

Big Dreams BRIGHTER DAYS



Building Futures, Realizing Dreams"



DESIGNATED COMMUNITY ACTION SERVICE AREAS



Chris Shortridge
CHAIRMAN, BOARD OF DIRECTORS

OUR MISSION

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

OUR VISION

Building Futures, Realizing Dreams: Our communities are safe and healthy places where people live with dignity, build futures, have a true sense of belonging, and realize their hopes and dreams for themselves, their families, and their communities.

OUR PHILOSOPHY

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

THE COMMUNITY ACTION PROMISE

Community Action changes people's lives, embodies the spirit of hope, improves communities, and makes America a better place to live. We care about the entire community, and we are dedicated to helping people help themselves and each other.



Bryan Phipps
PRESIDENT AND CEO

This past year has been one of many changes and new opportunities for the agency, with an eye towards an exciting future. When the new year rolled in, we said our goodbyes to Rob Goldsmith - People Incorporated's longstanding President and CEO who had successfully steered the agency for over 40 years, as he headed off into a well-deserved retirement. We then welcomed Bryan Phipps as People Incorporated's new President and CEO. Bryan is not exactly a new face at People Incorporated - he had served as a vice-president for many years, and he has been a part of the direction of the agency for nearly 20 years now. We are so thrilled to have Bryan in his new position, as he brings forward his years of experience in community action and his deep knowledge of our operations, while leading us into new opportunities. I have the privilege of working with Bryan often, and the board and I have the utmost confidence in his ability to lead the agency successfully long into the future. I'm especially proud of the impact People Incorporated has continued to have on the communities we served this year. We've reached more people than ever through our community development lending programs, helped create or retain over 2,000 jobs, and invested over \$25 million in economically disadvantaged communities throughout the southeastern United States.

Sincerely,

4 Shorth

Chris Shortridge Board of Directors Chairman

This year we've seen projects we began years ago move into a new stage. With the help of partners, we completed construction on Luray Meadows apartments in Page County, which went on to win Outstanding Rural Housing Development at the Virginia Governor's Housing Awards.

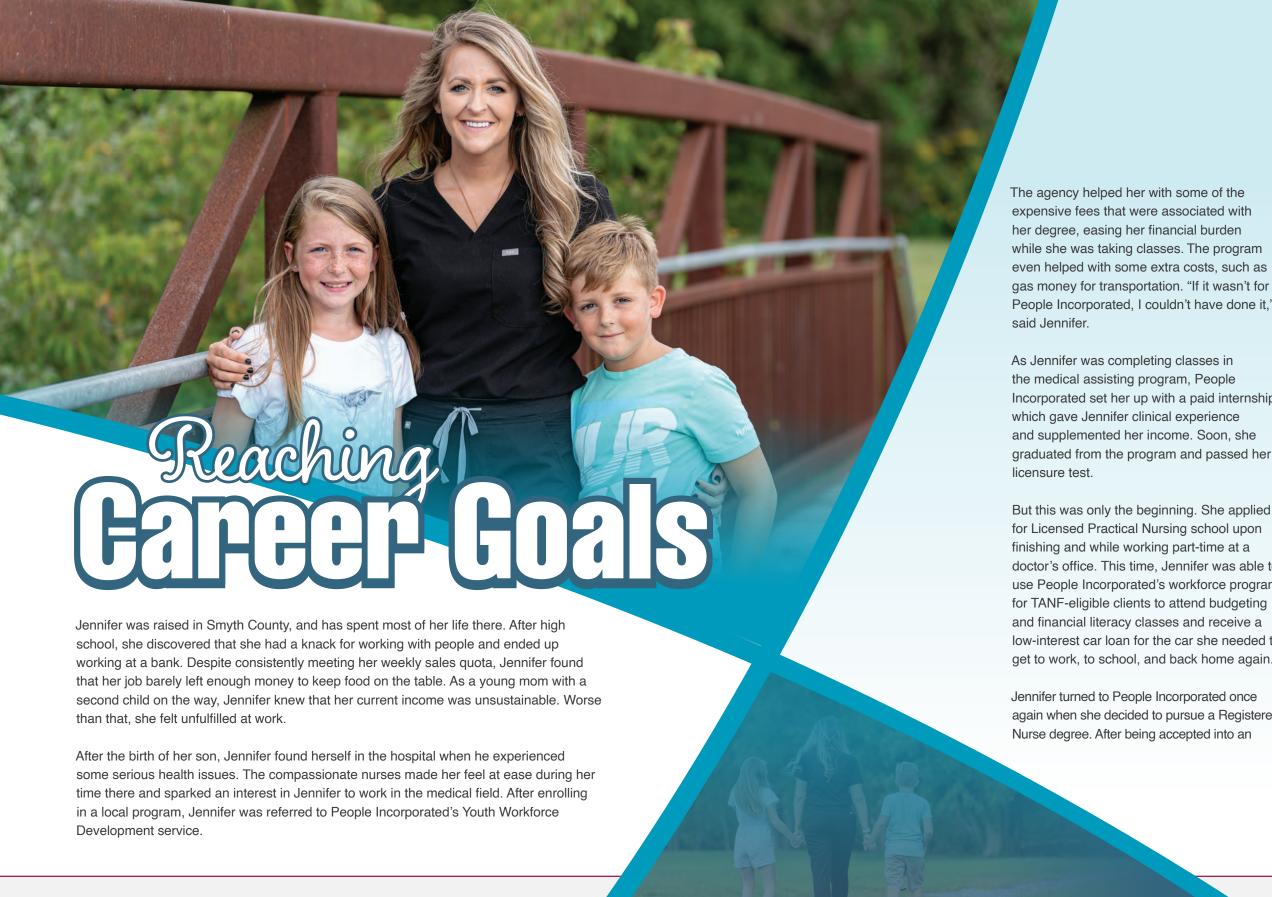
We secured new funding to continue the ongoing revitalization of the Trammel community in Dickenson County and expanded the Whole Family Approach to serve families in Culpeper, Fauquier, and Rappahannock counties. In total, we witnessed the transformation of over 9,000 clients who worked hard to create a brighter future for themselves and their families.

