of Contents is not a required part of the basic financial statements, and we did not audit or apply limited procedures to such information. Accordingly, we do not express any assurances on such information.



Hicok, Fern, Brown & Garcia, Certified Public Accountants



# Statement of Consolidated Financial Position

*For June 30, 2010*

| ASSETS | | Total |
|---|---|---|
| **Current Assets** | | |
| Cash and Cash Equivalents (Note 1 & 2) | $ | 2,172,151 |
| Vacation Trust Account | | 169,486 |
| Due from Grantor | | 3,306,689 |
| Accounts Receivable | | 793,395 |
| Inventory (Note 1) | | 0 |
| Prepaid Expenses | | 184,375 |
| Other Current Assets | | 2,944 |
| Total Current Assets | $ | 6,629,040 |
| **Long Term Assets** | | |
| Notes Receivable (Net of allowance for bad debts of $71,829) (Note 3) | | 2,446,293 |
| Property, Plant, and Equipment (Note 4) | | 11,041,871 |
| Accumulated Depreciation | | (3,260,548) |
| Marketable Securities | | 8,000 |
| Total Long Term Assets | | 10,235,167 |
| TOTAL ASSETS | $ | 16,864,657 |
| **LIABILITIES & NET ASSETS** | | |
| **Current Liabilities** | | |
| Accounts Payable | $ | 1,479,121 |
| Accrued Expenses | | 530,433 |
| Deferred Revenue | | 2,693,818 |
| Security Deposits | | 2,011 |
| Notes Payable—Current | | 794,505 |
| Total Current Liabilities | | 5,499,887 |
| **Long Term Liabilities** | | |
| Compensated Absences (Note 6) | | 725,564 |
| Notes Payable—Net of Current (Note 7) | | 2,885,640 |
| Total Long Term Liabilities | | 3,611,204 |
| Total Liabilities | | 9,111,091 |
| **NET ASSETS** | | |
| Unrestricted | | 3,306,912 |
| Temporarily Restricted | | 4,446,654 |
| Total Net Assets | | 7,753,566 |
| Total Liabilities & Net Assets | $ | 16,864,657 |

## Statement of Consolidated Activities

*For the year ended June 30, 2010*

| REVENUES | Unrestricted | Temporarily Restricted | Total |
|---|---|---|---|
| Grants | $ 1,949,644 | $ 11,870,921 | $ 13,820,565 |
| Other | 10,167,341 | 811,532 | 10,978,874 |
| Interest | 28,882 | 148,898 | 177,780 |
| In-Kind | - | 225,279 | 225,279 |
| Net Assets released from restrictions: | | | |
| Satisfaction of Program Restrictions | 13,053,647 | (13,053,647) | - |
| Total Revenues | 25,199,514 | 2,984 | 25,202,498 |
| **EXPENSES** | | | |
| Program Services | | | |
| Community Services | 1,166,123 | - | 1,166,123 |
| Community Development | 3,866,826 | - | 3,866,826 |
| Community Economic Development | 929,425 | - | 929,425 |
| Children & Family Services | 5,269,332 | - | 5,269,332 |
| Housing | 9,649,656 | - | 9,649,656 |
| Workforce Development | 1,260,206 | - | 1,260,206 |
| Support Services | | | |
| General and Administrative | 1,254,361 | - | 1,254,361 |
| Fundraising | 490,276 | - | 490,276 |
| Total Expenses | 23,886,205 | - | 23,886,205 |
| Change in Net Assets | 1,313,309 | 2,984 | 1,316,293 |
| Net Assets At Beginning of Year | 1,993,603 | 4,443,670 | 6,437,273 |
| Net Assets At End of Year | $ 3,306,912 | $ 4,446,654 | $ 7,753,566 |

A complete copy of our audited financial statements is available upon request.



