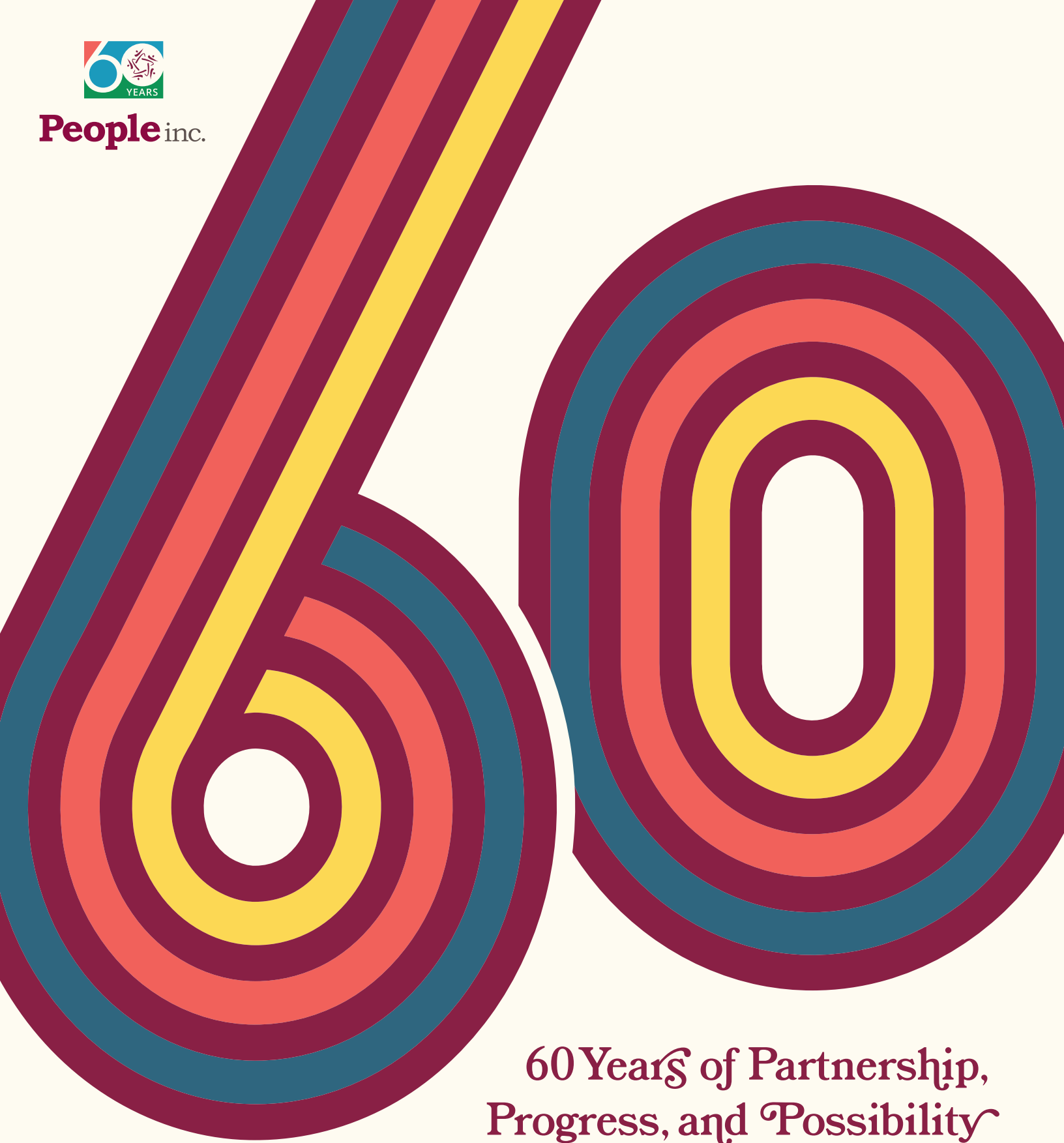




**People** inc.



*60 Years of Partnership,  
Progress, and Possibility*

**2024 IMPACT REPORT**


# The Impact a Year Can Make


 **7,585**  
Clients served


 **4,853**  
Households served

**53%**   
Female clients

**41%**   
Male clients

 **55%**  
of Households at or below 100% of HHS poverty line

**1,644**   
Kids (17 and under) served

 **88%**  
of Households at or below 200% of HHS poverty line

 **836**  
Seniors (65+) served

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.