This year's accomplishments wouldn't be possible without the dedication of our staff who have worked tirelessly to serve communities and further the mission of Community Action. And we're not done yet – as our communities continue to recover from the pandemic the need for services is expected to expand. We're prepared to meet these unique challenges head-on with continued growth and innovation in services and delivery. I'm confident that, together, we can create brighter days ahead for our clients and communities.

Sincerely,

Bryan Phipps President and CEO

Bryw Phym



The agency helped her with some of the expensive fees that were associated with her degree, easing her financial burden while she was taking classes. The program even helped with some extra costs, such as gas money for transportation. "If it wasn't for People Incorporated, I couldn't have done it," said Jennifer.

As Jennifer was completing classes in the medical assisting program, People Incorporated set her up with a paid internship, which gave Jennifer clinical experience and supplemented her income. Soon, she graduated from the program and passed her licensure test.

for Licensed Practical Nursing school upon finishing and while working part-time at a doctor's office. This time, Jennifer was able to use People Incorporated's workforce program for TANF-eligible clients to attend budgeting and financial literacy classes and receive a low-interest car loan for the car she needed to get to work, to school, and back home again.

Jennifer turned to People Incorporated once again when she decided to pursue a Registered Nurse degree. After being accepted into an



R.N. program, she got back in touch with her workforce development caseworker who helped her with the testing and uniform fees associated with the program. Not only did she receive the financial support she needed to enroll, but her caseworker was alongside her during the process, offering encouragement and help.

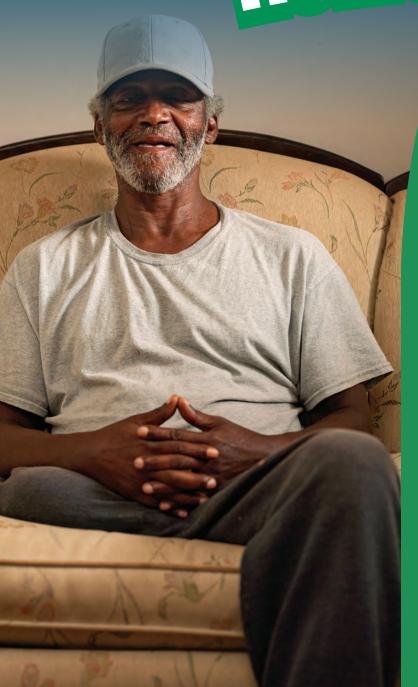
"The relationship went beyond normal mentor-mentee. It made it more personal that she actually cared," said Jennifer.

