

Annual Report 2011

Workforce Readiness

Opportunity Training



People inc.

Building Futures, Realizing Dreams™

Sustainability

PROGRESS

Jobs
cacy

Economic Development

Investment
dreams

Strength

Future

STABILITY

INNOVATION

2011

Growth

47
YEARS

INNOVATION, LEADERSHIP, AND ECONOMIC DEVELOPMENT

ANNUAL REPORT
CONTENTS

Features

Innovation and economic development, Heartwood 4
 Building communities, Grundy 6
 Community impact, jobs 8
 Green building 10

Programs

Child and family services 12
 Community economic development 14
 Housing development 16
 Community services 20
 Workforce development 24

Report summary

Economic impact 25
 Auditor's report 26
 Financials 27
 Board of directors 29
 Funding partners 30
 Office locations 31

PeopleInc.net

"This has been a challenging and rewarding year at People Incorporated. Our core funding faced challenges at both the state and federal levels, and support for many of our programs was threatened. But, by year's end, almost all of these were successfully resolved. Despite uncertainty, our focus remained on the people and communities that we serve. Services continued, and major new initiatives began to bear their first fruit.

People Incorporated enabled 860 people to improve their educational status, 333 people to improve their job skills, and 158 people to gain employment in 2011. We also provided the opportunity for 633 people to improve their health and 506 people to improve their financial status. We enabled 54 entrepreneurs to start or expand their businesses, and offered court advocacy to 131 people for resolution of legal issues. In the 12 month time, we purchased and rehabilitated one apartment complex and built, improved or financed 255 single family homes.

2011 was the year of completion for significant economic development projects with a total organizational impact of \$164,767,533. Although impressive, these figures do not begin to reflect the value of the lives changed and the futures improved. It is the individual stories of these 7,345 people that truly capture the personality and impact of People Incorporated. We invite you to share the vision of hope and the value of enterprise through the stories included here."



Robert G. Goldsmith
President and C.E.O., People Incorporated of Virginia



PHOTO COURTESY OF HEARTWOOD: SOUTHWEST VIRGINIA'S ARTISAN GATEWAY

opportunity

Our
Mission

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

community

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.

building promise



PHOTO: KEN KRAKOW

families

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.

Leadership



People inc.
Building Futures, Realizing Dreams™

Peopleinc.net | 276.623.9000

Economic Development Leadership



BUILD
grow

For decades, Southwest Virginia economies were highly dependent upon the coal mining, farming, and manufacturing industries. While these sectors of employment traditionally helped to sustain the region, the lack of diversification has slowed economic growth and limited employment opportunities. Although more diversified than fifteen years ago, the regional economy has remained hypersensitive to the “boom and bust” cycle of the coal industry, manufacturing plant closings, and labor force reductions. People Incorporated has developed **Heartwood: Southwest Virginia’s Artisan Gateway** to provide a more diverse, robust, and sustainable economy in the region.



Heartwood’s design offers a distinctive presence, easily seen from Interstate 81.

The Southwest Virginia Cultural Heritage Commission connects the communities and cultural assets of Southwest Virginia.

Established by the Virginia General Assembly in 2008, the Commission provides vision, guidance and resources to sustain and grow the economy through cultural heritage ventures and initiatives related to tourism and other asset-based enterprises. Included is **The Crooked Road: Virginia’s Heritage Music Trail**, which in 2008 alone contributed \$23 million in economic impact to the ten counties it serves, drawing 264,000 visitors to the region; and **’Round the Mountain: Southwest Virginia’s Artisan Network**, promoting sustainable economic development in 19 counties in Southwest Virginia since 2004. ’Round the Mountain works by providing artisans with marketing, educational, and entrepreneurial opportunities; and connects tourists to artisans, farms, restaurants, bed and breakfasts, and points of interest.

