



What
can **People**
do?

*Celebrating
the first 45 years
of building futures,
realizing dreams*



People inc.

THE FUTURE IS UNCERTAIN; OUR MISSION IS CLEAR.

OUR MISSION

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

OUR PHILOSOPHY

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

WhatCanPeopleDo.org

“ This year, we celebrate the first 45 years of community action for progress for the people of Virginia. I feel fortunate to have been a part of our growing, dynamic organization for the past 31 years of its history and heritage.

The stories in this booklet are those of only a handful of the thousands of people who have taken the initiative to reach out to us for help to enhance their futures. In doing so, they have gained new hope for a better life for themselves, their families and their communities. With that hope and a lot of hard work, lives have been turned around, futures changed, and dreams have been realized.

Yet there remains much to be done. There are many more people who dream of a better life and who, with a hand up, will do the work to achieve it. We do not know exactly what the future holds but we are certain that it will include many challenges and opportunities.

My goal is to prepare for an uncertain future by working to make People Incorporated strong enough, creative enough and flexible enough to continue its vital work well beyond its first centennial celebration. ”



A stylized, handwritten signature in blue ink that reads "R. G. Goldsmith". The signature is fluid and cursive, with a long horizontal stroke at the end.

Robert G. Goldsmith

President and C.E.O., People Incorporated of Virginia

What can People do?



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What can People do?

Build our future, one child at a time.

*“Hayters Gap was the first
Head Start Program in the nation.”*

—Dr. Garland Thayer



People Incorporated provides comprehensive child development programs and a wide array of health and social services that benefit children and families.

The Hayters Gap Head Start program is still going strong today, as are 12 other Head Start facilities throughout Southwest Virginia. Without them, preschool children in the region would not acquire the necessary skills they’ll need to enter public school. Vision and hearing screenings as well as comprehensive developmental testing help evaluate each child’s needs and make sure they have the tools they need to succeed and fulfill their individual potential.

1963



Garland Thayer, principal of Hayter’s Gap School sees a need and starts after school activities for community children.



Garland Thayer, 1960s

Store owner Fount Henderson and his wife Thelma, a school teacher, meet with others in the community to discuss ways to break the cycle of poverty in Hayter’s Gap and Poor Valley. The meeting is scheduled for January 1964.

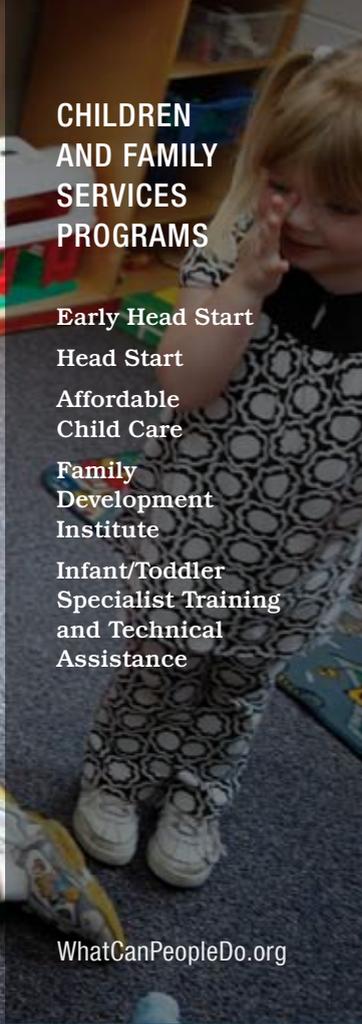


Thelma Henderson (left); The road to Hayter’s Gap, 1964.



CHILDREN AND FAMILY SERVICES PROGRAMS

- Early Head Start
- Head Start
- Affordable Child Care
- Family Development Institute
- Infant/Toddler Specialist Training and Technical Assistance



In 2009, People Incorporated's Early Head Start and Head Start programs served nearly 600 children.

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1964



Spring and summer fundraisers include lunch sales at "Reddy Freddy's"

Hayter's Gap Community Club begins in January at a pot luck dinner with 150 people in attendance.

Fount Henderson travels to Washington D.C., to seek Economic Opportunity Act funds. The first grant of \$55,000 is approved in December 1964.



Joe Johnson Incorporates the Progressive Community Club on August 11, 1964 as Virginia's first Community Action Agency.



