



BRIDGING EVERY STORY

Building bridges that last a lifetime



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2025 IN REVIEW

Dear Friends,

A bridge does more than connect two points. It holds weight. It weathers conditions that no single person could withstand alone. And it makes possible a journey that may otherwise never begin.

That is the work People Incorporated does every day, across every program, in every community we serve.

In 2025, we helped 5,293 people take that first step onto a bridge they didn't know existed. A stable home became the platform from which a young mother rebuilt her career. A workforce training investment turned a factory worker's childhood dream into a badge and a calling. A small business loan transformed a hobby into a hometown gathering place. Access to early childhood education set children on trajectories their families never thought possible.

This work has never been more important, or more tested. 2025 brought genuine uncertainty—to funding landscapes, to community needs, and to the families who depend on services like ours to remain steady when everything else feels unstable. We are proud that People Incorporated remained exactly that: a steady presence, an open door, and a reliable partner.

The pages that follow belong to the people whose stories fill them. We invite you to read them not as a record of programs delivered, but as a portrait of what becomes possible when the right bridge is built, and the right people are there to help you cross it.



Bryan Phipps
President and CEO



Chris Shortridge
Chairman, Board of Directors

Bryan Phipps *Chris Shortridge*

2025 IMPACT BY THE NUMBERS



5,293
Clients served



1,390
Children served



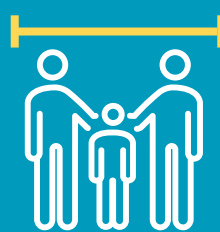
232
Seniors served



3,224
Households served



76%
of households
served considered
low-income**



47%
of households served
living at or below the
poverty line*



49%
Female clients



47%
Male clients

* under 100% Federal Poverty Level (FPL) a federal income benchmark used to determine financial need.

** under 200% Federal Poverty Level (FPL) a federal income benchmark used to determine financial need.

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 VALUES

Our identity is grounded in our Core Values: **Progress, Excellence, Openness, Partnership, Learning, and Execution.** Together, we are **#PEOPLEFirst**.

DESIGNATED COMMUNITY ACTION SERVICE AREAS

Established more than 60 years ago, People Incorporated is one of the largest Community Action Agencies (CAA) in our region, serving 17 counties and cities across Southwest, Central, and Northern Virginia, with select services extending into neighboring Virginia and Tennessee communities.



BRIDGING HOUSING AND STABILITY

Finding a Way Forward: A Family's Journey to Stability

When Laken returned to Dante, Virginia after a divorce in 2019, she was starting over with two young children and a lot of uncertainty. Through income-based housing with People Incorporated of Virginia, Laken secured an apartment that provided the stability her family needed to rebuild.

With safe housing in place, she focused on creating new opportunities. A front-desk job at the Inn at Wise quickly grew into a career in hospitality. Through hard work and determination, Laken advanced into sales, marketing, and event management roles.

Today, she serves as general manager of the venue and is raising three children with her fiancé. The family recently moved into a lease-to-own home, achieving a goal they had worked toward for years.

For Laken, stable housing was the foundation that made everything else possible—turning a difficult new beginning into a future filled with opportunity.

“Having a stable home gave me the chance to start over, grow professionally, and create a better future for my family. It was the foundation that made everything else possible.”