Heartwood will serve as the focal point and portal to the heritage tourism efforts taking place in the 19-county region of Southwest Virginia. The \$17 million facility, developed and owned by People Incorporated, is a **gateway** to Southwest Virginia



PHOTOS COURTESY OF HEARTWOOD: SOUTHWEST VIRGINIA’S ARTISAN GATEWAY

Recognition

Innovation

People Incorporated Nationally-recognized as Master Innovator

AUGUST 2011, SAN FRANCISCO | People Incorporated was competitively selected as the winner of the first annual Master Innovator Award for Community Economic Development by the Community Action Partnership. The recognition honored People Incorporated’s role as developer and owner of Heartwood: Southwest Virginia’s Artisan Gateway and for its investment and efforts in support of the Grundy Town Center project, which anchors the revitalization of the Town of Grundy in Buchanan County Virginia.

“Community Action Agencies across our nation are leading efforts to revitalize communities, encourage entrepreneurship, build individual wealth, stimulate and leverage community investment, promote energy efficiency and create green jobs,” said Stacy Flowers, the Community Action Partnership’s Director of Community Economic Development. “People Incorporated earned this award by demonstrating that its community economic development work produces results that revitalize communities, and serves as a prime example for Community Action Agencies looking to raise the bar in innovative Community Economic Development.” ■

located alongside Interstate 81 at exit 14, next to the Virginia Highlands Community College. The facility connects tourists to **regional artisan studios, music venues, craft trails, outdoor recreation and more**, and is expected to draw more than 270,000 visitors and produce over \$1 million in revenue each year. The 29,000 ft.² facility features gallery/exhibit space and retail and food services, including a coffee and wine bar featuring local wines and locally roasted coffee, and houses the administrative offices for the Southwest Virginia Cultural Heritage Commission, The Crooked Road, and ’Round the Mountain.

State of the art trip planning software and concierge services are available to all visitors of



STEVE AUSTIN

Heartwood via various kiosks located at the facility. **Tourists will access information** on where to stay, where to dine, and where to visit based on

their interests as well as vivid and captivating video profiles and stories of people, places and activities which make Southwest Virginia a unique and inviting destination. All Heartwood staff learn to communicate the cultural assets of the region and assist visitors, encouraging a sense of pride in Southwest Virginia’s rich natural and cultural heritage.

By capitalizing on the unique “sense of place” that visitors experience when touring the region, Southwest Virginia is utilizing its cultural and natural assets to build a **comprehensive, long-term, sustainable economy.** ■



“We are extremely proud of Heartwood and of the Grundy Town Center because of their far-reaching and long-lasting economic impact and their ability to leverage additional investment throughout Southwest Virginia.”

—Rob Goldsmith, President and CEO, People Incorporated

VISION
for the arts

Revitalization partnership

a region
SAVED



raising Grundy



Photos: Butch and Laura Morris, Stewart/Perry Construction

THE GRUNDY TOWN CENTER

Located in a rural southwestern Virginia mountain region, Grundy is geographically isolated. Residents must drive more than an hour to access essential shopping and professional services found only in neighboring counties, and in many instances, neighboring states. The **Grundy Town Center** project is the centerpiece of a comprehensive downtown revitalization strategy. The project is an economic development priority supported by the town council, the local Industrial Development Authority (IDA), and the entire community. The project creates more than **300 new full-time jobs**, 200 construction-related jobs, and a 140,000 sq. ft. commercial retail space.

The Grundy Town Center started as a flood-proofing project implemented and managed by the U.S. Army Corps of Engineers (USACE) in the mid-1990s. Since 1929, Grundy has experienced nine major floods and many businesses did not reopen following a 1977 flood that inundated the downtown business district. With technical and financial assistance provided by the USACE and several other federal and state agencies, Grundy embarked on a **transformative project** that created a protective floodwall and relocated the town's central business district to 13 acres on unclaimed mountain land. This paved the way for further development including the planning and implementation of the Grundy Town Center.

The Town of Grundy leveraged available public funding sources for this project (including funds from the regional coalfield economic development authority, the state's department of transportation,

renewal



Photo: Russell Belcher, Arclamp Productions

and loans from every willing local lender), and was left with the daunting task of assembling the financing to complete it. In 2009, after exhausting every financial resource available to them, the Grundy IDA approached **People Incorporated** to inquire about the possibility of using New Markets Tax Credits (NMTC) to close the financial gap.

