2023 ANNUAL IMPACT REPORT



People inc.

creating opportunities



CHRIS SHORTRIDGE
Chairman, Board of Directors



BRYAN PHIPPS
President and CEO

We are pleased to report that 2023 was a year of great success for People Incorporated. Our service areas are diverse and so are the nature of our services. We are proud to share some standout moments from the year:

We completed our latest housing development this year, providing much-needed affordable housing in Southwest Virginia. In the Northern Shenandoah Valley, we partnered with a local school system to open a new Head Start classroom, giving more children the opportunity for a quality early childhood education. We expanded workforce development services across the New River Valley. In the Northern Piedmont and Greater Prince William County regions we are continuing to pursue two new affordable housing developments.

Throughout this year, our focus has been on creating opportunities not only for our clients, but also within our agency. By introducing our new set of Core Values, we were able to reflect on who we are as an organization and how we can best serve those who need our help.

The board of directors are looking ahead towards a new strategic planning process with the aim of increasing our impact in 2024 and beyond. We're looking forward to these opportunities and are grateful for the continued opportunity to serve our communities.

We had the privilege of serving over 7,000 clients this year through our community, education, family, financial, housing, and workforce development services.

Agency staff worked hard to ensure that each client received the support they needed to achieve their goals and create new opportunities for themselves and their families. We invite you to hear directly from our clients about the impact we've had on their lives in the following pages of our annual impact report.

Thank you for your continued support of People Incorporated. We look forward to another year of serving those in need and making a positive impact in our communities.

Sincerely,

Chris Shortridge
Chairman, Board of Directors

Bryan Phipps
President and CEO

Our Year at a Glance

7,589 Clients Served

55.7% Female Clients

44% Male Clients

776 Seniors (65+) Served

4,583 Households Served

1,450 Volunteers

80,889 Volunteer Hours

283 Community Partners

62% of Households
at or below 100% of HHS

88% of Households
at or below 200% of HHS

Building Paths to Employment

2,035 Jobs Created or Retained
through People Inc.'s efforts

178 People Gained Employment
via workforce and re-entry programs

75% Gained Employment
that pays a living wage

Caring for Our Community

1,812 People Received Food,
improving their food security

126 Kids Visited at Home
improving the entire family's health

106 Community Members
received tax preparation help

85 Kids Prepared for College

Housing Support in Action

1,546 People Housed Safely
and affordably on 32 properties

55 Homeless Individuals Housed
in safe, secure, affordable housing

38 Households Avoided Eviction
and remained in their homes

15 Families Purchased Homes

“I’m really grateful for the program that helped me and is helping others. I was searching for a while to find a place that was available, that I could afford, that was nice, that was comfortable.”

–VANESSA JUSTUS
Abingdon

a new home brings peace



Read more about Vanessa on our website

Vanessa Justus is a mom and grandmother from Buchanan County who has not always had an easy life. She faces some debilitating health issues and at times is in so much pain that she is unable to walk. She was living in a rural area that didn’t have public transit available and decided it was time for a change.

Vanessa was one of the first residents to move into the newly completed Sweetbriar II units in 2023. Since moving into the new community, Vanessa’s life has changed for the better. She and her grandchildren enjoy having more space and her new tight-knit neighborhood. She can now use local public transportation, has easy access to grocery shopping and town events, and loves living in the new community that she now calls home. She looks forward to a peaceful future in her new space.

THE NEED FOR HOUSING

260
Renter households within 20 minutes needed affordable housing

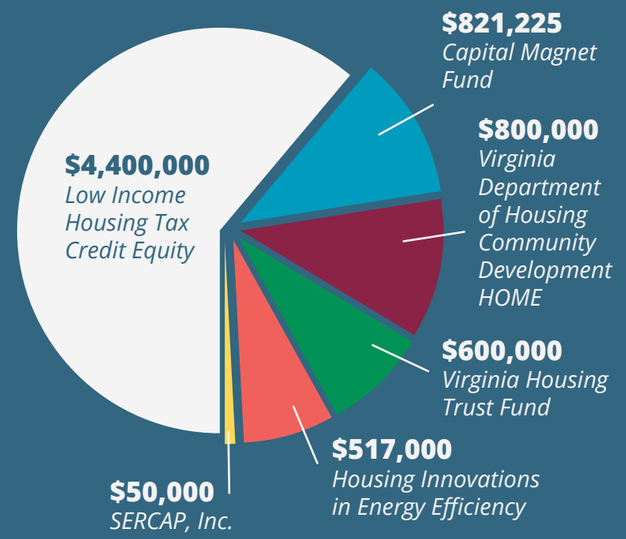
SWEETBRIAR II APARTMENTS
Abingdon, VA

22
3-bed, 2-bath units for cost-burdened renters’ households

5
Units for households with intellectual and developmental disabilities

FINANCIAL IMPACT

$4.5 million
*Estimated short and long term economic impact**



*New Construction Calculator, HousingForward Virginia



"Being able to call and actually talk to someone and being able to put your trust in someone has changed my life."

