# Annual Report 2018



People inc.

*Building Futures*
*Realizing Dreams™*

# ANNUAL REPORT 2018


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People inc.
*Building Futures, Realizing Dreams™*

## 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.

## OUR MISSION

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

## 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.

Helping People. Changing Lives. community Action PARTNERSHIP AMERICA'S POVERTY FIGHTING NETWORK

EQUAL HOUSING OPPORTUNITY

People inc.
*Building Futures, Realizing Dreams™*


1173 West Main Street
Abingdon, VA 24210
276.623.9000 | info@peopleinc.net

**www.peopleinc.net**

# LIFE-CHANGING SERVICES, INNOVATIVE LEADERSHIP



Robert G. Goldsmith
*President and C.E.O.*



Chris Shortridge
*Chairman, Board of Directors*

**At People Incorporated we strive for excellence** in our quest to provide opportunities for growth and development to economically disadvantaged people. We work to be responsive to the people and communities we serve, as well as responsible to them through our boards—made up of representatives from local government, business and partner organizations, and the people who use our services—and through advisory groups, focus groups, surveys and transparency. We strive to use our donor's money efficiently and effectively to enable people, families, and communities to reach their developmental goals. We have established systems to evaluate the long-term impact of our services, including following up with our past clients to find out about their long-term progress. Going forward, we intend to follow them for five years after they finish our services.

As a learning organization, People Incorporated explores new approaches to increase our effectiveness and clients' successes. We are focusing on whole family development and bundled services to increase and reinforce the impact of our services. This approach will augment our services and the services of other organizations at both the individual and the community levels.

This year People Incorporated provided direct, life-changing service to 7,720 individuals and 4,478 families. We partnered with 446 other organizations, received financial support from 79 sources, mobilized 455 volunteers, and employed 328 individuals. We invested $55.81 million in community development and business development projects and leveraged $38.5 million in investment from our partners.

Our activities include human development, affordable housing development, business development and community development, all with an objective of providing economic opportunity to people, families, and communities. We operate ongoing programs such as Head Start and special projects such as the Trammel Community Improvement Project; this year we purchased three apartment complexes to rehabilitate and dedicate to affordable housing. We also purchased land to build an additional affordable housing community. We continue to implement proven anti-poverty activities and provide leadership in the implementation of innovative solutions to poverty.

Sincerely,

Robert G. Goldsmith
*President and C.E.O.*

Chris Shortridge
*Chairman, Board of Directors*
*People Incorporated of Virginia*

# Meeting Culpeper's Needs at Every Stage

In Culpeper, Virginia, People Incorporated addresses the needs of economically disadvantaged families through programs that offer multiple services, like Empowering Culpeper. It encourages partnerships with other community agencies to provide access to permanent supportive housing, and implements vital economic development strategies to foster entrepreneurship.

## BUILDING ENTREPRENEURSHIP AND OPPORTUNITY

In 2017, Shannon Armstrong decided to purchase Wine and Design, an art instruction studio that was already well-established in the Culpeper community, but her bank's interest rates were too high. Fortunately, her banker referred her to People Incorporated's Senior Business Lender, who was able to offer much lower rates and guide her through the loan process. "Our business lender was so supportive," Shannon says. "She even attended our opening day ribbon cutting ceremony!" Today, Wine and Design offers adult and children's art classes, painting camps, fundraisers, DIY classes, private parties, and team building exercises. While Shannon runs the business's day-to-day operations, there's plenty of work for her husband and two daughters. Shannon is exuberant, "The studio has experienced so much success we recently moved into a larger building!"



*Shannon Armstrong, Wine & Design*

## EMPOWERING CULPEPER

In 2017, People Incorporated adopted Empowering Culpeper, a volunteer-run food distribution center started in 2004. With People Incorporated's help and collaborative partnerships with local community service agencies, Empowering Culpeper is able to continue its mission to assist low to moderate income families with food, access to flu shots, vision screening, blanket and coat distribution, and even pet food. Additionally, the Virginia Cooperative Extension Program prepares healthy meal options that individuals can sample and learn to prepare at home.

### CULPEPER COUNTY FY2018 IMPACT HIGHLIGHTS

Provided technical assistance to **6** entrepreneurs in Culpeper County, creating or retaining **9.5** jobs.

**3,440** volunteer hours to provide more than **2,831** boxes of fresh and non-perishable food to **427** households through Empowering Culpeper.

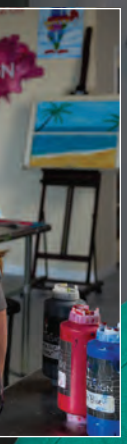
Worked with Foothills Housing Network to help **3** Culpeper households access permanent supportive housing.

After 10 years of being chronically homeless, Ben Simms contacted **Foothills Housing Network Central Entry**. Ben and his partner, Melanie Stone, had overcome addictions, Melanie had recently been released from prison, and the couple were in an ongoing custody battle for their son.