"If it wasn't for People Incorporated, I couldn't have done it." - Jennifer

Jennifer is now working as a school nurse for a local elementary school and feels deeply satisfied with her career. She's also grateful for the extra time she can spend with her kids. Next year, Jennifer will graduate from the R.N. program and anticipates more doors of opportunity opening for her. As a single mom of two kids, her journey hasn't been easy, but Jennifer is proud to set an example of hard work and determination for her kids. She hopes to continue to further her medical education in the future. "It does take some time," said Jennifer. "But if you have a mission, the end result is well worth it. I'm forever thankful for People Incorporated."

IMPACT REPORT 2022 IMPACT REPORT 2022

Greventing Homelessness



Joseph was born and raised in Culpeper. Joseph didn't always have it easy growing up – his mother passed away when he was very young, and he was raised by his grandmother. Throughout his adolescence he found himself getting into trouble. He struggled with alcohol abuse at a young age and even spent time in jail later in life.

Eventually, Joseph got back on the right track and was doing well. He was living in Culpeper, doing electrical and plumbing work, and was no longer struggling with alcohol abuse. He was renting a home in the area and was saving up, dreaming about becoming a homeowner someday. That's when things took a turn for the worse.

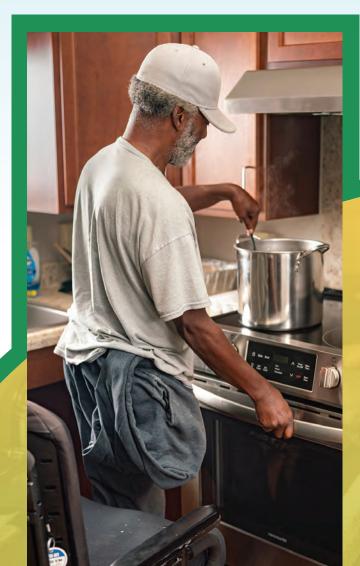
A family member who struggles with alcohol abuse robbed him of the savings he was accumulating to buy his own house. Left without savings, Joseph struggled to pay his rent. He had no other family to turn to. In 2019, Joseph found himself homeless.

Joseph encountered some health issues while homeless, struggling with vascular disease. In 2020, his leg was amputated. With a new disability to contend with, work was no longer an option for Joseph. "You never expect nothing like that to happen," said Joseph.

He was able to temporarily live in an outpatient physical therapy facility as he worked through his new disability, but Joseph knew it was not a permanent solution. Joseph had been homeless

for about three years when he connected with People Incorporated's permanent supportive housing services in Culpeper. This service helps individuals without housing find affordable housing assistance and access benefits that help them achieve financial stability with the goal of breaking the cycle of homelessness.

With People Incorporated's assistance, Joseph was placed into Culpeper Crossing in 2022. Culpeper Crossing is one of the agency's recently rehabilitated affordable housing properties. Renovations and rehabilitation on the apartment complex were completed in 2021 and the property has since taken on a new life. Today, the apartment complex



provides safe and affordable housing to 28 families, including Joseph.

Joseph has loved his experience living in Culpeper Crossing. His friends and neighbors tease him about how meticulously clean Joseph keeps his new apartment, and he takes pride in having his own space. The property's close access to local stores helps Joseph easily get wherever he needs to go, even with his disability.

Despite the challenges Joseph has faced in recent years, he remains thankful for the help of People Incorporated and feels optimistic about his future. "When you hit rock bottom, it takes a while to get back up," said Joseph. "But I pulled myself back up and kept moving... I got a roof over my head, I ain't hungry, I'm good. You have to be thankful and I am."

"I pulled myself back up and kept moving ... I got a roof over my head, I ain't hungry, I'm good. You have to be thankful and I am." - Joseph



Ocie has lived in Trammel since 1970, a few years after her first son was born. Her family moved there to work for the coal company and has called Trammel home ever since. Over the years, her house began to feel cramped for herself, her son, and her grandson. "You nearly bumped your head to get into the shower," recalled Ocie. In 2021, the house was still heated by a coal and wood stove and in need of major structural improvements and repairs.

The community of Trammel, located in Dickenson County, is one of the earliest "coal camp" communities in the Appalachian Mountains. By the 1900s the Virginia Banner Coal Corporation had built over 100 homes for employees to live in.