–CIERRA MUDD
Culpeper



Read more about Cierra on our website

building the future now

Cierra Mudd's life changed when she became the adoptive parent of her two-year-old great-niece, Ahlani. That's when People Incorporated's Whole Family Approach stepped in to provide the critical help Cierra needed to care for Ahlani.

Her Whole Family Approach coach motivated Cierra and offered much-needed support, helping her map out goals for the future while ensuring short-term essential resources and items were available for Ahlani. Her coach referred Cierra to a health care training program, helping her earn more money and achieve financial stability.

For the first time, Cierra is building her savings and renting her own townhouse. The Whole Family Approach has supported her every step of the way in overcoming obstacles to improve her life and the life of her newly adopted niece. Cierra's next dream is to achieve even more economic security by pursuing additional health care certifications and becoming a homeowner. Soon, Cierra will no longer need the continued guidance and support of the Whole Family Approach to be confident she can reach her dreams.

PEOPLE INC. IMPACT

300+
Coaching Hours
provided by People Inc.

16
Families Enrolled

45
Individuals Enrolled

WHOLE FAMILY APPROACH IN VIRGINIA*

57%
Income Increase
in Whole Family Approach families

$9,700
Average Annual Income Increase
for Whole Family Approach families

19%
Poverty Decrease
in Whole Family Approach families

*Virginia Office of Economic Opportunity, Fourth Year Data- July 1, 2019–June 30, 2023, Whole Family Approach (2023)





"My motivation is to make myself and millions of other people feel comfortable. To know that I'm making a difference in other people's lives really means the world to me."

–TAYLOR EMERY
Blacksburg



Read more about Taylor and watch her video on our website

loan leads to success

Taylor Emery, a 26-year-old veterinarian student at Virginia Tech, faced a problem when she couldn't find comfortable clothes that fit her body type. She decided to create her own clothing line, MerakiTay, which features mid-thigh gender-neutral cargo shorts.

Taylor leveraged her social media following to promote her brand and soon had a higher demand for inventory than she was able to keep up with. In need of capital, Taylor was referred to People Incorporated for a small-business loan and took out a $20,000 microloan to put toward inventory.

Following her loan, MerakiTay soon took off, grossing six figures within six months. Taylor's mission-based belief system is the driving force behind everything she does, and she thanks People Incorporated for helping her realize her dream of helping others feel comfortable in their own skin.

FINANCIAL SERVICES CREATE PROSPERITY

710
Individuals Served

65
Jobs Created

85
Jobs Maintained

5,758
Hours of Financial Literacy Training for Borrowers

LOANS FY23

66 business loans, totaling
$1.7 million

230 personal loans, totaling
$1.3 million



accessing a head start

People Incorporated is proud to have served Clarke and Frederick counties with a Head Start Center since 2020. In 2019 the agency realized that only one child from Clarke County was being served by the Head Start Center in Winchester.

The agency approached the Clarke County school system to partner with them on opening a new classroom in a former elementary school, making Head Start more accessible for families in the county.

After undergoing extensive renovations, the new Clarke County classroom began serving families this past year, welcoming them into the former Berryville Primary School alongside pre-kindergarten classes. *"Many families chose to stay with Head Start because of the whole family approach,"* said Elisa Riis, associate director of child and family development. *"It's the relationships that we build, it does just as much for us as it does for them."*



HEAD START SERVES CHILDREN

in Frederick County, Clarke County, and the City of Winchester

- **77** Total *children served*
- **86** Total *families served*
- **80%** Monthly Enrollment *as percent of funded enrollment*
- **98%** of Children Served *meet eligibility guidelines*
- **76%** of Enrolled Children *received medical exams*
- **68%** of Enrolled Children *received dental exams*
- **6%** of Children Diagnosed *with a developmental disability*

HEAD START SERVES CHILDREN

in the City of Bristol, Buchanan County, Dickenson County, Russell County, and Washington County:

Early Head Start

153 Total *children served*

126 Total *families served*

67% Monthly Enrollment *as percent of funded enrollment*

93% of Children Served *meet eligibility guidelines*

94% of Enrolled Children *received medical exams*

27% of Enrolled Children *received dental exams*

24% of Children Diagnosed *with a developmental disability*

Head Start

195 Total *children served*

177 Total *families served*

71% Monthly Enrollment *as percent of funded enrollment*

92% of Children Served *meet eligibility guidelines*

73% of Enrolled Children *received medical exams*

60% of Enrolled Children *received dental exams*

15% of Children Diagnosed *with a developmental disability*

Parent Involvement

354 Parents *volunteered*

51,957 Hours *volunteered*

1 Parent *on the board of directors*

136 Fathers Participated *in family assessment process*

119 Fathers Participated *in goal-setting process*

6,969 Hours Given *by volunteers and businesses*

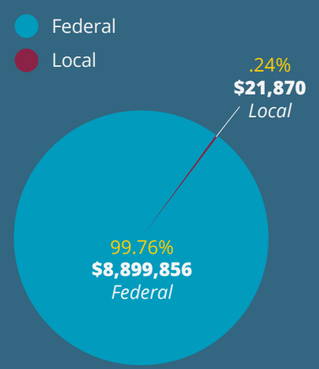
$214,822 Donated *by volunteers and businesses*

HEAD START AND EARLY HEAD START FINANCIAL INFORMATION

EXPENDITURES AND BUDGET

Budget Category	2022-2023		Projected 2023-2024	
Personnel	$4,233,892	48%	$3,814,708	56%
Fringe Benefits	$1,966,340	22%	$1,619,916	24%
Travel	$18,024	0%	$12,000	0%
Equipment	$10,862	0%	$22,000	0%
Supplies	$553,430	6%	$63,224	1%
Contractual	$0	0%	$0	0%
Other	$2,117,308	24%	$1,262,172	19%
Total	**$8,899,856**	**100%**	**$6,794,020**	**100%**

FUNDING SOURCES



"I love my life. I am so happy, sober, successful, blessed. Most of all I am a mother. I could go on about how amazing this chapter is, but I'm more excited to see what the rest of my story looks like."

–KYANNA JOHNSON
Stafford



Read more about Kyanna and watch her video on our website

building a new life

by Kyanna Johnson of Stafford

I am a 38-year-old ex-felon who was released from prison on August 23, 2022. For me, that was the beginning of a new chapter.

I want to go back to the beginning. In 2008 I was arrested, later convicted, and sentenced to 15 years for robbery. I left behind a two-year-old daughter. During my incarceration I had a lot of time to reflect, and it was during this time that I decided I had to do things differently. Not just for me but for my daughter.

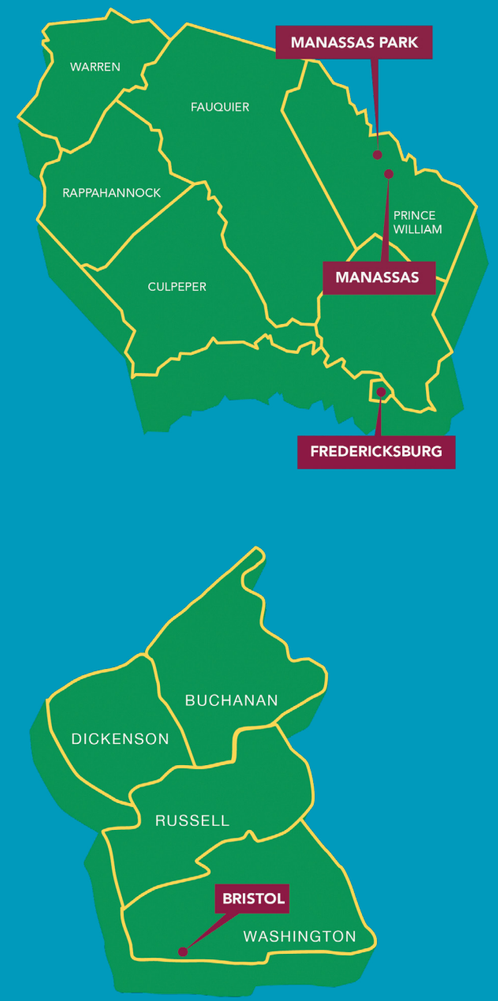
While incarcerated I completed several educational programs along with self-help programs. I even enrolled in college. I made a plan: get my CDL, focus on parenting Harmony, and taking life one day at a time. This new chapter has been filled with amazing people and so much support. One of the first organizations I encountered was People Incorporated. My initial meeting with Ms. Chrissy was great, she was friendly and welcoming, I didn't feel any judgment.