— Laken, Dante, VA

HOUSING GROUP BY THE NUMBERS

489
family units

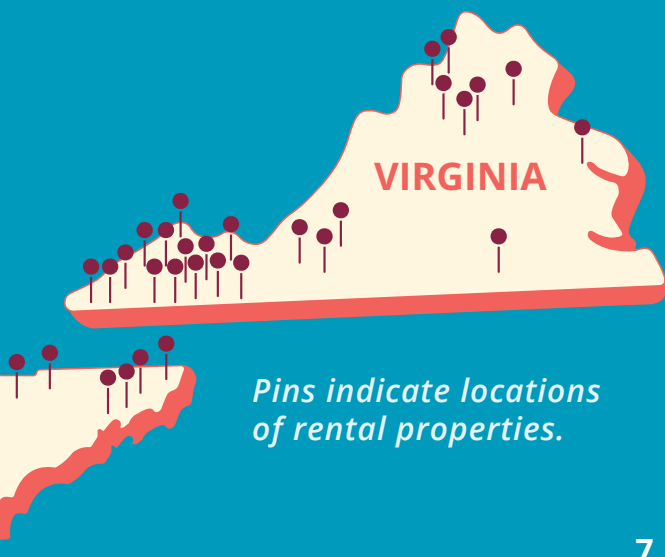
664
senior units and accessible units

1153
total units

\$30M+
planned development

\$150M+
total invested in development of affordable housing

32
total affordable rental properties in Virginia and Tennessee





CHIP BY THE NUMBERS

68
immunizations completed

82
families enrolled

113
well visits

1,205
home visits completed

BRIDGING FAMILIES AND HEALTH

Finding Support Through CHIP

For Sarah, support from People Incorporated of Virginia has been part of her life for years. As a child, she attended Head Start, and later enrolled her own children in the program. When she learned about the Comprehensive Health Investment Project (CHIP), she decided to give it a try.

As a full-time working mother raising a large family in St. Paul, Virginia, Sarah faced the daily challenge of balancing work, parenting, and household responsibilities. Through CHIP, she received guidance on budgeting, scheduling, healthy routines, and home safety—tools that helped bring more structure and calm to her busy life.

The program also offered support when unexpected challenges arose, from transportation assistance to encouragement during difficult times.

Today, Sarah says CHIP has helped reduce stress and strengthen her confidence as a parent—giving her family the support they need to move forward together.

**“It’s worth it. Everyone’s been amazing.
More families need this support, especially
here in our county.”**

— Sarah, St. Paul, VA

BRIDGING LEARNING AND LIFELONG SUCCESS

A Love for Learning: One Mother's Head Start Journey



When Teresa enrolled her oldest son in the Clarke County Head Start Center in Berryville, Virginia, over a decade ago, she was simply searching for support for his speech challenges. Instead, she found a program that would shape her family's future.

After starting Head Start, teachers quickly realized Teresa's son was thriving. While he had struggled with speech earlier, the classroom environment helped him grow in confidence and communication. Today, he is a bilingual high school senior with an impressive SAT score who tutors younger students and has been accepted to several universities.

Because of that experience, Teresa later enrolled her second son—and years later, her daughter Gianna—in People Inc. Head Start.

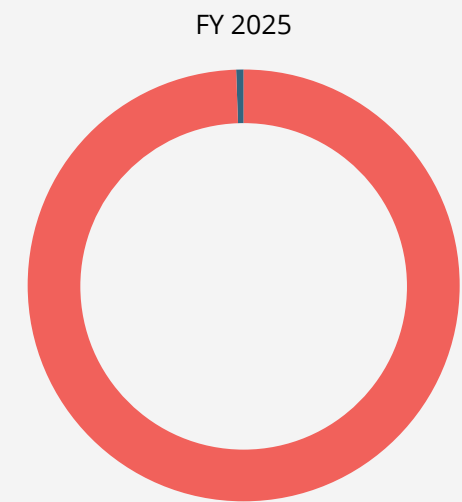
Gianna now wakes up excited to go to school each day. Teresa says the program's caring staff, play-based learning, and family support have made a lasting difference.

Today, she also helps other Spanish-speaking parents navigate the program, sharing the opportunity that helped her children succeed.

“Head Start gave my kids confidence, support, and a strong start in life. It's a gift I now share with other families in my community.”