Built at the turn of the century, these four-room houses had no indoor plumbing. Even as recently as the 1990s, every four houses shared an outdoor privy. As the coal industry began to decline, the homes in Trammel fell into a state of disrepair. The once booming community began to lose both community members and hope. But the residents of Trammel refused to give up.

As the designated Community Action Agency for Dickenson County, People Incorporated became involved with the intended revitalization of the community in 2015, when the agency helped the county apply for a Community Development Block Grant planning grant.



People Incorporated has been involved in the revitalization process ever since. In 2018, funds were secured to begin the first phase of the community's revitalization.

During the first phase of the project People Incorporated has worked with the county to relocate two households, restore nearly half a mile of community sidewalk, oversee the construction of six new homes and remove 14 blighted structures. The overarching goal has been to ensure that Trammel residents have the resources they need to live with dignity.

"The new house is a lot better, a lot cleaner." - James

People Incorporated originally planned to rehabilitate Ocie's home but, after an inspection, determined that addressing the structural issues of the house was not feasible. Instead, the agency suggested rebuilding the home entirely.

After a few months of construction, Ocie and her family moved a few feet over into their new house. Ocie sees this house as a fresh start for her family. Her grandson, James, agrees. "The new house is a lot better, a lot cleaner," said

James. Ocie is relieved to no longer tend the stove and everyone is enjoying the central heat and air conditioning. She and her family are beginning to have hope again for the future in Trammel.

As phase one of the Trammel project wraps up, People Incorporated plans to work with partners on phase two, which includes rebuilding more homes, widening the road,



improving the playground, storm water mitigation, internet connectivity, and building an interactive wayside exhibit about Trammel's history. People Incorporated received additional funding through a congressional appropriation that will help make these plans a reality.

James is optimistic about the future of Trammel. At 21 years old, he's lived in the community his entire life and loves being close to family, the community's unique history, and the natural beauty of the surrounding mountains. He has a stable job with the county and has no plans to move away anytime soon. James sees a brighter future ahead for Trammel: "There's a lot more room, that's for sure, a lot better houses, hopefully just more people come in."

S IMPACT REPORT 2022 IMPACT REPORT 2022



Jennifer has been a longtime resident of Shenandoah County and a dog lover for even longer. She fell in love with St. Bernards as a kid and has owned at least one since then. In addition to being wonderful companions, Jennifer's dogs boast a stellar reputation in the dog showing scene.

Over her many years of experience with the breed, Jennifer started to notice the lifespan of her dogs decreasing. Over the last 15 years, their lifespan went from averaging eight to 10 years to less. She started looking for ways to extend their lives when she lost two dogs within the span of a year to cancer.

Jennifer soon began experimenting with the creation of her own dog food, going to the grocery store, and gathering up all the fresh, healthy ingredients she could find. After making the switch to her homemade That's when Jennifer realized People Incorporated would be the perfect fit for her to secure her loan. She was surprised by the ease of the application process for her first loan and has since secured three loans from the agency totaling \$27,000. Jennifer was also able to take advantage of People Incorporated's small business classes, which taught her skills in website building and online marketing.

With the help of the People Incorporated small business loans, Jennifer now has the equipment to produce over 2,500 pounds of dog and cat food per week! Jennifer is proud of her ability to give back to the local economy through her business – she sources her raw ingredients locally and employs a full-time staff member and part-time employee to help with deliveries.

"If I can put more people to work, give them a decent job with fair pay and real benefits, that's a win-win." - Jennifer

dog food, she noticed that her dogs seemed healthier and lived longer. Word began to spread and soon Jennifer started receiving calls from friends asking if she could make their pets' food.

What started as a passion project for her pets began to transform into a sustainable business for Jennifer and her family. In 2016, Jennifer established Chew Dat Foods. As her customer base began growing, Jennifer started researching small business loans to help purchase needed equipment for expansion, like freezers and food grinders.

Incorporated's help," said Jennifer.

Jennifer is also committed to reducing waste through her business. She has started packaging her frozen food in buckets that can be delivered to her customers and then returned. sanitized, and reused.

Through it all, Jennifer has leaned on her husband, Steve, who she calls her "greatest supporter." Together, they have big dreams for the future of Chew Dat Foods. When the time is right, she would like to expand her manufacturing facility and is looking into franchising the business. Chew Dat Foods has come a long way since 2016, but the future is looking even brighter.