Ben and Melanie were referred to People Incorporated for **Foothills Permanent Supportive Housing (FPSH)**, and secured housing in Culpeper County in August 2017. **FPSH** and **People Incorporated** provided their security deposits for housing and utilities, as well as rent and utility fees, and People Incorporated connected Ben and Melanie to medical services through **Rappahannock Rapidan Community Services.**

Through this process, Ben and Melanie have become more self-confident and secure, and look forward to new challenges. They continue to fight for custody of their son, and remain hopeful that he will return to them soon.

Melanie shares, "I am so grateful to get another chance at life. I never dreamed this could or would happen to us, and now we have an opportunity to get our baby back, that means more than words can ever say."



BEN SIMMS
AND MELANIE STONE
*Culpeper, Virginia*

# Integrated Services Result in Greater Success

> "People Incorporated made it available for me to have a decent start and correct my credit so I can be a homeowner. You all are an awesome help for people!"
>
> *—Randall Davidson*

## INTEGRATED SERVICES

Low to moderate income families may find themselves in need of multiple types of assistance. People Incorporated's services range from housing to education, and often serve more than one member of a local family. People Incorporated staff work together, across programs, to make sure all of a client's needs are met.

## EX-OFFENDER SERVICES

Through Virginia Community Action Re-Entry System (CARES), ex-offenders receive assistance transitioning from state prison to life in the local community. People Incorporated provides Virginia CARES services in Southwest Virginia and Fauquier County, and the Cities of Fredericksburg and Warrenton, assisting clients with information, referrals to local agencies, counseling and peer support, and employment assistance. People Incorporated provides ex-offender services through CSBG funding in Prince William County, Manassas, and Manassas Park. Staff educate employers about the benefits of hiring returning citizens to fill employment needs, and collaborates with service agencies, probation officers, churches, and other local resources to maintain a close network of support for program participants.

## PERSONAL LOANS AND CREDIT COUNSELING

Low to moderate income populations may not qualify for services at a traditional bank. Community Economic Development staff provide training, credit counseling, and personal loan services to qualified low-income families. These services promote under-standing of loan terms and fees, reduce dependency on credit cards and high-cost, short-term credit options, and increase clients' long-term credit standing and financial well-being. While clients receive the loan funding they need, they develop financial literacy and build their personal assets for a sustainable financial future.

## INTEGRATED SERVICES FY2018 IMPACT HIGHLIGHTS



VA CARES helped **41** people attain living-wage employment and **121** find safe, affordable housing following incarceration.



People Incorporated helped **1,039** households obtain safe, affordable housing.



**242** individuals took credit and budgeting classes.





Recently released from Southwest Virginia Regional Jail Authority, Randall Davidson connected with People Incorporated's **Virginia CARES** staff in August of 2017 through **Bristol Lifestyle Recovery**, a community partner of People Incorporated.

With assistance from his Virginia CARES case worker, Randall was able to obtain a copy of his birth certificate, pay the reinstatement fee for his restricted driver's license, and complete a Section 8 application for housing in the City of Bristol.

Through **People Incorporated's Housing Services**, Randall obtained housing in August of 2018.

Randall is receiving money management training and credit counseling as he works with **Community Economic Development** to repair his credit so he can buy a home through People Incorporated's **Homeownership program**.

**RANDALL DAVIDSON**
*Bristol, Virginia*

People Incorporated made
**52** personal loans totaling **$181,445**.

# Supporting Small Business and Innovation Throughout Virginia



*Tony Fox, founder of Aqua Tech pool repair service in Page County, Virginia.*

In 2008, US Army veteran Tony Fox founded Aqua Tech, a pool repair service specializing in leak detection, wrinkle removal, and step repair. Four years later, Tony contacted People Incorporated's Community Economic Development services to apply for a loan to buy much needed equipment for his growing business. The loan included Small Business Administration and Page County Community Development Block Grant funds, which enabled Tony to purchase among other things, a leak detection device that instantly locates leaks, resulting in faster and more accurate repairs.

Tony not only paid back the loan this year, but he recently reported that, "AquaTech is as busy as we can handle. Our new equipment provides faster service, satisfied customers, and saves water, which helps the environment."

Today, Tony has a long-term expansion plan in place for AquaTech, which now services both residential and commercial pools, and employs four technicians.

## SMALL BUSINESS LENDING AND SUPPORT

People Incorporated offers small business owners and entrepreneurs opportunities they might not otherwise receive at most financial institutions. People Incorporated is a Small Business Administration micro lender. In addition to loans, People Incorporated also provides business training workshops, credit counseling, and one-on-one technical assistance for low-income residents and distressed communities throughout our service area. By providing the tools and funding entrepreneurs need to start, promote, and expand their businesses, People Incorporated promotes the creation of new jobs, industry diversification, and an improved quality of life.

## SUPPORTING BUSINESS FY2018 IMPACT HIGHLIGHTS

In FY18, made **22** small business loans totaling **$456,305**

**102** individuals participated in small business training.



Inspired to create something unique, Jacquelyn Rodriguez opened her own salon in 2011. Enlightened Styles has evolved into a holistic, organic salon—the only one of its kind in Fauquier County. While Jacquelyn started the business on her own, People Incorporated was able to lend the **additional capital** she needed to **expand her business** and **increase its recycling** capacity.