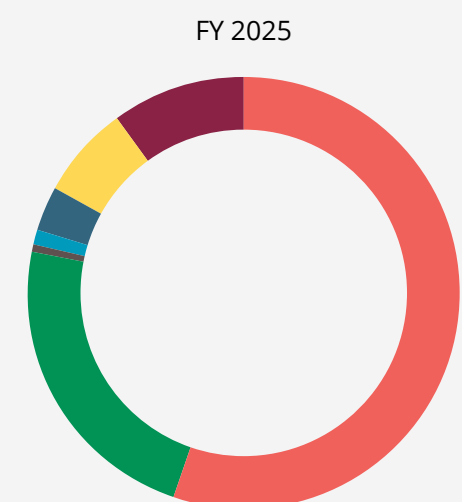
— Teresa, Berryville, VA

HEAD START AND EARLY HEAD START FINANCIAL INFORMATION



FUNDING SOURCES FY25

Federal	\$8,119,433
Local	\$22,870
Total	\$8,142,303



EXPENDITURES AND BUDGET

Category	2025	Projected 2026
Personnel	\$4,505,412	\$4,558,338
Fringe Benefits	\$1,866,869	\$1,844,923
Travel	\$30,000	\$30,000
Supplies	\$109,870	\$103,760
Contractual	\$251,674	\$94,580
Other	\$573,850	\$472,972
Indirect Charges	\$804,628	\$1,065,686
Total	\$8,142,303	\$8,170,259

FROM HEAD START PARENT TO HEAD START TEACHER

How Seeking Support Led to a Life-changing Journey

When Stacey enrolled her son Matthew in Head Start, she was simply looking for a place where he could learn, grow, and gain structure before starting school. What she found was a supportive community that changed both their lives.

Matthew quickly thrived in the program. Today, at just five years old, he is beginning to read, working on addition and subtraction, and confidently preparing for kindergarten. "He has grown so much since he started," Stacey says. "Head Start helped him learn how to follow directions, focus, and love learning."

Inspired by the impact the program had on her son, Stacey eventually joined the Head Start team as a teacher. Now she helps other children build the same strong foundation.

"Head Start is one of the best programs for children, it prepares them for school while making families feel supported every step of the way."

— Stacey, Meadowview, VA

EARLY HEAD START & HEAD START BY THE NUMBERS

578 children served

500 families served

89,208.2 volunteer hours

Dental Exams Received

45% Early Head Start
30% Head Start

Children Meeting Eligibility Guidelines

92% Early Head Start
91% Head Start

Children Diagnosed with a Developmental Disability

24% Early Head Start
11% Head Start

Average Monthly Enrollment

90% Early Head Start
84% Head Start

Percentages are based on the number of funded enrollments.

BRIDGING DREAMS AND CAREERS

Full Circle in Uniform

When Jake graduated from the police academy in Dublin, Virginia, the moment represented more than a new career—it honored a family legacy of service. Holding his young son while his father pinned on his badge, three generations stood together, marking a milestone that once seemed out of reach.

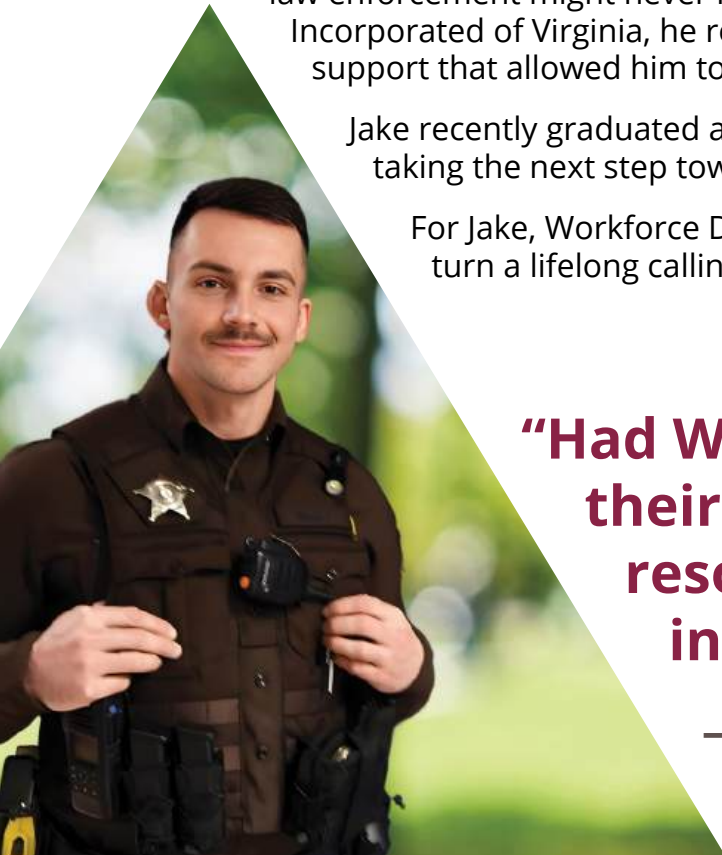
After being laid off and facing the \$6,000 cost of academy tuition, Jake worried his dream of law enforcement might never happen. Through Workforce Development programs at People Incorporated of Virginia, he received tuition assistance, career readiness training, and ongoing support that allowed him to enroll in the New River Criminal Justice Training Academy.