What can People do?

Support individuals and communities
by providing tools for success.

“This business is part of the dream we had years ago.”



Deanna Rhea and her husband Robert started their business, Everything Goes Furniture, in Bristol, Virginia, with the help of a BusinessStart Loan.

Burdened with debt and forced to sell their home, Deanna Rhea and her husband, Robert, lost hope that they would own their own business. Thanks to People Incorporated’s BusinessStart program, the Rheas received business and financial training, one-on-one counseling, and access to credit through a micro-enterprise loan fund enabling them to start their business, Everything Goes Furniture, now celebrating its seventh year.

1965



January 1965. Enjoying Christmas gifts made possible by PCC.

Garland Thayer becomes first director of Progressive Community Club (PCC).



Garland Thayer, 2009



Early programs include Home Counselors linking people in need to available services.

The Progressive Community Club, the first rural community action agency in the United States, is selected to receive the first two volunteers for a new national program called VISTA.





COMMUNITY AND ECONOMIC DEVELOPMENT PROGRAMS

- Consumer Loans
- Business Development and Loan Services
- Individual Development Accounts (IDAs)
- New Markets Tax Credits
- Ninth District Development Financing
- Cars for Work

Business Development and Loan Services finance business expansion and development—providing jobs and supporting the region's economy.

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1965

VISTA volunteer Betty Goodell teaches sewing to 260 women on machines bought with a Ford Foundation grant.



Neighborhood Youth Corps make aprons for summer Head Start program children.



Christmas Eve 1965, vandals strike.

What can People do?

Help families find warm, safe affordable shelter.

“We asked our daughters whether they wanted a home or Christmas presents.”



Rachel and Barry Banks, Transitional Housing Program

Jobless, homeless and expecting their third child, Rachel Banks and her husband Barry were struggling to survive. People Incorporated’s Transitional Housing program gave them an affordable apartment and time to regroup, while teaching them how to manage and save their money through extensive budget and credit classes. After two years in the program, they moved from transitional housing into their own home just in time for Christmas.

1966



Community center includes a cannery, vocational school, and sports facilities.



VISTA volunteers, 1966

The first National Youth Corps pay checks are presented to Dewey Anderson and Roxie Lowe.



A young reader at the Mendota Library.



HOUSING PROGRAMS

- Homeownership Program
- Housing Counseling
- Section 8 Rental Assistance
- Affordable Rental Housing
- Transitional Housing
- Homeless Intervention Program
- Homelessness Prevention and Rapid Re-housing
- Weatherization
- Rehabilitation Specialist Services
- Water Projects
- Indoor Plumbing and Rehabilitation
- King's Mountain Supportive Housing
- Minor Home Repair

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People Incorporated's Weatherization Program makes homes more energy efficient to keep costs low for homeowners on a budget.

1970



1973, Abingdon Senior Center volunteers (left) created puppets for Abingdon Day Care (below).



Full-year Head Start programs involve parents as volunteers to meet present and future needs.



Vanderbilt students provide free health exams to more than 700 residents, 1977.



1974, Progressive Community Club becomes People Incorporated of Washington County and Bristol, Virginia.



After school activities and travel for 10- to 17-year-olds are part of Rural Connection, 1977.



What can People do?

Give individuals the tools to take charge
of their future.



Traci Cordle, teacher, Honaker High School, and Project Discovery graduate.

“I was the first person in my family to graduate from college.”

While still a freshman at Honaker High School, Traci Cordle attended a People Incorporated’s Project Discovery workshop and was accepted into the program. After graduation, she went on to earn her master’s degree and returned to her high school alma mater to teach and encourage her students to take advantage of Project Discovery. Her accomplishments inspired her mother and grandmother, who both graduated from college together.



1980

Everybody Come Day, 1979, a summer program for kids.

Nutrition programs include taste-tested recipes for families on a budget.



Friends of Santa meets community needs during the holidays.



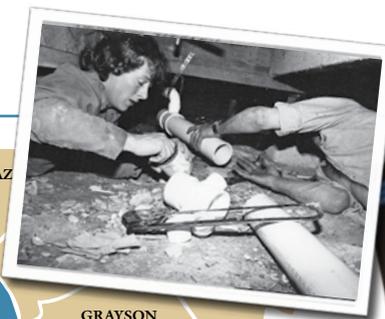
Parents in Education provides in-home guidance and educational resources for young mothers and their children.