Every person needs support from others.

All of our efforts are directed by the concerns, hopes, needs, and dreams of the people we serve.

60 YEARS OF PEOPLE INC.



January  
**1964** >

Hayter's Gap Community Club is formed in Washington County, Virginia, to provide education, recreation, and day care for local residents.



December  
**1964** >

The Hayter's Gap Community Club is re-named the Progressive Community Club and soon becomes one of the nation's first community action agencies.

# Supporting a Bright Future

Nik realized early on that his son Gideon was different. At an age when his other child was starting to talk, Gideon remained nonverbal, and was eventually diagnosed with autism. Nik connected with our Comprehensive Health Investment Project (CHIP) for guidance and direction.

Nik's CHIP parent educator became a critical ally for him. She assisted him in navigating various services, including helping him obtain new birth certificates for his children and guiding him through the process of obtaining his driver's learner's permit. Her involvement extended to helping Nik apply for and receive sole custody of his children and connecting him with additional resources like WIC for more support.

Through CHIP, Nik found immediate help and encouragement to create a brighter future for himself and his family.



Watch a video about Nik

## Comprehensive Health Investment Project by the Numbers



**120**  
Families  
Enrolled



**431**  
Physicals  
Completed



**127**  
Kids Prepared  
for School



**2,528**  
Home Visits  
Completed



**100%**  
of Kids  
Immunized

“Before CHIP, I didn’t even know where to start to get my son help. I would have been lost in the dark without them.”

– NIK, Bristol, VA



**1965** >

The Progressive Community Club becomes one of the first Head Start grantees in the nation.

**“The 70s”** v

The agency changes its name to People Incorporated of Washington County and Bristol, Virginia. Workforce development, weatherization and emergency services programs added.



# People Incorporated Housing Impact Across 20 Counties

People Incorporated has over 35 years of experience in affordable housing development and management. All of our 1,000+ units provide housing for families and individuals living at 60% of the Area Median Income (AMI) or less.

OUR PROPERTIES



## Housing Development by the Numbers



**31**  
Properties Owned



**1,067**  
Total Units Owned



**823**  
Units Owned in Virginia



**\$130**  
Million Total Development Cost



**664**  
Senior Citizen Units



**430**  
Family Units



**24**  
Acquisition or Rehab Properties



**4**  
New Construction Properties



**3**  
Adaptive Reuse Properties



### "The 80s"



Added the Resource Mothers program, water programs, and received first Microenterprise Community Development Block Grant.



**1984** >

People Incorporated relocates its headquarters from Meadowview to Abingdon.

# Finding Her Voice

Growing up in the foster care system, Brenda from Ohio faced a tumultuous childhood that left deep scars. Despite these challenges, she moved to Virginia at 18 years old, hoping to build a new life with her mother and establish roots.

However, she soon found herself in an abusive relationship that mirrored the trauma she had known as a child. She attempted to leave her partner but felt stuck, turning to drugs to numb the pain. She was eventually referred to our Domestic Violence Advocacy program.

With our help, Brenda stopped her drug use, was enrolled in counseling, and finally had a safe place that she could call home. People Incorporated provided shelter for Brenda in her time of need. Not only did she finally feel physically safe, but she found connecting with other survivors about their experiences helped foster healing. "We all help each other," she said.

**"If it wasn't for them, I probably wouldn't be here. And that's the truth."**

– BRENDA

Initially shy and withdrawn, Brenda has since found her voice and become an active member of her community. She is now a member of a local church and has discovered a supportive network that feels like family thanks to the connections she's made there.

While Brenda has lived through many hardships in her life, for the first time she's excited about where her future is headed. Her message to those in an abusive relationship? "There is help out there and hope for you."