Jake recently graduated and has begun field training with the Pulaski County Sheriff's Office, taking the next step toward serving his community.

For Jake, Workforce Development did more than remove a financial barrier—it helped turn a lifelong calling into reality and created a legacy his son can one day follow.

“Had Workforce not come in with their support, encouragement, and resources, I probably wouldn’t be in law enforcement right now.”

— Jake, Hillsville, VA



Where the Badge Begins

Tyler knew he wanted to be a police officer since he was eight years old. Inspired by his stepfather, a Virginia State Trooper, he dreamed of one day wearing the badge himself. But when he became a father at 19, supporting his young family took priority. Tyler worked long shifts at a glass factory while holding onto the hope that he might still pursue law enforcement someday.

The biggest obstacle was the cost of the police academy. Through the Workforce Development program at People Incorporated of Virginia, Tyler found the support he needed. The program helped cover his academy tuition, uniforms, and transportation, giving him the opportunity to complete his training.

Thirteen years later, Tyler is still in law enforcement serving as a School Resource Officer with the Carroll County Sheriff's Office. He works with students and staff at St. Paul School. With support and determination, a childhood dream became a career dedicated to serving his community.



WORKFORCE DEVELOPMENT BY THE NUMBERS

74
individuals obtained a recognized credential, certificate, or degree

100
individuals obtained employment with a living wage

182
participants had maintained employment six months after program completion

278
unemployed adults obtained employment

PROJECT DISCOVERY BY THE NUMBERS

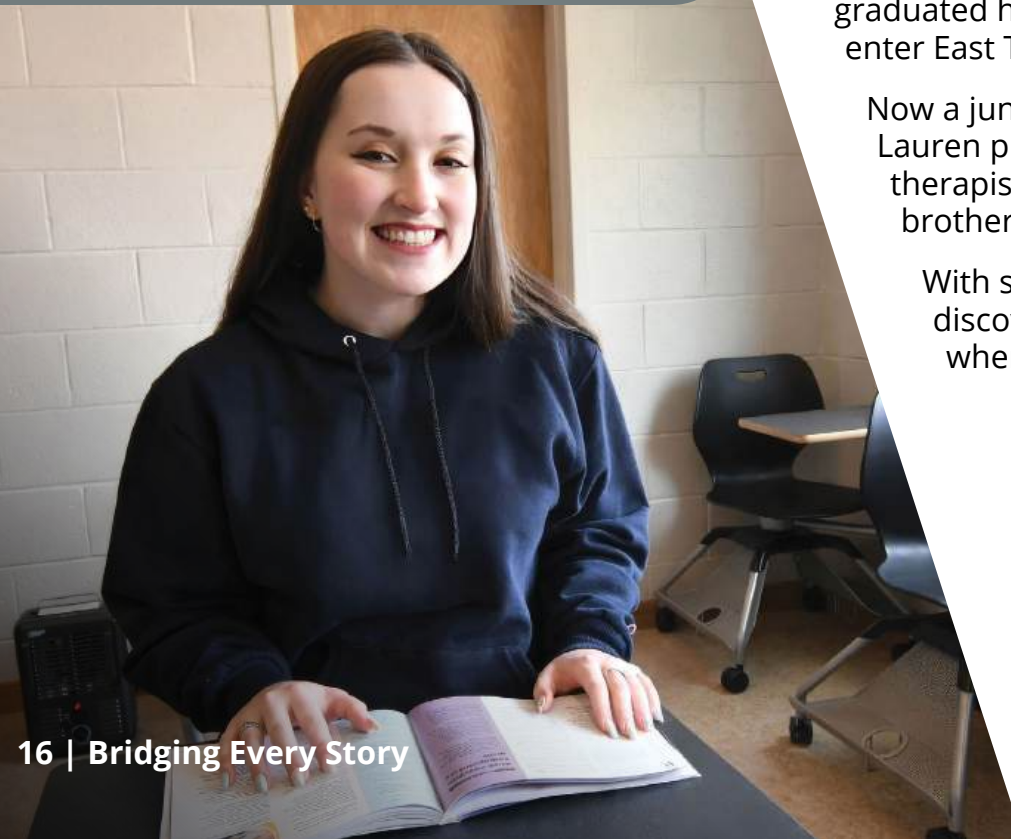
18

seniors attending college

20

graduating seniors

87

participants served

BRIDGING EDUCATION AND OPPORTUNITY

Lauren's Path with Project Discovery

Growing up in Hurley, Virginia, Lauren always dreamed of helping others, but navigating the path to college from a small rural community felt overwhelming. Through People Incorporated of Virginia's Project Discovery, Lauren gained the guidance and exposure she needed to turn that dream into a plan.

Project Discovery introduced Lauren to college readiness early, encouraging her to enroll in dual enrollment classes at Southwest Virginia Community College. By the time she graduated high school, she had earned enough credits to enter East Tennessee State University as a sophomore.

Now a junior majoring in rehabilitative health sciences, Lauren plans to become a pediatric occupational therapist, inspired by the care that helped her older brother with Autism Spectrum Disorder.