COMMUNITY SERVICES

- Americorps VISTA
- Comprehensive Health Investment Program
- Court Appointed Special Advocates
- Domestic Violence Shelter and Outreach
- Virginia Community Action Re-Entry System (Virginia CARES)
- Earned Income Tax Credit Outreach
- Senior Services
- Washington County Free Dental Clinic
- Project Discovery
- Reading for Jobs
- Parents in Education
- Resource Mothers
- Smart Beginnings
- Southwest Virginia

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Expansion into Russell, Buchanan and Dickenson counties.



New housing programs provide \$450,000 work to area contractors.



Agency Payroll and inventory systems computerized.

Job Training and Partnership Act changes profile of summer employment program.



Resource Mothers provides mentor and friend to young mothers, 1986.

What can People do?

Invest in strengthening the community workforce.



Terrell Vereen, Virginia State University student and ROTC corpsman

“I’ve been living on my own since I was 15.”

Terrell Vereen enrolled in People Incorporated’s Youth Workforce Investment Act (WIA) program at the age of 15 after friends told him about it. The WIA classes taught him how to manage his money, gain job interview skills and encouraged him to stay in high school. Today, Terrell has a 3.9 G.P.A. as a junior at Virginia State University and is looking forward to a career in Sports Management after he completes military service as a second lieutenant.

1990



Riverside Place opening, 1990. Rob Goldsmith, People Inc. Executive Director, with Congressman Rick Boucher.



BusinessStart receives Levi Strauss grant, 1993.

1995 Appalmade program provides opportunities for Appalachian artists.



1998 Free Dental Clinic established.



1998, Early Head Start program instituted for infants to age three.

WORKFORCE DEVELOPMENT PROGRAMS

Workforce Investment Act (Adult)

Workforce Investment Act (Youth)

YouthBuild

Russell County Incumbent Worker Training Program

Center for Employment Training

Bristol Learning in Field Environments Program (LIFE)

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The YouthBuild program guides high school dropouts as they earn their GED and receive on-the-job training in construction and building trades.

2000

People Inc. certified as Earth Craft builder, 2008.



BusinesStart, Virginia's first microloan program, enters its eighth year of encouraging entrepreneurship.

Financial affiliate, People Incorporated Financial Services, is founded in 2000.



In 2003, a second affiliate, People Incorporated Housing Group, is founded to develop affordable housing communities.



Heartwood: Southwest Virginia's Artisan Gateway promises revitalization to arts and tourism. People Incorporated is developing the facility and upon completion will lease it to the state. A 2011 opening date is anticipated.



People inc.

Building Futures, Realizing Dreams™

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*“ People Incorporated is clearly helping
people across Southwest Virginia
with their housing needs.”*



—Congressman Rick Boucher

Developing affordable housing where there is need is the important mission of People Incorporated’s Housing Group. Whether it’s for our senior citizens, for our homeless, or for our low-income families, affordable, safe, well-constructed, energy efficient housing is the cornerstone of the American dream as well as a foundation for better communities.

(top) The home purchase program helps qualifying families reach the goal of home ownership. (center) Sweetbriar is a 2008 People Incorporated multi-family home project. (bottom) In 1999, Riverside was restored and became the first multi-unit housing enterprise.



Rick Boucher

Consumer Electronics Association

**PEOPLE INCORPORATED FINANCIAL SERVICES:
A COMMUNITY DEVELOPMENT FINANCIAL INSTITUTION**

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“We in government give People Incorporated a little financial help and they multiply it many times over.”

—Senator William Wampler, Jr

The entrepreneurial spirit remains an integral part of our democratic system. People Incorporated Financial Services is



William Wampler, Jr.

dedicated to keeping that spirit alive and well. In addition to affordable small business loans, we extend loans to cover family needs, provide lending for housing rehabilitation, improvements and energy conservation.

Expansion projects at Abingdon’s Barter Theatre: The State Theatre of Virginia, included remodeling of Barter Stage II, the construction of The Café at Barter Stage II, and renovations and upgrades of The Barter Green. These projects were made possible through financing assistance from People Incorporated.



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