Jacquelyn shares, "I wanted to create something that was completely different from what was out there, something that would help people in a different way. **We recycle everything** we can, even the hair color we use, **and have eliminated 95% of the waste** the salon produces. We also use biodegradable products, which are 100% organic."

The loan Jacquelyn received helped her **achieve business goals** she may not otherwise have been able to reach, and Jacquelyn adds, "My kids see you can be who you want to be and help others through that."

JACQUELYN RODRIGUEZ
*Fauquier County, Virginia*

# Multiple Generations Benefit from Services

> "Refinancing our car has given us more financial flexibility, and has given me the chance to start building credit in my name!"
>
> —*Elizabeth Durham*

In 2018, People Incorporated became one of ten Community Action Agencies in the nation chosen to participate in a Whole Family Community of Practice program sponsored by the Community Action Partnership and the Annie E. Casey Foundation. The program enables People Incorporated to create opportunities for, and meet the needs of, parents and their children by fostering health, education, economic assets, social capital, and a sense of well-being to create a legacy of economic stability that passes from one generation to the next.

## HOUSING SERVICES

People Incorporated is a HUD approved Housing Counseling Agency that provides professional, highly trained, and experienced Certified Housing Counselors to help low to moderate income individuals gain financial stability, accumulate assets and equity, and make a long-term investment in their futures by becoming homeowners.

## WEATHERIZATION

The Weatherization Assistance Program reduces energy costs for low-income households by increasing home energy efficiency through energy audits and home improvements that result in reduced energy costs and improved home safety.

## WORKFORCE DEVELOPMENT

Every year, People Incorporated's Workforce Development Program assists hundreds of low-income Southwest Virginia adults, youth, and dislocated workers to achieve living wage employment through education, vocational training, employment coaching, referrals, and other job related services. By working one-on-one with families, Workforce Development Specialists ensure a fully educated, trained, and prepared workforce.

## MULTI-GENERATION FY2018 IMPACT HIGHLIGHTS

**172** children ages 0–3 participated in Early Head Start.

**93** households developed a sustainable budget. **37** purchased homes.

Weatherization services improved energy efficiency for **36** households.

**15** zero interest car loans helped people purchase transportation for work.



Elizabeth Durham and her family first began working with People Incorporated in 2013 when she and her husband, Ray, purchased a home through the **Homeownership Program**.

The Durham family received **Weatherization Services** in 2016, ensuring their house operated efficiently and safely year-round.

Through the **Employment Services Training program**, Elizabeth received budget and credit counseling, and learned soft skills that will prepare her for the workplace.

## THE DURHAM FAMILY

*Bristol, Virginia*

Elizabeth enrolled their youngest daughter, Oliviya, in **Early Head Start Home Based services** in 2017, which has helped Oliviya prepare for social interaction in school.

Because People Incorporated is working toward implementing a **Whole Family Approach** to providing services, Oliviya's home visitor informed the Durhams about other services that could help their family.

The Durhams decided to refinance their car through the **Temporary Assistance for Needy Families** (TANF) **Employment Services Training program** available through **Workforce Development** and **Community Economic Development**. This saves them more than $100 a month.

**32** participants
earned their Career Readiness Certificate.

# HEAD START AND EARLY HEAD START



## HEAD START

Children ages three to five are better prepared to enter kindergarten through the provision of early childhood education, developmental screenings, health, nutrition, and human services. Their parents learn to support their family's development while reaching their own personal goals such as a GED or higher education.

## EARLY HEAD START

Early Head Start provides center- and home-based education, health, and human services to pregnant women and families with children up to age three. Prenatal care and birth outcomes of pregnant women are improved and parents are more emotionally supportive of their children. Developmental and behavioral issues are identified early so that parents can understand how to address them and care for their children appropriately.



## FAMILY ENGAGEMENT

The Child and Family Development program establishes goal-oriented relationships with families that focus on shared goals for children's learning and development and overall family well-being. Families are encouraged to engage in their child's education and are provided with opportunities to gain parenting skills through a research-based curriculum. Families volunteer in classrooms and through parent committee activities. Through work in this and other committees and the program policy council, family members gain leadership and advocacy skills. Staff utilize a strengths-based approach in their work with families to identify needs, to obtain resources, and for families to reach their goals.