With support from Project Discovery, Lauren discovered that big dreams are possible—even when they begin in a small town.

BRIDGING IDEAS AND INDEPENDENCE

From Fleece to Future: Launching Rapidan Fiber Mill

When Peggy and Lon began raising sheep on their property in Culpeper County, they never imagined it would lead to launching one of the few fiber mills in Virginia. But after discovering that nearby wool processors had waiting lists as long as two years, they realized local farmers needed a better solution.

Recognizing an unmet need in the market, the couple decided to build their own mill. Access to capital initially presented challenges until they found a trusted partner and support from the Financial Services team. People Incorporated Financial Services (PIFS) helped Peggy and Lon obtain funding and provided strategic guidance needed to purchase specialized equipment and advance their business plan.

Today, Rapidan Fiber Mill provides critical wool processing services for farmers across the Commonwealth, helping keep agricultural production local and sustainable. With community support and the right financial partnership, Peggy and Lon turned a small farm idea into a business strengthening Virginia's agricultural future.



FINANCIAL SERVICES BY THE NUMBERS

125*jobs created or retained***201***businesses assisted***15,960***hours of counseling and support delivered***\$473,418***provided for affordable credit***\$2,019,891***in business lending deployed***9***states (AL, GA, KY, MS, NC, SC, TN, VA, and WV) are impacted by New Market Tax Credits***\$209M***provided by People Inc. in New Market Tax Credits Qualified Low-Income Community Investments since 2010*

FROM HOBBY TO HOMETOWN BUSINESS

*A Shared Passion, a Bold Step,
and a Business Built to Connect*

For friends John and Dakota, a shared passion for sports and trading cards eventually sparked a bigger idea—opening their own shop. After years of talking about entrepreneurship, the pair turned their hobby into reality with Vaulted Cards in Woodstock, Virginia.

Starting a business, however, required more than enthusiasm. With guidance and financial support from People Incorporated of Virginia and its lending team at People Incorporated Financial Services (PIFS), John and Dakota refined their business plan, developed cash-flow projections, and PIFS secured the funding needed to launch their storefront.

Today, Vaulted Cards has become a welcoming space where collectors, families, and young hobbyists gather to explore the world of trading cards. What began as a personal hobby has grown into a thriving small business rooted in community connections.