People Incorporated's reputation as a locally based community development lender and its commitment to the project **gave financial partners the confidence** necessary to invest heavily. The private capital secured through NMTC encouraged three local community banks to provide an additional \$12.86 million.

The Grundy Town Center project is producing significant tangible community development outcomes, including **job creation, new commercial space, increased tax revenues, and increased access** to goods and services for low-income families. The commercial space created by the project is quickly being filled and only one 1,700 sq. ft. space remains to be leased. ■

ECONOMIC DEVELOPMENT IMPACT

Through the New Markets Tax Credits program, People Incorporated provided the final piece of financing needed to make the 10-year old Grundy Town Center project a reality.

People Incorporated assisted the Grundy IDA to locate and secure investors and private capital to provide over \$36,000,000 in New Markets Tax Credits financing for the Grundy Town Center.

To date, the project has created 300 new full-time jobs, 200 construction-related jobs, and 140,000 square feet of new retail space.



The Grundy Town Center bridges two sides of the Grundy community—traditional township with new development—connecting the people who make this place a proud home. Vertical development reduced the impact on the surrounding environment and makes for some extraordinary views. The Center is an LEED (Leadership in Energy and Environmental Design) certified structure.

Jobs

employment

Once in a Blue Moon

Anne Stinson, Nancy Fogarty and June Thomas went from unemployment to entrepreneurship.

When the restaurant where they worked closed due to a struggling economy, Anne Stinson, Nancy Fogarty and June Thomas decided to take their futures into their own hands. They came to People Incorporated Financial Services and received a business loan to start Blue Moon Catering & Concessions. The \$26,150 loan allowed them to purchase equipment, inventory and a concessions trailer.

Today Blue Moon provides full-service catering for weddings, special events, reunions, and corporate events. So far, their new business has created three full-time jobs and additionally they will hire seasonal part-time employees to assist with seasonal festivals.

By combining financial resources with critical business development technical assistance, People Incorporated Financial Services is the key that turns ideas into reality and provides clients with the support they need to successfully launch their businesses. ■



Blue Moon founders (left to right) June Thomas, Anne Stinson, and Nancy Fogarty.

People Incorporated Financial Services promotes economic development and job creation through small business loans and business development training. People Incorporated's Workforce Development program provides job preparation and training services and connects employers with skilled workers. These programs served more than 2800 people in fiscal year 2011, including the businesses and individuals featured here.



A Return to Old Fashioned Service

Douglas Webb longed to provide personal customer care. As a pharmacist for a large chain, Douglas Webb came to realize that pharmacies were focusing on the bottom line instead of customers. So, after 16 years Webb and his wife Heather decided it was time to open their own family pharmacy in Hillsville, Virginia. Webb took his business plan to local banks with no luck.

With a People Incorporated Business Development loan of \$185,000, the Webbs were able to renovate a building and outfit their new business with medicines, computer equipment, a security system and other necessary supplies. They filled more than 100 prescriptions their first weekend in business. So far, they've created two full-time jobs and one part-time job, with plans to add additional staff in the near future. ■



People Incorporated Financial Services helped 40 business startups and six business expansions in Fiscal Year 2011. 125 new jobs were created and 93.5 retained. See page 15 for more program statistics.

WORKFORCE DEVELOPMENT A New Beginning

When David Miles discovered People Incorporated's Workforce Development program at age 32, he had a two-time prison record, one year of college and very little family support.

People Incorporated gave Miles the resources to attend the Bristol School of Hair Design where he recently graduated as a Master Barber. In addition to several job offers, he has an opportunity to buy a local barbershop. When he is ready to take this next step, People Incorporated's Financial Services Business Development Program will be there for him.