## Domestic Violence Shelter and Advocacy by the Numbers



**728**

**Emergency Calls Answered**



**585**

**Families COUNSELED**



**537**

**Families Created Safety Plans**



**243**

**People Temporarily Sheltered**



**194**

**People Received Emergency Clothing**



**209**

**People Attended Support Groups**



**276**

**Educational Community Presentations**



**41**

**People Housed Permanently**



**1988-1992** ✓

People Incorporated expands to serve Buchanan County, Dickenson County, and Russell County.

The agency changes its name again to People Incorporated of Southwest Virginia and expands into business lending, multi-family housing development, homeownership, dental services, and home visiting.

**"The 90s"** ^



# Celebrating 60 Years of Realizing Dreams

People Incorporated has been building futures and realizing dreams since 1964. To celebrate our 60<sup>th</sup> anniversary, we hosted two regional celebrations, inviting community members, staff, and our Board of Directors to commemorate six decades of impact with us.

The celebrations kicked off in August with a Community Celebration at the Washington County Fairgrounds in Abingdon. Not only is Abingdon our headquarters, but it is also located near our founding community of Hayter's Gap. We capped off the night with a fireworks display, and a representative from U.S. Congressman Morgan Griffith's office presented President and CEO Bryan Phipps with a special resolution honoring this anniversary.

**Over 600 community members joined us for a free meal and music from local band Phantom.**

Our celebrations continued in October with a private party at The Refinery in Culpeper. During this event, the Culpeper Chamber of Commerce presented agency staff and board members with a special nomination for "Nonprofit of the Year."

Thank you to our sponsors—Klein Hornig, Virginia Housing, and First Bank & Trust Company—who made this year's celebrations so memorable. We look forward to another 60 years of providing opportunities for community members to realize their dreams.



2001 >

People Incorporated Financial Services, a U.S. Treasury certified Community Development Financial Institution (CDFI), is established.



2003 >

People Incorporated Housing Group, a state-certified Community Housing Development Organization (CHDO), is established.

# A Nurturing Head Start

At 3 years old, Melissa's son Aiden was challenged by being too young for preschool but old enough to benefit from a structured learning environment. People Incorporated's Head Start program built a great foundation for school for Aiden as well as Melissa's other children.



**“I feel like the program has been quite excellent, as far as teaching the children.”**

– MELISSA, Bristol, VA

The financial relief of not having to pay for childcare allowed Melissa to obtain her Certified Nursing Assistant (CNA) license and set her sights on a radiography program. She now envisions a future of reaching family goals thanks to the help they've received from Head Start.



Watch a video about Melissa

## Head Start by the Numbers



**332**

Children Served



**311**

Families Served



**125**

Fathers Participated in Goal-Setting



**67,519**

Volunteer Hours Served



**3**

Parents on the Board of Directors



**98%**

of Children Received Medical Exams



**82%**

of Children Received Dental Exams



**11%**

of Children Diagnosed with a Developmental Disability



**2008** >

The agency becomes a New Market Tax Credits (NMTC) Community Development Entity and receives its first allocation.

**2009** v



People Incorporated expands its service area to include Clarke, Frederick, Page, Shenandoah, and Warren counties and becomes People Incorporated of Virginia.

# Blending Beauty and Business

Taylor had always dreamed of blending her passion for beauty with her entrepreneurial spirit. She wanted to create a career that combined her love for making brides feel beautiful with esthetician services. A recommendation from a business owner led Taylor to People Incorporated's Financial Services.

**“They were so easy to work with, so fast, so efficient, just 100% for you and for your business.”**

– TAYLOR, Strasburg, VA

People Incorporated took the time to understand Taylor's unique business model and aspirations. Their supportive approach made the loan process feel manageable, allowing her to secure the funding she needed to launch her salon. With financial support in hand, Taylor transformed an empty space into a vibrant, welcoming business—Artistry by Taylor.



Watch a video about Taylor

## Financial Services by the Numbers



**856**

People Served by People Inc. Financial Services



**\$570K+**

in Personal Loans



**\$1.3**

Million in Business Loans



**384**

Hours of Financial Literacy Training



**89**

Jobs Created and Maintained



**21**

Businesses Expanded



**15**

Businesses Started



**2010** >

The agency closes its first New Market Tax Credits investment.