With the right guidance and resources, John and Dakota transformed a longtime dream into a hometown business that brings people together one card pack at a time.



FINDING FINANCIAL STABILITY THROUGH RISE

*From Unexpected Setbacks to
Building a Stronger Future*

When Brandon and Kira moved from Florida to Virginia with their three children, they expected a fresh start. But when the job Brandon had relocated for fell through, the family quickly faced financial uncertainty. Brandon and Kira joined Reaching Independence through Savings and Education (RISE), a program offered by People Incorporated Financial Services (PIFS). In the program, Brandon and Kira gained knowledge, resources, and savings opportunities that were necessary to enhance their financial resilience and advance toward self-sufficiency.

With guidance, financial education, and a matched savings program, Brandon and Kira began rebuilding stability. Over six months, they paid down significant household debt and strengthened their financial foundation. The savings match helped their contributions grow and gave the family much-needed breathing room.

With finances improving, Kira also began planning a new venture—launching Pink Lotus Virtual Solutions, a business designed to create flexible remote jobs for neurodivergent workers.

Today, Brandon and Kira are moving forward with less stress, greater confidence, and a renewed focus on long-term goals for their family.



WEATHERIZATION BY THE NUMBERS

40

homes weatherized

84

people served

\$429,377.16

in Federal Improvement Grants

Areas Covered:

Washington County, Buchanan County and the City of Bristol

Note Health & Safety measures:

Most homes receive carbon monoxide and smoke detectors, and many are equipped with vapor barriers. In addition, an exhaust fan that meets ASHRAE (American Society of Heating, Refrigerating and Air-Conditioning Engineers) standards is typically installed in every home.

WEATHERIZATION:

BRIDGING COMFORT AND EFFICIENCY

A Safer, Stronger Home in Damascus

In Damascus, a coordinated effort through Weatherization, the Weatherization Readiness Fund, the Weatherization Deferral Repair Program, and Appalachian Power Company's Low Income Weatherization Program transformed Debra's home and quality of life.

The Weatherization Readiness Fund replaced her failing roof, while the Weatherization Deferral Repair Program installed new gutters and downspouts and fixed multiple plumbing leaks. Weatherization crews also improved the home's safety and efficiency by air sealing and insulating the house and water heater, adding a vapor barrier, installing LED lighting and a ventilation fan that meets industry standards, and upgrading safety features with smoke and carbon monoxide detectors. In addition, they installed a heat pump and replaced an unsafe gas range.

Debra credits People Inc. for guiding her through the process after a life-altering change. Staff stayed in close contact, ensuring every step—from inspection to repairs—was handled with care. Today, her home is safer, more comfortable, and 14% more energy-efficient than the county average. She describes the experience as a true blessing and expresses deep gratitude for the dedicated teams who made it possible.



HOUSING SERVICES:

BRIDGING SAFETY AND STRENGTH

From Crisis to Stability: Rebuilding After Domestic Violence

When a survivor of domestic violence reached out to her local police department for help, officers quickly connected her with People Incorporated of Virginia's Domestic Violence Program. With the guidance of an advocate, the survivor created a safety plan and arranged emergency shelter for herself and her child. Staff met the family in a safe public location and transported them to the shelter, where they received immediate support, including hygiene supplies, clothing, and toys for the child.

While focusing on safety and healing, the survivor was referred to a local restaurant and secured full-time employment. Determined to build a better future, she walked to work each day and was soon promoted to assistant manager. Advocates also connected her to legal services, counseling, benefits, and weekly support groups.

With assistance from People Incorporated Housing Services for deposits and rent, the family moved into their own apartment. Today, the survivor continues working, attending counseling, and building a safe, stable life for her family.