In the meantime, Miles' confidence continues to grow. A gifted, self-taught artist, his artwork was recently showcased at an Abingdon gallery. In addition, he intends to help other young adults in the Workforce Development program seeking new job skills and training to provide them with greater employment opportunities. ■



Master Barber David Miles

Home Ownership Dream Becomes Reality

"I had always wanted to own a home in my childhood neighborhood...to be closer to my church and be more involved in my community." —Bill Bunche

People Incorporated invested more than one million dollars to create affordable, energy efficient rental and homeownership opportunities for Bristol residents.

When Bill Bunche became disabled, he gave up on his dream of one day owning a home in Bristol, Virginia's Mary Street neighborhood where he grew up. But when he discovered that People Incorporated had purchased and renovated several houses on Mary Street as part of its neighborhood revitalization project, he enrolled in People's home ownership program.

By participating in the program, Bunche received down payment assistance from the Federal Home Loan Bank of Atlanta and the Virginia Department of Housing and Community Development's HOME program and a low-interest home loan from the Virginia Housing Development Authority. Bill also received credit counseling from People Incorporated to help repair his credit issues and teach him the skills necessary to successfully manage his budget. Today, the Mary Street neighborhood is thriving and Bunche's homeownership dream is a reality.

People Incorporated invested over one million dollars to create affordable, energy efficient rental and homeownership opportunities for Bristol residents. ■



Mary Street renovations, Bristol, Virginia



Homes

high-efficiency

sustainable energy Green Initiative: Riverside Place

In 1921, community volunteers in Damascus, Virginia built a 15-classroom school using thousands of rocks from nearby Laurel Creek. The school, known as the **Damascus Rock School**, remained open until 1981 when Washington County decided to build several new schools. After the Damascus school closed, People Incorporated purchased the property and engaged in an **adaptive reuse project** that created Riverside Place Apartments—an affordable housing community.

In 2010, People Incorporated received funding from the U.S. Department of Energy's **Sustainable Energy Resources** for Consumers (SERC) program to incorporate renewable energy technologies into the rehabilitation of Riverside Place. This project, planned with a LEED-certified design team, received EarthCraft Virginia® cer-



Left: New Energy Star® windows provide additional energy efficiency.

tification, and includes multiple **geothermal heating/cooling** systems and a **rooftop photo-voltaic system**. In addition, this project features a highly-efficient building envelope which includes new **energy efficient** windows, ceiling and roof insulation, air sealing, and balanced ventilation. **High-performance** Energy Star® appliances are also included in each unit.

Riverside Place Apartment's **22 newly renovated affordable, energy efficient units** are now complete and in use. People Incorporated has partnered with Washington County, the Town of Damascus, and EarthCraft Virginia® to monitor renewable energy technologies at Riverside Place. The extended monitoring of energy usage and savings will ensure that the low-income residents of Riverside Place, previously facing high utility costs, can save money on their utility bills.

As a result of this **green retrofit**, 22 households will live in improved, energy efficient units. The incorporation of renewable energy technologies into People Incorporated's oldest multi-family affordable housing community will help lower utility bills, increase energy efficiency, improve indoor air quality, and enhance the quality of life for low-income residents. ■



Riverside Place, Damascus, Virginia.



Above: Vertical wells were dug for the geothermal heating/cooling system.



child and family services

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, developmental screenings, health, nutrition, social services, parent education, family development and parental involvement. Head Start teaches parents how 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.

Head Start and **Early Head Start** served **583 children**, 452 under Head Start and 131 under Early Head Start.

Head Start and Early Head Start utilized **1705 volunteers** for a total of **144,429 hours** served, including 935 parents of enrolled or formerly enrolled children. Parents alone served a total of **121,967 hours** at Head Start and Early Head Start Centers during 2010–2011.

179 individuals were employed, including 73 current or former Head Start parents.

Average Monthly enrollment was **100%** for both Head Start and Early Head Start.

Of the children enrolled for more than 45 days required to receive medical exams, **97%** of Head Start and **91%** 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.

100% of Head Start Children received an **oral health exam** and **78%** of Early Head Start children received an **oral health screening**.

Each enrolled Head Start/Early Head Start child's education program is individualized to **prepare** him or her **for kindergarten**.