## HEAD START AND EARLY HEAD START FINANCIAL INFORMATION

### FUNDING SOURCES

| | |
|---|---|
| FEDERAL FUNDING | $ 4,449,701 |
| LOCAL FUNDING | $ 21,870 |
| TOTAL | $ 4,471,571 |

### EXPENDITURES AND BUDGET

| Budget Category | 2017–2018 Actual (%) | 2018–2019 Proposed (%) |
|---|---|---|
| Personnel | 49.0% | 49.0% |
| Fringe Benefits | 26.0% | 28.0% |
| Travel | <1.0% | <1.0% |
| Equipment | 0.0% | <1.0% |
| Supplies | 1.0% | 2.0% |
| Contractual | 0.0% | 0.0% |
| Other | 23.0% | 20.0% |
| Total | 100.0% | 100.0% |

Head Start FY18 Data

## TOTAL NUMBER OF CHILDREN AND FAMILIES SERVED:

| | |
|---|---|
| Early Head Start | 195 children and 150 families served |
| Head Start | 289 children and 269 families served |

## AVERAGE MONTHLY ENROLLMENT AS PERCENT OF FUNDED ENROLLMENT:

| | |
|---|---|
| Early Head Start | 101% |
| Head Start | 101% |

## PERCENTAGE OF CHILDREN SERVED THAT MET ELIGIBILITY GUIDELINES:

| | |
|---|---|
| Early Head Start | 94% children met income eligibility requirements, which includes 100–130% of poverty level, 90% must be income eligible |
| Head Start | 91% children met income eligibility requirements, which includes 100–130% of poverty level |

## PERCENTAGE OF ENROLLED CHILDREN WHO RECEIVED MEDICAL AND DENTAL EXAMS:

| | |
|---|---|
| Early Head Start | 100% received medical and dental exams |
| Head Start | 100% received medical and dental exams |

## INFORMATION ON FAMILY ENGAGEMENT ACTIVITIES:

573 parents and former parents of enrolled children volunteered 32,289 hours in their child's classroom/Home Based visits, at group socialization and in completion of take-home activities

20 parents held a seat or served as an alternate on the policy council

2 parents served on the People Incorporated Board of Directors

74% of families set goals for themselves

181 fathers participated in a family assessment process

157 fathers participated in the family goal setting process

224 fathers participated in child development experiences for their child including home visits and parent-teacher conferences

53 fathers participated in parenting education workshops

787 community volunteers and businesses donated 8,348 hours and provided services and discounts that benefit children and families

## DISABILITY INFORMATION:

15% of the children in Head Start and 24% in Early Head Start were diagnosed with developmental disabilities



## OFFICE OF HEAD START 2018 MONITORING

On January 23, 2018 through January 25, 2018, the Office of Head Start conducted observations in the program's preschool center-based classrooms using the Pre-K Classroom Assessment Scoring System (CLASS). The CLASS tool looks at three domains and ten dimensions of teacher-child interactions and measures those observed interactions on a seven point scale.

The Office of Head Start conducted a Focus Area 2 monitoring of the Early Head Start and Head Start programs on January 22, 2018. The review identified one area of non-compliance associated with Head Start Program Performance Standard 1302.31.

The program developed and implemented a corrective action plan, and on August 7, 2018, the Office of Head Start conducted a follow up desk review and determined that the area of non-compliance is corrected.

A copy of the monitoring reports can be found at https://eclkc.ohs.acf.hhs.gov/grantee-profiles/people-incorporated-of-virginia-va.

# SERVICE AREA AND OFFICE LOCATIONS

**ABINGDON OFFICE:**
People Incorporated
1173 West Main Street
Abingdon, VA 24210
276.623.9000
info@peopleinc.net

**PEOPLE INCORPORATED FINANCIAL SERVICES AND WORKFORCE DEVELOPMENT:**
1217 West Main Street
Abingdon, VA 24210
276.623.9000
info@peopleinc.net

**BRISTOL OFFICE:**
People Incorporated
800 Martin Luther King, Jr. Blvd.
Bristol, VA 24201
276.466.5587
info@peopleinc.net