DOMESTIC VIOLENCE SERVICES BY THE NUMBERS

47

individuals permanently housed

72

domestic violence support groups facilitated

160

community presentations delivered

193

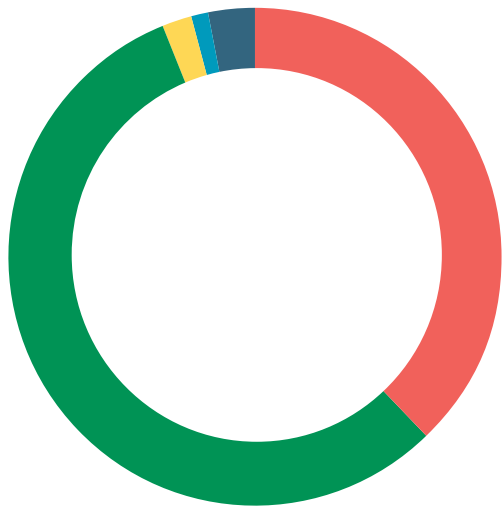
families counseled

2,435

emergency calls answered

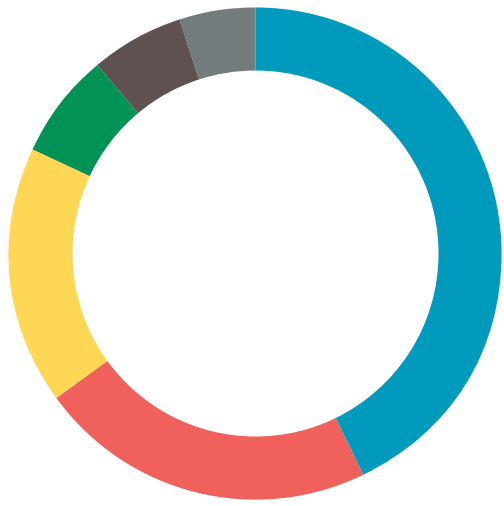


FINANCIAL IMPACT SUMMARY



INCOME

Funding Type	Amount
Earned	\$13,286,934
Grants	\$20,063,680
Interest	\$764,258
Contributions	\$89,518
In-kind	\$1,147,151
Total	\$35,351,541



EXPENSES

Expense Type	Amount
Housing	\$15,117,629
Child and Family Development	\$7,602,934
Management and General	\$5,963,299
Community Economic Development	\$2,492,477
Community Services	\$2,051,718
Workforce Development	\$1,721,165
Total	\$34,949,222

OUR LEADERSHIP

Executive Committee Members

Chris Shortridge
Chairman, *Buchanan*
David McCracken
Vice-Chairman, *Washington*
Alice Meade
Secretary, *Russell*
Angie White
Assistant Secretary, *Frederick*
John Ayers
Treasurer, *Shenandoah*

Tommy Burris, *City of Bristol*
Elijah Johnson, *Prince William*
Phillip McCall, *Washington*
Lisa Peacock, *Culpeper*
Anita Robinson, *Washington*
Jan Selbo, *Fauquier*
Cathy Zielinski, *Culpeper*

2025 Board Members

Mathew Arcieri, *City of Manassas*
Christie Bailey, *City of Bristol*
Darlene Bland, *Luray*
Gail Crooks, *Rappahannock*
Lizzie Deel, *Buchanan*
Matt Fields, *Buchanan*
Winona Fleenor, *Washington*
Nina Fox, *Page*
Martina Jackson Green, *Greater Prince William*
Bobbie Gullett, *Russell*
Jake Holmes, *City of Bristol*

Pam Horn, *Washington*
Shelly Jenkin, *Washington*
Peggy Kiser, *Dickenson*
Randi Knights, *Manassas Park*
Larry Laws, *Manassas*
Kathy Lawson, *Washington*
Rhonda Lester, *Russell*
Jon Martz, *Warren*
Chris McGill, *Culpeper*
Jinnae Monroe, *Prince William*
Dennis Morris, *Shenandoah*

Mark Nelson, *Washington*
Jennifer Parker, *Frederick*
Matt Peterson, *Clarke*
Teketia Smith, *Warren*
Pam Sweeney, *Woodstock*
Billy Taylor, *City of Bristol*
Darlene White, *Culpeper*



OUR PHILOSOPHY

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

CONTACT US

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Grundy Office

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Grundy, VA 24614

Lebanon Office

122 Price St.
Lebanon, VA 24266

Woodstock Office

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Woodstock, VA 22664