IMPACT REPORT 2022 IMPACT REPORT 2022

"I couldn't have done it without People



Inspiring INCEPTER

> Haylea is from the small community of Hurley in Buchanan County. At only 19 years old, she has already confronted some challenges in her life. When she was in middle school, she was removed from her home and she and her siblings were placed with extended family members.

> While living with extended family, Haylea rebelled throughout high school and longed to be more independent. It was as a high school freshman that Haylea was first introduced to People Incorporated's Project Discovery program. Project Discovery is a statewide dropout prevention and college access program that helps students like Haylea set goals, visit colleges, and successfully navigate the admissions process.

For Haylea, Project Discovery was something to do – and it involved trips out of state to tour colleges. She jumped into the program, attended almost every after-school workshop, and toured eight college campuses. She volunteered as part of the program's Operation Christmas Child and visited Washington, D.C., with Project Discovery. What originally started as a way for Haylea to access independence transformed into an enriching experience for her, introducing her to experiences and places she had never thought possible.

Project Discovery did more than just give Haylea academic and college access support. She formed tighter bonds with her friends and made new ones in the program. She found that she could talk to and confide in People Incorporated's staff. For Haylea, Project Discovery wasn't just a college access program, it was also a support system.

Haylea blossomed in the program during her last years in high school, despite the COVID-19 pandemic. She was one of the few students to consistently log into the program's virtual meetings and was open about how quarantine and the pandemic was affecting her. Like other high schoolers, Haylea struggled while unable to attend school in person and missed out on what would have been a normal high school experience. Despite the challenges of the pandemic, Haylea took advantage of the tools and resources provided to her by Project Discovery, studied hard and graduated with honors. With a solid foundation laid, Haylea is now forging her own path.



"Hopefully, within the next five years, I'll have a decent paying job after graduating." - Haylea

Haylea graduated top 10 in her class last year and was granted a scholarship to attend Berea College. Although college has come with its own set of challenges, Haylea is proud of everything she has accomplished so far. She is considering what to major in and knows that she wants a career that will allow her to help others. "I want to be able to talk to people and actually help them," said Haylea. For her, the future is looking bright. "Hopefully, within the next five years, I'll have a decent paying job after graduating and live somewhere kind of like back home," said Haylea. "That's my goal."



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2021-2022

Served 2,633 Kids



AGE 17 OR YOUNGER

857 Seniors Served

65 & OVER

4,907 Households Served

988 Volunteers



50,368 VOLUNTEER HOURS

361 Community Partners

9,434 **Clients Served**

54% FEMALE | 42% MALE



57%

Percent of households at or below 100% of HHS Poverty Guideline



Percentage of households at or below 200% of HHS Poverty Guideline

Provided over \$3 million in business loans to 83 businesses in our communities and **3,778 hours** of business training and technical assistance to improve business operations



Loaned **over \$400,000** in personal loans to help 104 people purchase cars, cover household expenses, bills, and more

Assisted **67** community members in preparing their taxes

Distributed food for 891 people, improving their food security



Helped **18** families purchase their own homes

Prepared **89** kids to go to college

Visited 112 kids in their homes to improve their health and the health of their families



Provided **131** people with homeless services

Provided **1,502** people with safe, affordable housing on **32** properties

Assisted **684** ex-offenders in successfully returning to their communities

134 people gained employment through workforce development and 98 at a living wage or higher

2,102 jobs created or retained as a result of People Inc.'s efforts in communities

Invested **\$25.5** million in low-income communities across the southeastern **United States**

Invested nearly \$13.5 million in developing affordable housing in the communities we serve



Brianna has lived in Luray her entire life and works at a local Page County daycare center. When she and her husband had their third child, they knew it was time to move out of their cramped trailer and into housing that was a better fit for their growing family.

Luray Meadows apartments has been nearly 10 years in the making. Located near the booming Northern Virginia metro area, affordable housing, especially for families, has been increasingly hard to find in Page County.

People Incorporated stepped in to help the county develop more affordable housing in 2012, when the agency began raising capital to finance the construction of safe, quality housing for low- to moderate-income families in Luray. The agency worked closely with leadership from the Town of Luray and the Northern Shenandoah Valley Regional Commission, along with other local, regional, and state partners in the process of securing financing needed for the project.

After several major setbacks, full financing was secured to complete the nearly \$13.5 million project, People Incorporated's largest affordable housing development to date.