## Funding Partners

*$500 or more*

*We gratefully acknowledge the generous support of these organizations, who, through their monetary commitment to People Incorporated of Virginia, contributed to our success.*

Abingdon Redevelopment Housing Authority

Alcoa Foundation

Branch Banking & Trust Company (BB&T)

Bristol Virginia Department of Social Services

Bristol Virginia Public Schools

Bristol Virginia Redevelopment and Housing Authority

Buchanan County Housing, LP

Buchanan County, Virginia

Carroll County, Virginia

Central Appalachia Regional Network

Child Development Resources, Inc

CHIP of Virginia

City of Bristol, Virginia

Community Action Partnership

Dickenson County Department of Social Services

Dickenson County, Virginia

Earned Income

Federal Emergency Management Agency

Federal Home Loan Bank of Atlanta

Federation of Appalachian Housing Enterprises

First Bank & Trust Company

Highlands Community Services Board

Highlands Union Bank

Housing Assistance Council

Individual Donors

Mill Point Apartments, Inc.

New River/Mount Rogers Workforce Investment Board

Ninth District Development Financing, Inc.

Northeast TN/VA HOME Consortium

Northern Shenandoah Valley Regional HOME Consortium

Page County, Virginia

Project Discovery of Virginia

Round the Mountain, Inc.

Rural New Markets Fund, L.L.C.

Rural Local Initiatives Support Corporation (Rural LISC)

Shenandoah County, Virginia

Southeast Rural Community Assistance Project

Southwest Virginia Cultural Heritage Commission

Speedway Children's Charities

Sweetbriar, LP

Town of Glade Spring, Virginia

U.S. Department of Agriculture

U.S. Department of Energy

U.S. Department of Health & Human Services



*Virginia Senator Warner visits* Heartwood, Southwest Virginia's Artisan Gateway, *a cooperative project with government, business and industry involvement. People Incorporated serves as the developer and coordinating partner.*

U.S. Department of Housing & Urban Development

U.S. Department of Labor

U.S. Department of the Treasury

U.S. Department of Justice

U.S. Small Business Administration

United Way of Bristol

United Way of Russell and Washington Counties

Virginia Community Action Partnership

Virginia Community Action Re-entry System, Inc.

Virginia Community Capital

Virginia Community Development Corporation

Virginia Department of Criminal Justice Services

Virginia Department of Education

Virginia Department of Health

Virginia Department of Housing and Community Development

Virginia Department of Social Services

Virginia Early Childhood Foundation

Virginia Family and Children's Trust Fund

Virginia Housing Development Authority

Virginia Tobacco Indemnification and Community Revitalization Commission

W. K. Kellogg Foundation

Washington County, Virginia

Wise County, Virginia

## Client Statistics

*For the year ended June 30, 2010*





**Total Clients Served: 7,562**

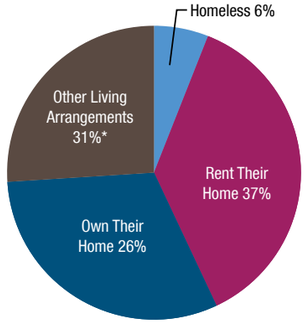
Gender: 45% Male, 55% Female

Age: 42% Birth to 17
51% 18 and over

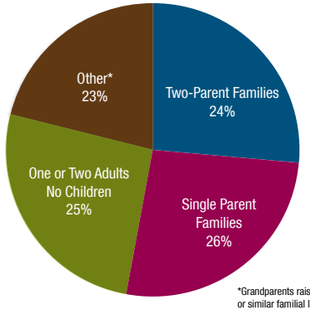
Ethnicity: 86% Caucasian
5% African American
5% Hispanic
Less than 1% Asian
Less than 1% Native American
2% Multi-racial
2% Other

Education: 63% High School diploma or secondary education

### Client housing status

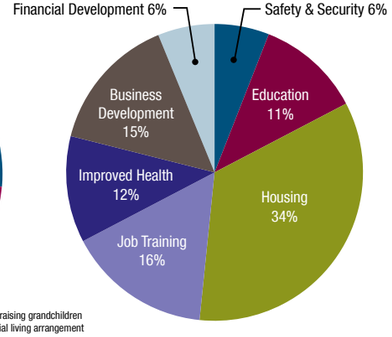



### Client family structure




*Grandparents raising grandchildren or similar familial living arrangement

### Client services provided




## Economic Impact

*For the year ended June 30, 2010*

Since 1964, when People Incorporated was designated as Virginia's first community action agency, the organization has experienced unparalleled growth, making an increasingly positive impact on economies throughout western Virginia and beyond. The agency employs 270 staff members and purchases commodities and services from businesses located throughout its service areas. People Incorporated contributes to the local tax base by investing in small businesses that create jobs, constructing quality homes, rehabilitating dilapidated structures, and developing affordable multifamily rental housing. People Incorporated's 40 programs provide needed resources to individuals and families throughout the region.