Expansion of People Incorporated's service area to Culpeper, Fauquier, Prince William, and Rappahannock counties, the City of Manassas, and the City of Manassas Park.

< **2012-2014**





# A New Career in Health Care

Bri's journey into the health care field began unexpectedly. She was working as a housekeeper and struggling to keep up with her bills when a friend referred her to People Incorporated's Youth Workforce Development program, serving individuals from ages 14-24. She worked closely with the program, ultimately deciding to pursue a career in nursing.

People Incorporated helped Bri map out a pathway that included setting and achieving goals. Her first goal was to complete the CNA program, which opened doors to new opportunities and solidified her interest in health care.

Bri's journey didn't stop at becoming a CNA. With People Incorporated's support, she set sights on becoming a Licensed Practical Nurse and eventually a Registered Nurse. Her ultimate dream is to specialize in labor and delivery, driven by the desire to make a big difference in people's lives.



Watch a video about Bri

## Youth Workforce Development by the Numbers



**182**

Youth Received Coaching



**35**

Youth Earned a Vocational or Educational Credential, Degree, or Certificate



**76%**

of Youth Gained Employment



**\$16.80**

Average Wage for Employed Youth

“I really have a passion for wanting to help people. The smile that I bring to people's faces is everything to me.”

– BRI, Galax, VA

## 2014-2024 ▾

The agency manages 32 affordable housing properties, navigates the COVID-19 pandemic, expands Head Start services into the Northern Shenandoah Valley and works to serve the City of Winchester as its designated community action agency.

## 2025 and Beyond ▾

With the new Strategic Roadmap for 2025-2028, People Incorporated is committed to providing effective and innovative solutions to reducing poverty in the communities we serve while charting a new path forward.



# Looking to the Next 60 Years

As we reflect on the past year, we are filled with immense pride and gratitude for People Incorporated's six decades of community impact. From our humble beginnings in 1964 as a small but dedicated group to becoming one of the first Community Action Agencies, we have remained committed to creating thriving communities.

In 2024, we helped **7,585 individuals**, **186 of whom gained employment** through our workforce and re-entry programs. We provided **1,528 people access to safe, affordable housing** and assisted **15 families in purchasing a home**. These and many additional efforts were made possible by nearly **300 dedicated staff members**, **603 volunteers**, **456 community partners**, and the generosity of our donors and funders.

As we continue to serve beyond Southwest Virginia, we look forward to embracing new opportunities to support communities across the Commonwealth. The legacy of People Incorporated is one of progress and hope, and we are honored to continue this work with your support.

Thank you for believing in our mission. Together, we are building futures and realizing dreams!



**CHRIS SHORTRIDGE**  
Chairman, Board of Directors



**BRYAN PHIPPS**  
President and CEO

## Our Board of Directors and Sponsors

### Board Members

Christie Bailey, *City of Bristol*  
Kaycee Childress, *City of Winchester*  
Gail Crooks, *Washington*  
Lizzie Deel, *Grundy*  
Matt Fields, *Grundy*  
Winona Fleenor, *Abingdon*  
Nina Fox, *Luray*  
Jeffrey Frye, *Woodbridge*  
Martina Jackson Green,  
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Bobbie Gullett, *Dante*  
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Larry Laws, *Falls Church*  
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Jennifer Pearce, *Emory*  
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Anita Robinson, *Castlewood*  
Karl Roulston, *Woodstock*  
Patrick Small, *City of Manassas*  
Teketia Smith, *Chester Gap*  
Pam Sweeney, *Woodstock*  
Billy P. Taylor, *City of Bristol*  
Darlene White, *Culpeper*