Head Start served **61 children** and Early Head Start served **19 children** diagnosed with various **developmental disabilities**.

70 children were enrolled in Dickenson County Childcare Center, which provides all day services, allowing parents to **maintain a job** or complete their education in part because of the **quality childcare** provided.

26 family service workers from Head Start centers across the state completed their **Family Development Credential** and currently, **33 additional** individuals are enrolled in the program.

134 individuals received **marriage and relationship training and skills** building through the SMART program.



statistics

community economic development

Community Development Services and Business Lending

In 1992, People Incorporated launched Virginia's first microenterprise development program, *BusinessStart*. In 2000, People Incorporated Financial Services was formed as an affiliate corporation of People Incorporated of Virginia. It 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 their own business become a reality.

Consumer Lending Program

In 2008, People Incorporated realized the 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, which matches every dollar saved by the client 2:1, up to \$2,000.

Ninth District Development Financing

People Incorporated administers this revolving loan fund that provides below market interest rate loans and



Justin Ritenour's Marquis Chauffeur & Limo Services in Strasburg, Virginia, provides business and special events travel services. Mr. Ritenour received training, technical assistance, and business expansion financing from People Incorporated.

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.

1,378 participants trained in **Financial Literacy, Microenterprise or Small Business Development**, or received one-on-one technical assistance through People Incorporated Financial Services

People Incorporated Financial Services provided **88 business training events** throughout Southwest Virginia and Northern Shenandoah Valley

227 individuals received **budget or credit counseling** through People Incorporated Financial Services

15 Clients who were enrolled in the IDA program, **\$12,279 total dollars saved by IDA clients**. Eight Clients **reached their savings goal** and purchased their asset.

Two used the funds for **post-secondary education** and six purchased a **new home**. **\$4.2 million total dollars** lent out by Ninth District Development Financing since inception.

46 new multi-funded loans, \$28,971 average loan size, total loan dollars loaned \$1,332,682

36 loans **repaid in full** to People Incorporated Financial Services: **27 business** and **9 consumer** loans

125 new jobs created and **93.5 jobs retained** as a result of community economic development program activities

Six business expansions due to assistance provided by People Incorporated Financial Services

40 business start-ups that were assisted by People Incorporated Financial Services

26 consumer loans **\$100,771** total loaned

People Incorporated Financial Services provided **training and technical assistance** to **11 Microenterprise Development Organizations** throughout Virginia as a Regional Service Provider through the Virginia Enterprise Initiative



Page County Partners at one of People Incorporated's 88 business development events.

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.



The Dunbar family, Homeownership Program participants.

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 Shenandoah County; Norton Green in Norton; Pulaski Village in Pulaski; Jonesville Manor in Jonesville; and Dante Crossing in Russell County.

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/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



Mary Street, Bristol, Virginia

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 one year.

3 apartment complexes were purchased or renovated in FY2011. (Valley Vista, Jonesville Manor, Riverside Place)

The Neighborhood Stabilization Program assisted with the conversion of **18 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.

In 2011, the Homeownership program assisted **22 families** in becoming first-time homeowners, with an overall **economic impact** on the service area of over **\$2.4 million dollars**.

618 clients were provided **housing counseling services** for assistance with buying a home, repairing credit issues, mortgage default counseling, and reverse mortgage counseling. 106 clients were assisted with foreclosure counseling.

48 homeless families with **63 adults and 85 children** obtained shelter and received supportive services through the Transitional Housing program. There was a total of **26,869 bed nights** provided. **15 out of 25** Households who exited the program obtained affordable permanent housing.

Since 2009, the Homeless Prevention and Rapid Re-Housing Program (HPRP) provided **624 individuals from 277 households** with financial assistance to help with rent or utility payments.

14 chronically homeless men obtained **Supportive Housing** at King's Mountain in Bristol.

56 households with 144 individuals received rental or mortgage assistance through the Homeless Intervention Program (HIP).

Weatherization repairs on **164 homes improved** living conditions and reduced energy bills for 371 individuals.