**GRUNDY OFFICE:**
People Incorporated
20694 Riverside Drive
Grundy, VA 24614
276.935.4747
info@peopleinc.net

**LEBANON OFFICE:**
People Incorporated
122 Price Street
Lebanon, VA 24266
276.889.0999
info@peopleinc.net

**WOODSTOCK OFFICE:**
People Incorporated
135 South Main Street
Woodstock, VA 22664
540.459.9096
info@peopleinc.net

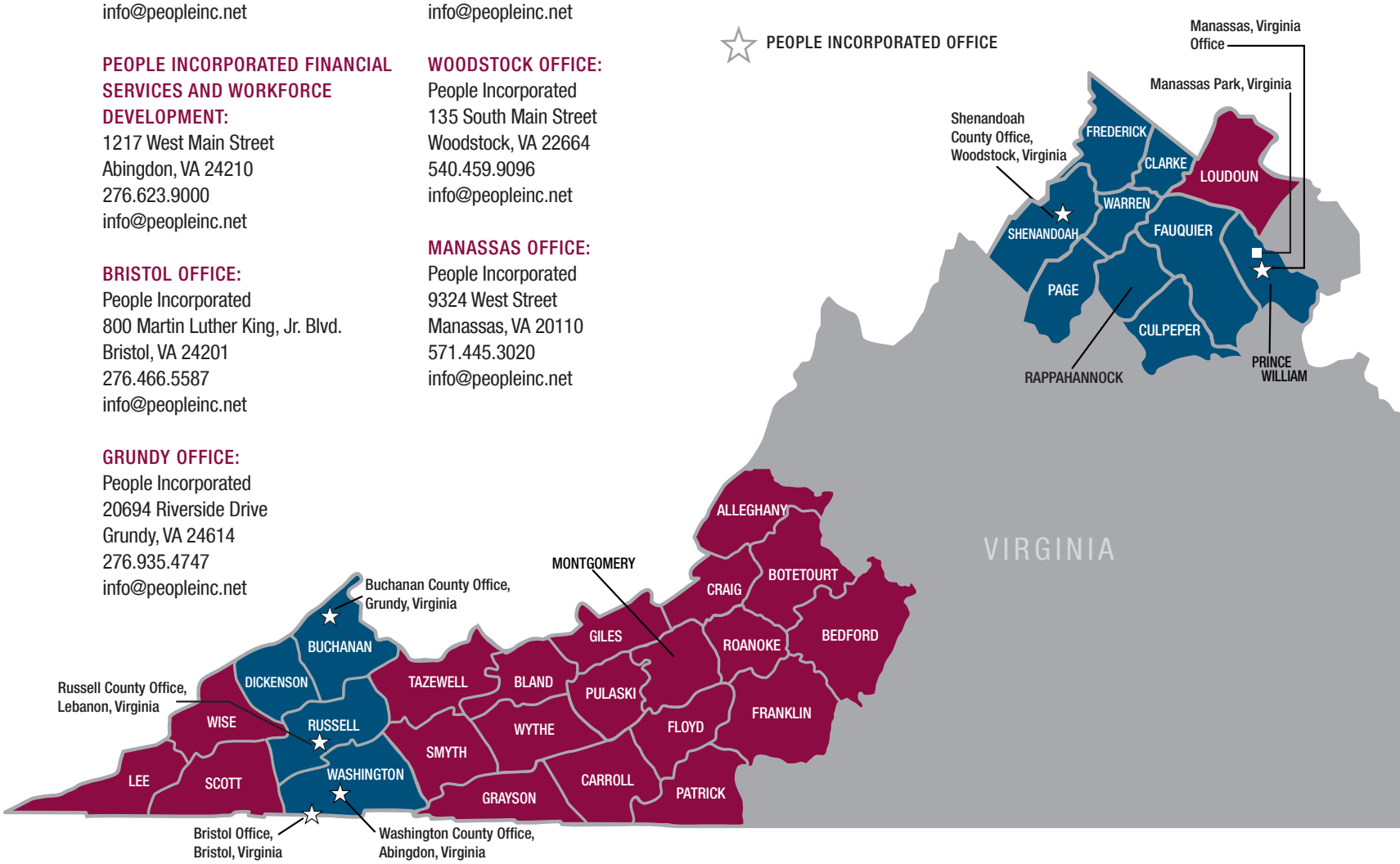
**MANASSAS OFFICE:**
People Incorporated
9324 West Street
Manassas, VA 20110
571.445.3020
info@peopleinc.net

## SERVICE AREA KEY

COMMUNITY ACTION SERVICE AREA

WORKFORCE AND COMMUNITY ECONOMIC DEVELOPMENT SERVICES

PEOPLE INCORPORATED OFFICE




People inc.
*Building Futures, Realizing Dreams™*

PEOPLEINC.NET
276.623.9000

# FUNDING PARTNERS

Advantage Capital Partners
APCO Weatherization Services
Abingdon Green Apartments, LLC
Abingdon Terrace Apartments, LLC
Abingdon Village Apartments, LLC
Appalachian Markets Capital Investment Fund, LLC



Appalachian Regional Commission
BB&T Foundation
Bristol, Virginia
The Bristol Hotel
Brunswick Manor, LLC
CHIP of Virginia
Clinch View Manor, LLC
Commonwealth Crossing
Continental Tire Sumter, LLC
Dante Housing, LLC
Deskins Apartments, LLC
Deutsche Bank
Dickenson County, Virginia
Fauquier County, Virginia
FAHE
Federal Emergency Management Agency
Federal Home Loan Bank of Atlanta
Friends of Southwest Virginia



Historic Masonic Theatre, LLC
Individual Donors
Jonesville Manor Apartments, LLC
Kohl's Foundation
Knauf Insulation, Inc.
Morgan County Real Properties I, Inc
Morgan County Real Properties II, Inc.
Neighborworks America
New River Mount Rogers Workforce Investment Board
Ninth District Development Financing, Inc.
No Kid Hungry
Northern Piedmont Community Foundation
Norton Green Apartments, LLC
Opportunity Finance Network
PFWV, LLC
Project Discovery of Virginia
Pulaski Village Apartments, LLC
Riverside Place Apartments, LLC
Robinson Grand Theater
Round the Mountain
Rural New Markets Fund, LLC
SkyPAC Tenant, Inc.
Sweetbriar, LP
Tazewell County, Virginia
Town of Haysi, Virginia
Tribal Manufacturing
Southwest Virginia Legal Aid
Southwest Virginia Workforce Development Board
Spruce Hill Apartments, LLC
Tobacco Region Revitalization Commission
Toms Brook Apartments, LLC
UC Real Properties, Inc.
U.S. Department of Agriculture
U.S. Department of Criminal Justice Services
U.S. Department of Energy
U.S. Department of Health and Human Services
U.S. Department of Housing and Community Development
U.S. Department of Housing and Urban Development
U.S. Department of Treasury
U.S. Small Business Administration