### Executive Committee

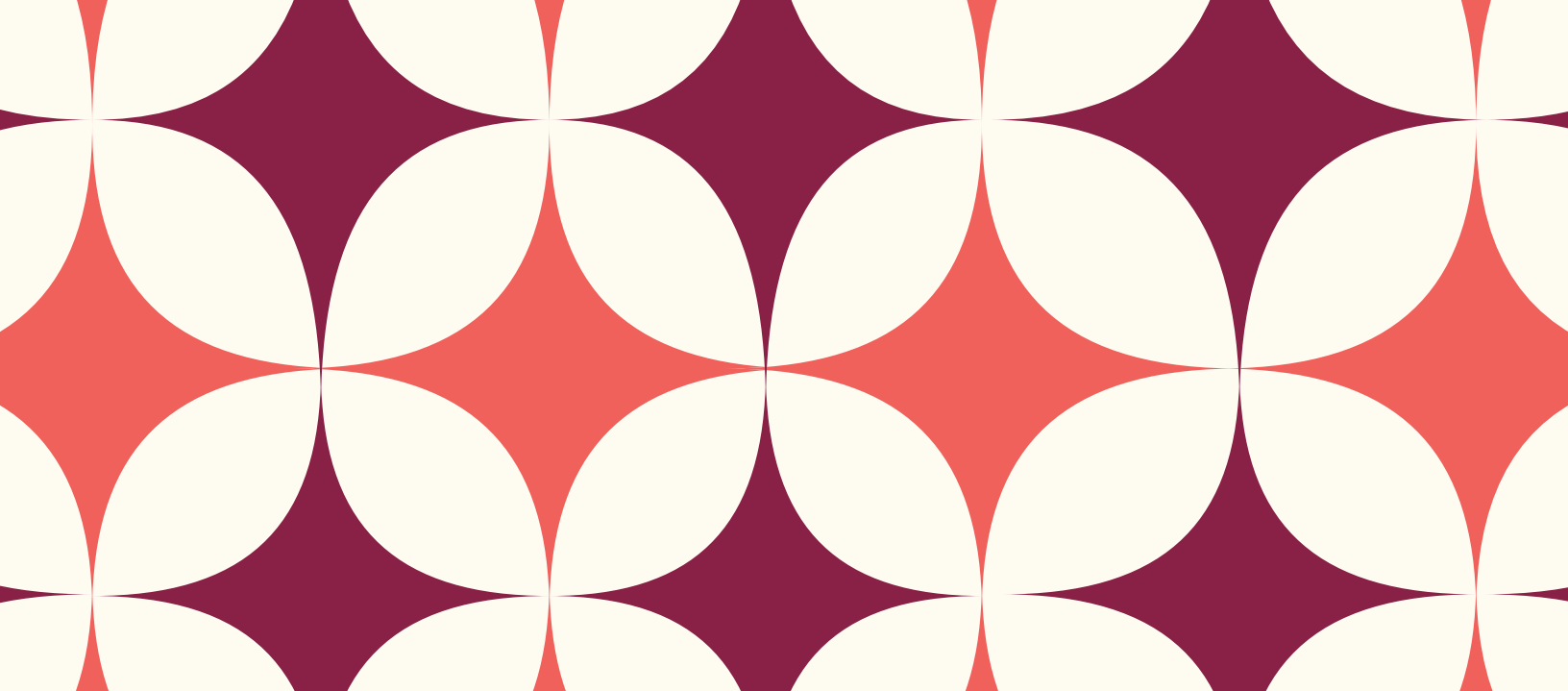
Chris Shortridge, Chair, *Grundy*  
David McCracken, Vice Chair, *Glade Spring*  
Alice Meade, Secretary, *Lebanon*  
Jean Neal, Assistant Secretary, *Abingdon*  
John Ayers, Treasurer, *Edinburg*

Tommy Burris, *City of Bristol*  
Elijah Johnson, *Woodbridge*  
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Phillip McCall, *Abingdon*

Lisa Peacock, *Culpeper*  
Jan Selbo, *Warrenton*  
Angie White, *City of Winchester*  
Cathy Zielinski, *Culpeper*

### 60th Anniversary Sponsors





**Headquarters**  
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**Culpeper Office**  
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**Lebanon Office**  
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**Bristol Office**  
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Bristol, VA 24201  
(276) 466-5587

**Grundy Office**  
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Grundy, VA 24614  
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**Woodstock Office**  
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(540) 459-9096