People Incorporated's housing counselor guided the Dunbar family through the process toward their goal—their own home.



statistics

continues on page 19

housing development

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 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 the Homeless Prevention and Rapid Re-Housing Program. Housing relocation assistance and stabilization services are also provided for those 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 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.

HOUSING DEVELOPMENT JULY 1, 2010 THROUGH JUNE 30, 2011 (CONTINUED)

59 individuals, including 17 Community Action Agency Weatherization Assistance Program crew members, attended **7 green building/energy efficiency trainings** offered by the Green Building Center.

The Green Building Center conducted **15 energy audits** on residential and commercial buildings.

Housing rehabilitation programs completed funding and construction management services to **74 individuals in 38 households** to complete general housing renovations.

Indoor Plumbing and Repair assistance was provided to **17 individuals in 9 households**.

33 individuals from 23 households were able to receive and maintain water and wastewater facilities through the **Virginia Water Project**.



statistics

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

community services

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 result 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 Solutions (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 job placement.



The CHIP program, Comprehensive Health Investment Project, provided health screenings, assessments, and follow-ups to 141 families and 207 children through 1276 home visits.



education future

Project Discovery: Empowering Students

When Tiffany Meadows graduated from the University of Virginia's College at Wise, she fulfilled her childhood dream to become a teacher. Meadows credits her success to the support she received from People Incorporated's Project Discovery program. Meadows became a Project Discovery participant as a freshman at Lebanon High School in 2003. "Project Discovery offered me the opportunity to visit a lot of schools I would not have had the chance to see otherwise. It made it easier for me to find the school that was the best fit for me and the most affordable."

Project Discovery's coordinator linked Meadows with People Incorporated's nearest Head Start Center, where she volunteered for two summers.

"Tiffany was a model participant," the coordinator recalls, "receiving a number of awards including Project Discovery Outstanding Youth of the Year."

Project Discovery also aided Miss Meadows in attaining a Project Discovery Statewide Scholarship of \$1,500 and a scholarship from the National College Access Network for \$5,000—she was one of eight nationally to be awarded the scholarship. These scholarships provided nearly all of her first year's tuition at the University of Virginia's College at Wise.

Miss Meadows graduated cum laude in May of 2011. She teaches a class of 22 first-graders at Cedar Bluff Elementary School.



Tiffany Meadows' experience in Project Discovery helped her reach her goal of becoming an elementary school teacher.

vision

community services

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.

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.

Free 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 student's attendance and grades are closely monitored to help the student improve his/her scholastic performance and avoid delinquent behavior.

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.

Project Discovery Project Discovery is a college access 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.

COMMUNITY SERVICES JULY 1, 2010 THROUGH JUNE 30, 2011

421 victims of domestic violence and/or sexual assault were assisted and **54** were provided with **court advocacy services** through the Domestic Violence program.

Emergency shelter was provided to **115 adults and children**, all facing homelessness because of domestic violence. These individuals were provided with temporary emergency shelter for a **total of 1,557 nights**.

77 children were assigned a CASA advocate in FY2011.

154 high school students learned about the **benefits of higher education** through Project Discovery; **8 students graduated** and all 8 enrolled in college

17 students improved performance in school through Improving Scholars program.

32 older adults participated in Benhams and Meadowview Senior Citizens Clubs.

524 individuals had **income tax returns** electronically prepared by volunteers who helped them claim **\$172,427 in Earned Income Tax Credits**.

618 people had paper returns completed at a **savings** of approximately **\$123,600** in professional tax preparation fees.

The total **economic impact** of the 2010 EITC free income tax preparation was over **\$831,623**.

201 eligible adults received dental care at the **free Dental Clinic**.

CHIP helped **141 families and 207 children**, birth to age six 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. CHIP staff made **1276 home visits**.

94 pregnant teens participated in the Resource Mother program receiving prenatal care and support to ensure **healthy birth outcomes**.

323 ex-offenders benefitted from services provided through **Virginia CARES**.