Luray Meadows is funded by a combination of public and private financing, including Virginia Housing REACH financing, Virginia Department of Housing and Community Development HOME funds, Northern Shenandoah Valley Regional Commission HOME funds, a DHCD Community Development Block Grant, and Low-Income Housing Tax Credits. The property is the first new affordable housing development in Page County in 20 years.

This summer, the agency completed construction of the 52-unit, two- and three-bedroom community.

Brianna's grandmother was the first person to tell her about Luray Meadows. Hearing that a three-bedroom option was available, Brianna jumped at the chance to apply. Her application was accepted, and she was the very first resident to move into the new property.

The apartments aren't just spacious enough to accommodate families, but are close to grocery stores, pharmacies, and gas stations. The apartments also help residents save on energy costs as EarthCraft-certified green buildings with EnergyStarrated appliances and high-efficiency HVAC units.

Since about one in five Page County residents have a disability, Luray Meadows has also expanded the availability of living options with half of the property receiving accessibility-focused upgrades according to Universal Design standards. Six of the units are fully accessible.

For residents, Luray Meadows is not just a place to live, but a place to get involved. People Incorporated supports residents with quarterly homeownership, eviction-prevention, and tenant rights counseling. The agency also supports their eventual move from the property into homeownership.

For Brianna, the move to Luray Meadows has been life changing. The apartment community is "more private than I expected it to be, and we love our neighbors. My kids are just so much happier here and I'm so much happier. That's what I love about it, it gave us a new start."

Like many residents, Brianna hopes to buy her own home someday. But she doesn't plan on leaving Luray Meadows until she is ready: "This is the perfect size for us – we still sit around and think, Wow, I can't believe we're here," said Brianna. "I'm so glad we did this, I've never been so happy."

"My kids are just so much happier here and I'm so much happier. That's what I love about it, it gave us a

new start." - Brianna



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Maricela followed her family from Mexico to the United States 16 years ago. Nearly 10 years ago, she moved from the West Coast to Washington County in search of a better job and more opportunity. But Maricela was leaving her family and support system behind, moving to a new place where she didn't know anyone and without the confidence that comes from speaking English fluently.

"Head Start y People Incorporated han ayudado a mi familia a tener éxito." - Maricela

Maricela is the mother of four children under the age of 10 years old. She was initially referred to People Incorporated's Head Start program for her two eldest children in 2017. In 2020, at the height of the COVID-19 pandemic, Maricela enrolled her third child into the Abingdon-based program. It was during this process that she met her current People Incorporated family advocate and translator. People Incorporated's Head Start staff would prove to be a tremendous support for Maricela and her growing family for years to come.

When Maricela became pregnant later that year, staff helped her enroll in the agency's prenatal support services. After her daughter was born, she also joined the agency's Early Head Start program, which supported her infant daughter with visits to their home.

Although Maricela had settled into life in the U.S., she still felt self-conscious about speaking English. She was delighted to watch her children learn the language as part of the Head Start curriculum and proud that her three oldest children have successfully entered the local school system.

Given Maricela's involvement in the Head Start program, staff suggested that she also join People Incorporated's Comprehensive Health Investment Program, or CHIP. As part of the program, Maricela now receives visits to her home from a CHIP parent educator and registered nurse. They have helped Maricela find doctors, dentists, and other resources to support her family.

Throughout this process, People Incorporated staff have been by her side, not only providing

translation support when needed, but also encouragement. The language barrier once made Maricela hesitant to seek services on her own, but with the help of People Incorporated, she has learned to be braver and more proactive. With a strong support system in place, Maricela is now an active volunteer in Head Start activities. She is a loyal member of the Head Start Policy Council and can be counted on to attend meetings and add her perspective to decisions.

When Maricela was a teenager, she needed to quit school and help her family by working. Now that she is a mother herself, she wants as much education as possible for her children. She says it is important that they stay in school. For herself, she plans to continue to volunteer and help in the Head Start classroom as long as possible. Slowly, but surely, she has created a network and support system for herself in her new home.

With help from People Incorporated, Maricela feels like she and her family are succeeding.



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Head Start and Early Head Start programs prepare children through age 4 for success in school. Through on-site and home-based services, we educate parents; conduct developmental, health, and nutrition screenings; and support prenatal mothers.