I love my life. I am so happy, sober, successful, blessed. Most of all I am a mother. I could go on about how amazing this chapter is, but I'm more excited to see what the rest of my story looks like.

RE-ENTERING SOCIETY WITH SUCCESS

Virginia CARES helps individuals released from prison learn how to confidently reintegrate with family, community, and the job market—and lead successful lives after prison.

SERVICE AREAS



861
Clients served

741
Case management hours

438
Clients received case management services

97
Clients obtained employment



"There were times when I was tempted to stop doing it, but they kept bringing me back and helping me to stay on it. And it was worth it."

–MAX HALL
Rural Retreat



Read more about Max and watch his video on our website

skills create a bright future

Max Hall, a 20-year-old from Smyth County, Virginia, found himself stuck in dead-end jobs after struggling to complete his high school diploma online. However, his life changed when he was introduced to People Incorporated's Youth Workforce Development service.

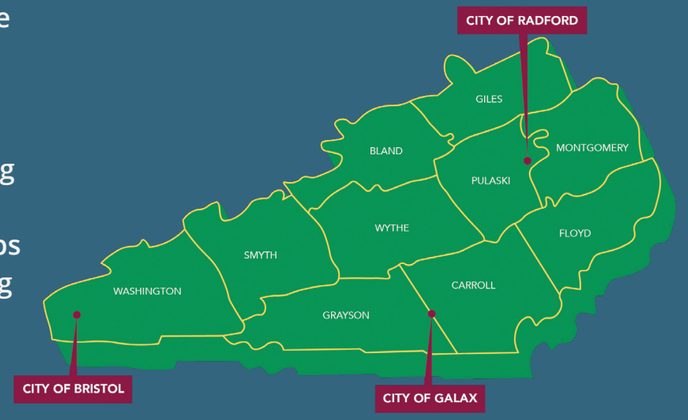
The program provided Max with the opportunity to earn his GED and discover a career that suited him. After completing career and personality assessments, Max realized that a manufacturing job was a great fit. His People Incorporated caseworker arranged a tour of Somic America, an automotive manufacturing facility in Wythe County.

He was soon enrolled in a paid work experience while completing the necessary training and certification. People Incorporated helped Max with the costs of his GED and training and provided a laptop he used to complete his schoolwork. Now, Max has a career he loves, and his future is looking brighter than ever.

YOUTH WORKFORCE DEVELOPMENT IMPACT

We offer education, training, and employment opportunities for eligible youth ages 14 through 24 through the federally funded Youth Workforce Innovations Opportunity Act (WIOA). We help participants answer the question, "What's next?" by enhancing their workforce readiness skills, connecting them with paid internships and training opportunities, and aiding them in exploring future careers.

SERVICE AREAS



402
Individuals Served
by Youth Workforce Development

102
Credentials or Degrees
completed

49
Clients Obtained Employment
after the program

35
Clients Obtained Employment
at a living wage



"I'm thankful and I'm grateful. My grandkids are going to be much warmer this winter."

–EASTER DEEL
Vansant



Read more about Easter on our website

fixing homes, staying warm

Easter Deel, a longtime resident of Buchanan County, faced high energy bills and a cold home since its construction in 1987. With a staggering $600 monthly power bill, she struggled to keep up with the costs of staying warm during winter.

Through a friend's referral, she found hope in People Incorporated's weatherization service in 2023. The agency used both the Weatherization Deferral Repair Program and then the Weatherization Program to weather-strip her doors, replace the heat pump and ductwork, and add insulation to the attic. Easter was surprised when, during the audit process, it was discovered that unseen contaminants had been circulating through her air vents, compromising her health.

Since People Incorporated stepped in, her health has significantly improved with fewer sinus infections and allergies. And with a new heat pump and repaired ductwork, Easter is excited for her first winter in a warmer home. She's even started improving her house's appearance, tackling yardwork and decluttering. Easter is grateful for the positive impact on her life and health and looks forward to a cozier winter for her grandkids.