25 ex-offenders were assisted with **applications for restoration** of their rights.



statistics

workforce development

Workforce Investment Act (Adult)

The Adult Workforce Investment Act program provides adults age 18 and over with job preparation and skills development services and connects employers with skilled workers. 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 employ-



ment 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 instruc-

tion 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 the program receive GED preparation training and have the opportunity to earn a GED, and they gain valuable leadership skills.

YouthBuild combines skilled worker training with GED completion, creating job-ready graduates.



WORKFORCE DEVELOPMENT JULY 1, 2010 THROUGH JUNE 30, 2011

278 clients participated in People Incorporated's continuum of workforce development programs

68 adults attained gainful employment as a result of assistance through adult workforce development programs

88% of enrolled adults completed training to advance his or her job skills

32 of the youth who exited a program **attained gainful employment** as a result of help in youth workforce development activities

42 clients received **vocational training** leading to a **certification or diploma**

38 youth exhibited new or improved job skills and/or advanced his or her education

Financial Leadership

economic impact

People Incorporated, Virginia's first Community Action Agency, has experienced unparalleled growth, making an increasing impact on our economy. The agency employs 270 staff members, and purchases commodities and services from local businesses. People Incorporated contributes to the tax base by investing in businesses and high impact community development projects that create jobs, constructing high quality homes, rehabilitating dilapidated structures, developing affordable multi-family rental housing, and community facilities.

People Incorporated sponsors, develops, and invests in affordable housing and community development projects that make lasting changes in communities. Through People Incorporated's stewardship and dedication to building futures and realizing dreams, the agency has emerged as one of the most successful and impactful Community Action Agencies in the nation.



People inc.

Building Futures, Realizing Dreams™

Economic Impact Data 2011

Wage Effect	\$ 31.9 million
Goods and Services Purchased	\$ 10.7 million
In-Kind and Other Contributions	\$ 4.7 million
Community Development Direct Lending	\$ 31.2 million
Community Development Leveraged Lending	\$ 86.2 million

Total Economic Impact 2011
\$ 164.7 million

measurable good

INDEPENDENT AUDITOR'S REPORT

January 31, 2012

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
Abingdon, Virginia
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, Abingdon, Virginia

We have audited the accompanying statement of financial position of People Incorporated of Virginia (a nonprofit organization) as of June 30, 2011, and the related statements of activities and 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 require 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 financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of People Incorporated of Virginia at June 30, 2011, and the changes in 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 our report dated January 31, 2012 on our consideration of People Incorporated of Virginia's internal control over financial reporting and on our tests if 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 the 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 report performed in accordance with Government Auditing Standards and should be considered in assessing the results of our audit.

Our audit was made for the purpose of forming an opinion on the general purpose financial statements 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 financial statements. Such information has been subjected to the auditing procedures applied in the audit of the basic financial statements, and in our opinion, is fairly stated in all material respects, in relation to the general purpose financial statements 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 assurance on such information.



HICOK, FERN, BROWN & GARCIA, CERTIFIED PUBLIC ACCOUNTANTS, January 31, 2012

STATEMENT OF CONSOLIDATED FINANCIAL POSITION

For June 30, 2011

ASSETS	Total
Current Assets	
Cash and Cash Equivalents (Note 1 & 2)	\$ 2,346,338
Vacation Trust Account	82,415
Due from Grantor	3,937,255
Accounts Receivable	546,142
Inventory (Note 1)	79,506
Prepaid Expenses	183,702
Other Current Assets	40
Total Current Assets	\$ 7,175,398
Long Term Assets	
Notes Receivable (Net of allowance for bad debts of \$93,169) (Note 3)	2,543,805
Property, Plant, and Equipment (Note 4)	10,728,978
Accumulated Depreciation	(3,459,181)
Total Long Term Assets	9,813,602
TOTAL ASSETS	\$ 16,989,000
LIABILITIES & NET ASSETS	
Current Liabilities	
Accounts Payable	\$ 1,055,738
Accrued Expenses	308,015
Deferred Revenue	2,007,099
Refundable Deposits	1,284,022
Notes Payable—Current	699,051
Total Current Liabilities	5,353,925
Long Term Liabilities	
Compensated Absences (Note 6)	746,429
Notes Payable—Net of Current (Note 7)	3,064,540
Total Long Term Liabilities	3,810,969
Total Liabilities	9,164,894
NET ASSETS	
Unrestricted	3,099,100
Temporarily Restricted	4,725,006
Total Net Assets	7,824,106
Total Liabilities & Net Assets	\$ 16,989,000