\$ 5,913,247

Funding Sources

TOTAL

FEDERAL FUNDING \$ 5,890,023 LOCAL FUNDING \$ 23,224 **Head Start and Early Head Start Financial Information**

EXPENDITURES AND BUDGET

Budget Category	2021–2022		Projected 2022–2023	
Personnel	\$2,838,317	48.19%	\$3,213,475	51%
Fringe Benefits	\$1,341,756	22.78%	\$1,710,406	27%
Travel	\$8,013	0.14%	\$23,000	0%
Equipment	\$1,560	0.03%	\$-	0%
Supplies	\$306,757	5.21%	\$116,245	2%
Other	\$1,393,620	23.66%	\$1,267,854	20%
Total	\$5,890,023	100%	\$6,330,980	100%

Early Head Start and Head Start serving the City of Bristol, Buchanan County, Dickenson County, Washington County, and Russell County:

Early Head Start:

97 Children Served



75 Families Served

52.3% average monthly enrollment as a percent of funded enrollment

93% of children served met eligibility guidelines

50% of enrolled children received medical exams

17% of enrolled children received dental exams

26% of children diagnosed with a developmental disability

Head Start:

68 Children Served

67 Families Served

72% average monthly enrollment as a percent of funded enrollment

Head Start serving Frederick County.

Clarke County, and the City of Winchester:

80% of children served met eligibility guidelines

73% of enrolled children received medical exams

24% of enrolled children received dental exams

4.4% of children diagnosed with a developmental disability

Head Start:



146 Children Served



128 Families Served

54.8% average monthly enrollment as a percent of funded enrollment

93% of children served met eligibility guidelines

98% of enrolled children received medical exams

2% of enrolled children received dental exams*

*48% were counted as having access to continuous, accessible dental care provided by an oral health care professional

13% of children diagnosed with a developmental disability

Parent Involvement:

32 Parent Volunteers **240** Hours



1 parent serving on People Incorporated board of directors

18 fathers participated in family assessment process

15 fathers participated in goal-setting process

15 community volunteers and businesses donated 146 hours

with **\$9,058**

Parent Involvement:



321) Parent Volunteers 37,092 Hours

83 fathers participated in family assessment process

71 fathers participated in goal-setting process

4,140 hours with \$131,711



1 parent serving on People Incorporated board of directors

59 community volunteers and businesses donated



Vicki Porter

Anita Robinson

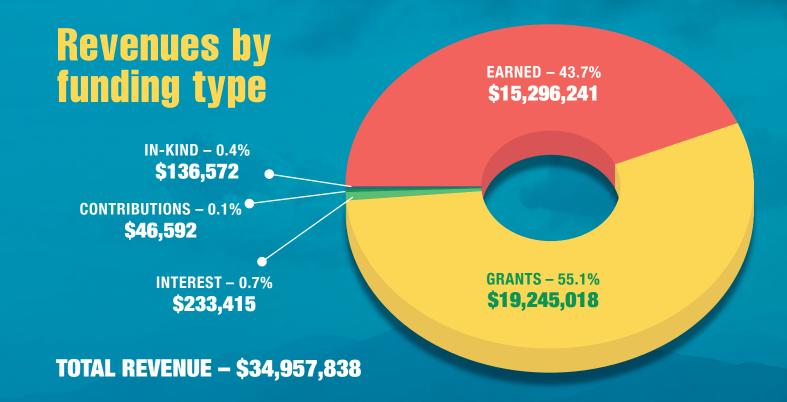
Karl Roulston

Teketia Smith

Elvis Vasquez

Darlene White

Billy Taylor





Board of Directors

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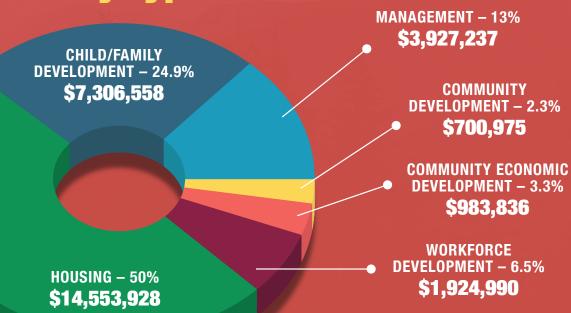
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Cathy Zielinski

Expenses by type



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Building Futures, Realizing <u>Dreams™</u>

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