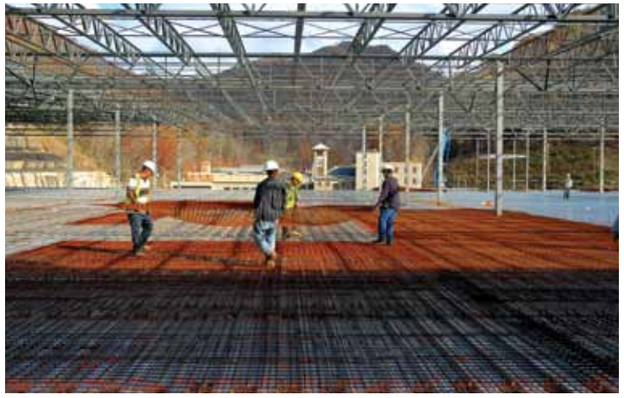




### Economic Impact Data 2010

| | |
|---|---|
| Wage Effect | $ 33.1 million |
| Goods and Services | $ 11.8 million |
| In-Kind and Other Contributions | $ 3.8 million |
| **Total Economic Impact** | **$ 48.7 million** |







*Despite deep state budget cuts, People Incorporated of Virginia found opportunities through two major projects: Heartwood: Southwest Virginia's Artisan Gateway (above) and the Grundy Town Center (left). Both projects continue job creation and economic opportunity for the region.*



## Partnership in Action

People Incorporated is a Community Action Partnership. We are about bringing people together and mobilizing all parts of the community. Everything we accomplish is through partnerships. This year 2,000 volunteers and 270 People Incorporated employees worked with the people and communities we serve to build a better future. Our financial support also reflects diversity with more than 50 different sources; 52 percent from public sources, and 48 percent from private sources.

This has been a significant year at People Incorporated. We began the year with an influx of Federal stimulus funds that enabled us to undertake a variety of new projects. We established a Green Building Center to provide energy efficiency-related training to the building trades and home energy auditing services to homeowners. We began a revitalization project in Bristol, Virginia, where eleven vacant houses were purchased and rehabilitated or replaced to create affordable housing.

We were faced with steep state budget cuts, but also found new opportunities through two major projects: Heartwood in Abingdon and The Grundy Town Center.

People Incorporated is the developer and owner of Heartwood: Southwest Virginia's Artisan Gateway. This LEED Certified building will be leased to the Southwest Virginia Cultural Heritage Commission to showcase the region's cultural heritage, and as a venue to market regional crafts, food and music.

The Town of Grundy, Virginia, is undergoing a historic revitalization with The Grundy Town Center as the centerpiece. People Incorporated provided $9 million in tax credits, and arranged for $27 million more in funding. This enabled Grundy IDA to make this 148,000 square foot retail space a reality for continued job creation and economic opportunity.

Our greatest achievements are a result of our partnerships with the men, women, children, and businesses in our communities—people in action, making a better life for themselves, their families, and their neighbors. They have in common a vision of a better future and the will to work for it. We are honored to help them help themselves, and make their dreams a reality.

Chris Shortridge
*Board of Directors Chair*

### People Incorporated of Virginia

### 2010 Board of Directors

#### Executive Committee

Chris Shortridge
*Chair*

David McCracken
*Vice Chair*

Alice Meade
*Treasurer*

Mary Cook
*Secretary*

*At-Large Members*
John Ayers
Doug Ratliff
Carol Lee Strickler
Tony Carter
David Urso
Jim Heaney
Colleen Hillerson

#### Board Members

Nancy Coulling
Amanda Deel
Winona Fleenor
Bobbie Gullett
Rachel Hayes
David Leonard II
Phillip McCall
Melissa Melchor
David Moore
Dennis Morris
Anne Murray
Denise Stanley
Alex Summerhays
Berlin Viars
Larry D. Yates

People inc.

*Building Futures, Realizing Dreams™*

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276.623.9000 or 276.466.6527 | *Fax* 276.628.2931
*Email* info@peopleinc.net

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