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

STATEMENT OF CONSOLIDATED ACTIVITIES

For the year ended June 30, 2011

REVENUES	Unrestricted	Temporarily Restricted	Total
Grants	\$ 750,656	\$ 10,987,885	\$ 11,738,541
Other	10,732,051	1,013,629	11,745,680
Interest	49,816	108,402	158,218
In-Kind	-	261,852	261,852
Net Assets Released from Restrictions:			
Satisfaction of Program Restrictions	12,093,416	(12,093,416)	-
Total Revenues	23,625,939	278,352	23,904,291
EXPENSES			
Program Services			
Community Services	1,049,658	-	1,049,658
Community Development	5,991,430	-	5,991,430
Community Economic Development	1,119,738	-	1,119,738
Children & Family Services	5,184,938	-	5,184,938
Housing	8,014,184	-	8,014,184
Workforce Development	1,217,434	-	1,217,434
Support Services			
General and Administrative	855,046	-	855,046
Fundraising	401,323	-	401,323
Total Expenses	23,833,751	-	23,833,751
Change in Net Assets	(207,812)	278,352	70,540
Net Assets At Beginning of Year	3,306,912	4,446,654	7,753,566
Net Assets At End of Year	\$ 3,099,100	\$ 4,725,006	\$ 7,824,106

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

A MESSAGE FROM THE BOARD OF DIRECTORS

Community Leadership

As a community action agency and as a community-based organization, we exist as a partnership among the citizens of the communities that we serve. Our Board of Directors incorporates people from all sectors of our communities. Our initiatives always involve cooperation and collaboration of partners from public agencies, private business, church and civic groups, as well as individual concerned citizens. What all of these entities and individuals share in common is a belief in the worth of people.

The people who have come together through People Incorporated to bring opportunity and hope to their fellow citizens include our board of directors; our committees, taskforces and teams; our partners; our volunteers and our staff. This year 1,730 people volunteered and 275 people worked at People Incorporated. Together we enabled 7,345 people to work to achieve their goals in order to enhance their lives, their families and their communities. We cared for children and families, we supported education and training, we provided a myriad of opportunities for special populations, we build, improved and operated affordable housing, we provide accessible and affordable financing to individuals to solidify their personal finances and to businesses to start up or expand. This year we also completed development of Heartwood, a significant economic development project in Abingdon, and financing of the Grundy Town Center, a major economic development project and the culmination of a decade-long community development initiative in that community.

Together these people from our staff, our volunteers, our partners and our boards and committees have made this organization a shining example of what can be accomplished when people truly work together.



Chris Shortridge
Chair, Board of Directors
People Incorporated of Virginia

People Incorporated of Virginia

2011 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
Jim Heaney
Colleen Hillerson

Board Members

Winona Fleenor
Bobbie Gullett
Rachael Hayes
Linda Marshall
Phillip McCall
Melissa Melchor
David G. Moore, Jr.
Dennis Morris
Anne Murray
Margaret Schenck
Denise Stanley
Larry Yates
Berlin Viars

Entrepreneurship GOALS

Service

Responsibility

pathway

Education

Rehabilitation

Progress

Solutions

Conservatio

Service

VISION

Support

Advo



People inc.

Building Futures, Realizing Dreams™

1173 West Main St. | Abingdon, VA 24210
276.623.9000 or 276.466.6527 | Fax 276.628.2931

Email info@peopleinc.net

Peopleinc.net | WhatCanPeopleDo.org



Printed on recycled paper.