Valley Vista Apartments, LLC
Virginia Community Action Re-entry Solutions, Inc.
Virginia Community Action Partnership
Virginia Department of Health
Virginia Department of Housing and Community Development
Virginia Department of Social Services
Virginia Highlands Community College
Virginia Housing Development Authority




Internal Revenue Service
Warren County, Virginia
Washington County, Virginia
Wells Fargo Foundation
West Lance Apartments, LLC
Whites Mill Point Apartments, LLC
W.R. & R.G. Bendel Living Trust

# FINANCIAL REPORTS

## STATEMENT OF CONSOLIDATED FINANCIAL POSITION *For June 30, 2018*

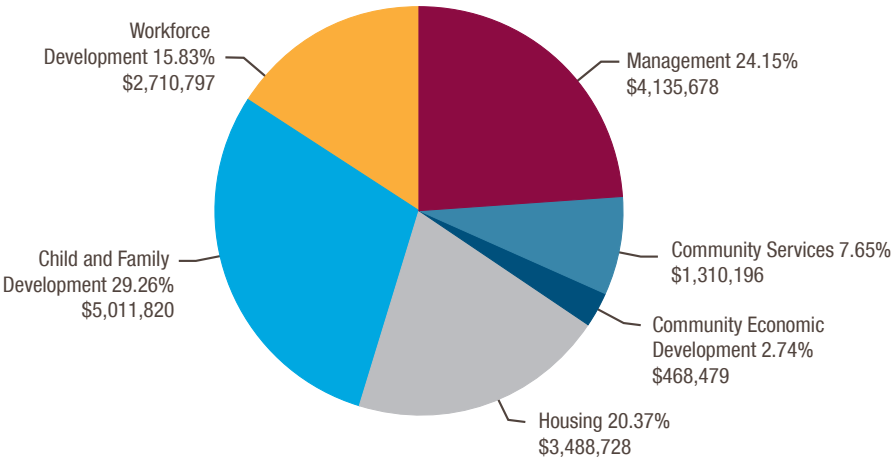
| ASSETS | Total |
|---|---|
| Cash and cash equivalents | $ 2,270,135 |
| Receivables | 4,451,532 |
| Other current assets | 383,500 |
| Notes receivable | 8,542,090 |
| Property, plant, & equipment, net of accumulated depreciation | 19,090,401 |
| Other Assets | 3,762,833 |
| Total Assets | $ 38,500,491 |
| **LIABILITIES & NET ASSETS** | |
| Accounts payable and other current liabilities | $ 3,060,320 |
| Compensated absences and severance | 1,724,716 |
| Notes payable - net of current | 4,129,102 |
| Total Other Liabilities | 3,182,153 |
| Total Liabilities | 12,096,290 |
| Total Net Assets | 26,404,201 |
| Total Liabilities & Net Assets | $ 38,500,491 |

## STATEMENT OF CONSOLIDATED ACTIVITIES *For the year ended June 30, 2018*

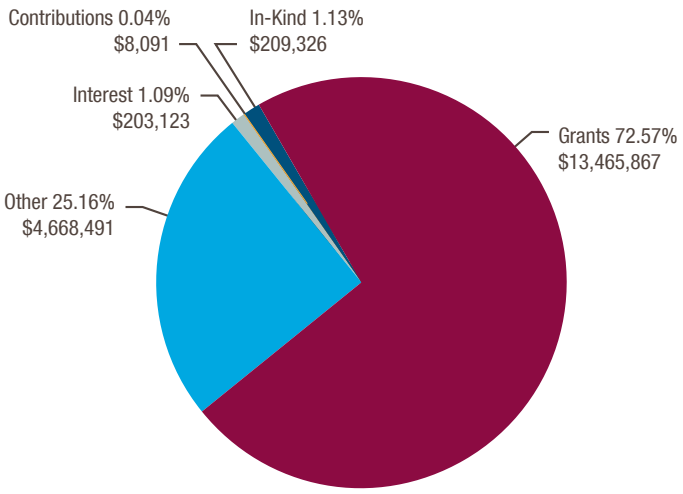
| REVENUES | Total |
|---|---|
| Grants | $ 13,465,867 |
| Other Income | 5,089,031 |
| Total Revenues | $ 18,554,898 |
| **EXPENSES** | |
| Program Services | $ 14,483,210 |
| General and Administrative | 1,720,730 |
| Fundraising | 388,283 |
| Total Expenses | 16,592,223 |
| Change in Net Assets | $ 1,962,675 |

A complete copy of our audited financial statements is available at www.peopleinc.net or upon request.