HOME WEATHERIZATION BENEFITS

- Energy Cost Savings
- Water Cost Savings
- Lower Out-of-Pocket Health Costs
- Lower Loan Interest Payments

57
Homes Weatherized
by People Inc. in FY23

86
Individuals Served
All families saw reduction in energy costs and improved energy efficiency at home

*NATIONAL WEATHERIZATION OUTCOMES**

$372
Average Annual Savings
in energy costs

18%
Annual Savings
in heating consumption

*U.S. Department of Energy, Weatherization Assistance Program Fact Sheet (June 2022)



COMMUNITY DEVELOPMENT

fueling opportunity

People Incorporated fuels opportunity and economic growth in low-income communities in Virginia, Tennessee, Kentucky, North Carolina, South Carolina, West Virginia, Alabama, Georgia, and Mississippi through New Market Tax Credits.

The NMTC program attracts private investment to community development projects in low-income and economically distressed areas by offering tax credits to investors in return for qualified equity investments.

As a qualified Community Development Entity (CDE), People Incorporated uses these investment funds to make loans to high-impact businesses in the areas of manufacturing, community facilities, and workforce development.

These businesses create accessible jobs that are open to people with no more than a high school diploma, have disabilities, or have a criminal background. They also create quality jobs that provide a living wage and benefits. High-impact businesses also finance the construction of facilities and fuel economic growth.



SINCE 2010:

$209,000,000
total NMTC investment

$203,351,873
total investment

2,313,147
square ft. of real estate

7,242
jobs supported

78.8%
accessible jobs

71%
quality jobs

MANUFACTURING



creating local jobs

Founded in 1896, Lodge Manufacturing is the longest-running domestic manufacturer of cast iron cookware. In 2018, Lodge opened its second metal casting operation, the 3rd Street Foundry, in South Pittsburg, Tennessee.

The new facility will buy and install equipment for a new production line while continuing to run the older production line. The new line will create over 150 new jobs while retaining 40 existing jobs, demonstrating Lodge Cast Iron's dedication to investing in the South Pittsburg community and surrounding area. These jobs would have been lost without financing.

NEW MARKET TAX CREDIT IMPACT

LOCATION
South Pittsburg, Tennessee

NEW REAL ESTATE
201,511 square feet

INVESTMENT
$9,500,000

DEVELOPMENT COST
$46,825,257 total

CREATED OR RETAINED
195 jobs



COMMUNITY FACILITY

second harvest



An $8.5 million investment has allowed Second Harvest Food Bank of Northwest North Carolina to expand into a new facility so they can meet critical food distribution needs.

The previous facility did not have enough storage space for the nearly 70 tons of food the nonprofit delivers each year to families struggling to keep food on their tables.

Second Harvest had been filling in the gaps by renting offsite storage space and using refrigerated trucks, but they couldn't keep pace with the demand for nutritious meals.

The extra space the new facility offers has also allowed the nonprofit to grow its Providence Culinary Training Program, providing people from all walks of life with professional training for jobs in the restaurant and hospitality industry.



SECOND HARVEST IMPACT

LOCATION
Winston-Salem, North Carolina

NEW REAL ESTATE
33,410 square feet

INVESTMENT
$8,500,000

DEVELOPMENT COST
$24,845,755 total

JOBS CREATED
109

WORKFORCE DEVELOPMENT

workforce readiness



Commonwealth Crossing Advanced Training (CCAT) is an advanced manufacturing training center focused on workforce readiness for full-time positions that allow residents to work in the local area.

A $10 million investment in CCAT allowed the center to construct a new facility within an industrial park in Virginia. CCAT is operated by Patrick & Henry Community College and offers training at no cost for employees of businesses moving into the industrial park.