## REVENUES BY MAJOR GROUP FY2018




## REVENUES BY FUNDING TYPE FY2018




People inc.
*Building Futures Realizing Dreams™*

## 2018 Board of Directors

**Executive Committee**

Chris Shortridge, Chair
David McCracken, Vice Chair
Alice Meade, Secretary
Vicki Porter, Assistant Secretary
John Ayers, Treasurer

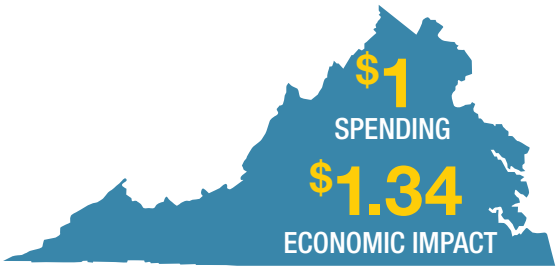
**At-Large Members**

Tommy Burris
Tony Carter
Betty Dean
Tony Hooper
Ronald King
Dennis Morris
Jan Selbo

**Board Members**

Steven M. Botello
Winona Fleenor
Ashley Hartless
Coleen Hillerson
Elijah Johnson
Christine Kriz
Lora Lewis
Phillip McCall
Jean Neal
Mark Nelson
Lisa Peacock
Anita Robinson
Kati Statzer
Billy P. Taylor
Joy Willey
Wanda Williams
Cathy M. Zielinski
Eula Ellison
Margaret "Maggie" Harris
Bill Hartley
Bobbie Gullett
Randi Knights
Liz Lewis
Steve Liga
David Moore, Jr.
John Richard Neese
Jennifer Parker
Jordan Reynolds
James E. Runion III
Danny Swartz
Larry H. Tiller
Nickole Williams
Larry D. Yates

## ECONOMIC IMPACT *Total Economic Impact in Virginia, Fiscal Year 2018*




For every $1 dollar People Incorporated spends in Virginia, it generates $1.34 dollars in economic impact.

| | |
|---|---|
| **Direct Effect** — *People Incorporated's direct spending/output into Virginia's economy* | $ 10,198,377 |
| **Indirect Effect** — *Money that has shifted from People Incorporated into other sectors of the economy* | 1,786,907 |
| **Induced Effect** — *Household spending that has been produced through People Incorporated's activities* | 1,747,544 |
| **People Incorporated's Total Economic Impact on Virginia** | $ 13,832,828 |