COMMONWEALTH CROSSING (CCAT) IMPACT

LOCATION
Ridgeway, Virginia

NEW REAL ESTATE
25,590 square feet

INVESTMENT
$10,000,000

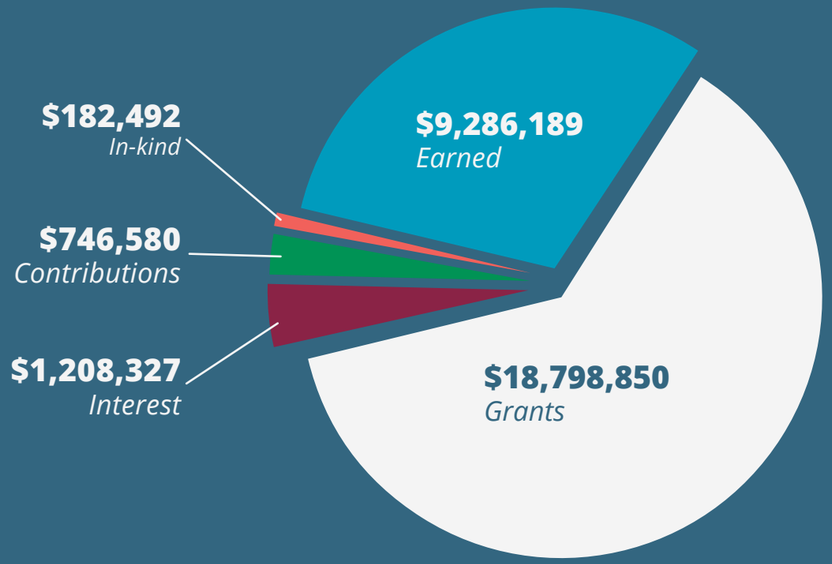
DEVELOPMENT COST
$14,280,222

JOBS CREATED
339



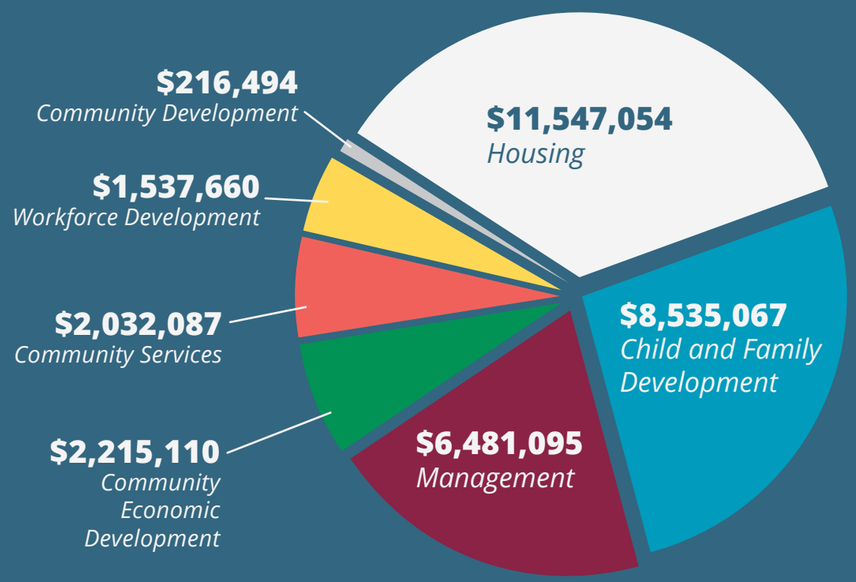
FINANCIALS

Revenues by funding type



Total Revenue:
$30,222,438

Expenses by type



Total Expenses:
$32,564,567

BOARD OF DIRECTORS

Board Members

Christie Bailey, *City of Bristol*
Albert Breeding, *Abingdon*
Kaycee Childress, *City of Winchester*
Gail Crooks, *Washington*
Lizzie Deel, *Grundy*
Matt Fields, *Grundy*
Winona Fleenor, *Abingdon*
Nina Fox, *Luray*
Jeffrey Frye, *Woodbridge*
Bobbie Gullett, *Dante*
Brianna Hawkins, *Luray*
Jake Holmes, *City of Bristol*
Pam Horn, *Abingdon*
Peggy Kiser, *Clinchco*
Larry Laws, *Falls Church City*
Walt Mabe, *Front Royal*
David Maggard, *Lebanon*
Jinnae Monroe, *Bristow*
Dennis Morris, *Toms Brook*
Mark Nelson, *Abingdon*
Jennifer Pearce, *Emory*
Matt Peterson, *Boyce*
Rachel Phipps, *City of Bristol*
Vicki Porter, *Lebanon*
Anita Robinson, *Castlewood*
Karl Rouston, *Woodstock*
Patrick Small, *City of Manassas*
Teketia Smith, *Chester Gap*
Pam Sweeney, *Woodstock*
Billy Taylor, *City of Bristol*
Elvis Vasquez, *Stephens City*
Darlene White, *Culpeper*

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David McCracken, Vice Chair, *Glade Spring*
Alice Meade, Secretary, *Lebanon*
Jean Neal, Assistant Secretary, *Abingdon*
John Ayers, Treasurer, *Edinburg*
Tommy Burris, *City of Bristol*
Elijah Johnson, *Herndon*
Randi Knights, *Woodbridge*
Phillip McCall, *Abingdon*
Lisa Peacock, *Culpeper*
Jan Selbo, *Warrenton*
Angie White, *City of Winchester*
Cathy Zielinski, *Culpeper*



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.

CONTACT US

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