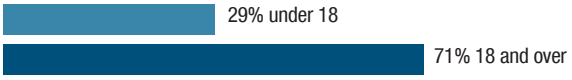
## CLIENT PROFILE & DEMOGRAPHICS

**TOTAL PERSONS 7,720**
**TOTAL HOUSEHOLDS 4,478**

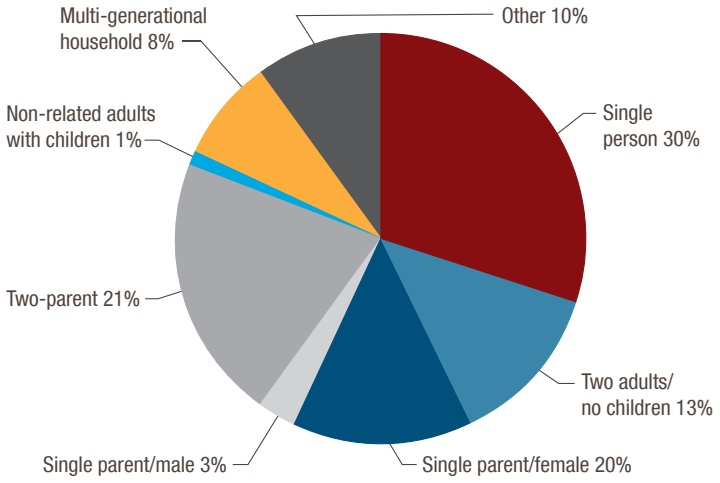
### GENDER



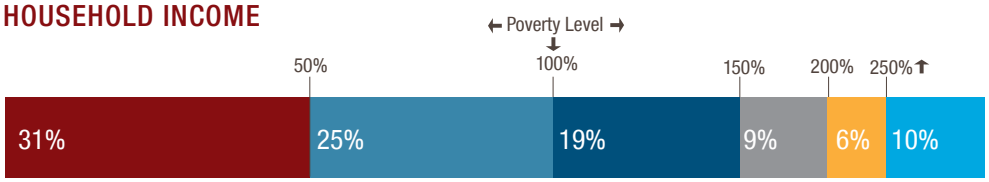

### AGE




### FAMILY STRUCTURE




### HOUSEHOLD INCOME




Percent of People Incorporated clients, by % of HHS poverty level

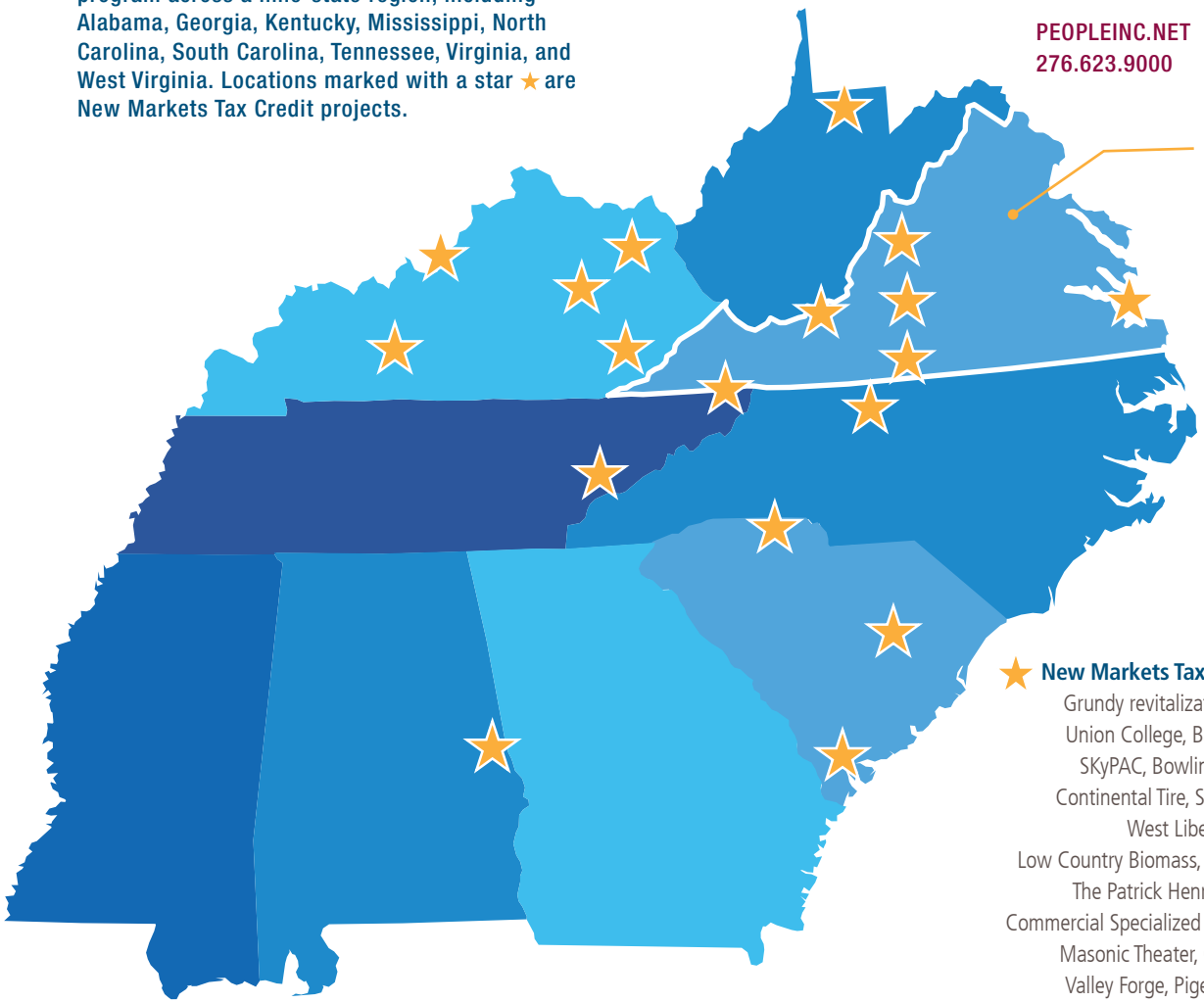
# STATE AND REGIONAL IMPACT

### IN THE MID-ATLANTIC AND SOUTHEAST:

People Incorporated is a certified community development entity for the New Markets Tax Credits program across a nine-state region, including Alabama, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia. Locations marked with a star ★ are New Markets Tax Credit projects.

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### IN THE COMMONWEALTH OF VIRGINIA:

People Incorporated Financial Services is A certified community development financial institution (CDFI) for three regions in Virginia

People Incorporated's community action service area includes 13 counties and three cities in the Commonwealth of Virginia

**★ New Markets Tax Credit Transactions:**

Grundy revitalization, Grundy, Virginia
Union College, Barbourville, Kentucky
SKyPAC, Bowling Green, Kentucky
Continental Tire, Sumter, South Carolina
West Liberty, Kentucky
Low Country Biomass, Ridgeland, South Carolina
The Patrick Henry, Roanoke, Virginia
Commercial Specialized Trucks, Cynthiana, Kentucky
Masonic Theater, Clifton Forge, Virginia
Valley Forge, Pigeon Forge, Tennessee
Knauf Insulation, Lanett, Alabama
Vogt/Weller Ice, LLC, Louisville, Kentucky
Bristol Hotel, Bristol, Virginia
Tribal Manufacturing, Chesnee, South Carolina
Robinson Grand, Clarksburg, West Virginia
Commonwealth Crossings, Martinsville, Virginia
Fairlead, Davis Boat Works, Newport News, Virginia
Carolina Precision Fibers, Ronda, North Carolina

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*Pictured: Shannon Armstrong, Wine & Design, Culpeper, Virginia; Front cover, the Durham family, Bristol, Virginia.*

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