

the **harvest** foundation  
2003 annual report

## letter from Harry E. Cerino

During the last half of 2003, The Harvest Foundation initiated its first 28 grants totaling \$4,829,697. Prior to approving any of the grants, individuals and organizations who had contacted the Foundation were invited to attend information sessions during July and August to learn about funding interests, grant guidelines, and application procedures. These groups were then invited back for technical assistance sessions where help was provided in developing a project, writing a proposal for support, and identifying additional sources of funding.

True to its promise to the community, all projects funded in 2003 were either for organizations located within Martinsville and Henry County or specifically to benefit the residents of the area. Funds were authorized for projects in all three of the Foundation's focus areas, health, education, and welfare and ranged in size from \$8,500 to \$1,000,000.

In health care, the Foundation pursued its interest in promoting disease prevention, safety, and access to care with seven grants totaling over \$1.8 million. A full listing of these grants is included in this annual report. The largest grant was to Patrick Henry Community College over three years to improve and expand the school's Allied Health Career program to train much needed high quality health care workers.

In its education focus area, the Foundation authorized five grants totaling \$487,995 to promote its mission to improve the learning environment for citizenship, academic, and vocational preparedness. The primary education grants were to the City, County, and Carlisle schools for planning to improve math and literacy in every school in the community. Funding was also made available to the United Way to continue locally, the nationally successful Success By Six preschool education program.



The Brain Injury Service Initiative at the MARC workshop provides jobs for victims of brain injury, like soap-making (shown above).

“ In a truly healthy community all people can contribute in a meaningful way.”

Allyson Rothrock  
Assistant Executive Director, The Harvest Foundation



foundation's vision

The Harvest Foundation is dedicated to making Martinsville/Henry County the residence of choice by enhancing opportunities and quality of life for all its citizens.



Ms. Donna Shields with a group of 5th graders at Stanleytown Elementary School.

“ Education builds better citizens, not just wealthier ones.”

Harry Cerino  
Executive Director, The Harvest Foundation

The Harvest Foundation researches and responsibly invests in programs and initiatives to address local challenges in health, education and welfare.

foundation's mission

The Harvest Foundation and its subsidiaries finished the year ending December 31, 2003 with \$191.1 million in total assets. This was an increase of approximately \$23.4 million from the prior year.

## letter from Donald R. Hodges

### the board of directors

Donald R. Hodges  
**president**

Douglas I. Payne  
**vice president**

W. Dan Prince, III, M.D.  
**secretary**

Marshall W. Stowe  
**treasurer**

W. Clay Campbell  
Robert M. Davis  
Michael P. Haley  
William D. Lewis, M.D.  
Simone H. Redd  
Joseph A. Roach  
Eliza H. Severt  
Paul B. Toms, Jr.

### staff

Harry E. Cerino  
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This was a year of steady progress for The Harvest Foundation. A tremendous amount of time and effort was spent on governance, financial, and management issues. Board meetings were held on a rigorous schedule throughout the year to maintain progress on the previous year's launch of the Foundation and its grantmaking program.

By the end of 2003 the Foundation's financial assets were largely invested according to the original plan. An Investment Policy Statement guiding the financial resources was completed, adopted, and implemented. After a lengthy national search, Colonial Consulting Corporation was hired as an investment consultant. With Colonial's help, best-of-breed managers were hired in the several asset classes identified in the policy statement in order to manage the Foundation's money. After another nationwide search, State Street Bank and Trust Company was selected to act as the Foundation's custodian. Specific benchmarks were identified to measure the performance of managers on a continuing basis going forward. As a result of sound stewardship and good fortune, Harvest ended the year with over \$190 million in total assets.

The Foundation's initial staff is now in place, internal office system policies and practices have been established and adopted, and foundation best-practice procedures have been set. This includes a state-of-the-art automated grant monitoring and tracking system that can accommodate future growth in grant-making. Importantly, grant guidelines were prepared and widely disseminated throughout the community. A web site was launched and continually updated with current information on the Foundation and links to important background reports and resource materials on Harvest's programs and the Martinsville and Henry County community. Most significant of all, two rounds of grantmaking were held in 2003 with the authorization of 28 grants totaling \$4,829,697 advancing all of the Foundation's focus areas and initiating important programs in improving the health, education, and welfare of our community. We have come a long way during the year in establishing Harvest on a sound financial and organizational footing. Expectations of the Foundation are high and we look forward to building new partnerships to revitalize our community.

**Donald R. Hodges, President**

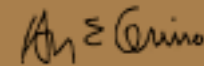


Welfare, the Foundation's third focus area, refers to our interest in helping all the citizens of the community reach their full potential. Here funding was made available to a broad array of organizations including those that run community centers, domestic violence prevention, work with young people and special needs populations, improve the quality of life, and promote economic growth and development. Sixteen grants in the Foundation's welfare category were approved in 2003 totaling over \$2.5 million. The largest grant of the year was from the welfare category to the Chamber's Partnership for Economic Growth to make incentives available which help create jobs to address the area's persistent unemployment. In a more "pro-active" manner, Harvest made another grant to the Chamber's Partnership for Economic Growth to bring expertise to the community and work with local civic leaders to develop a community and economic development strategy and implementation plan. It is the Foundation's hope that this work will result in a blueprint and series of particular action steps for the City, County, and private sector to begin to work together to reverse the years of continual slow decline.

Foundations cannot, nor should they, by themselves assume the responsibility for community change. However, if they use their resources wisely, they can help communities more clearly define problems and important issues, bring in diverse information, experiences, knowledge from other areas, research national best practices, and build consensus around the development of solutions. It is in this vein that The Harvest Foundation approaches its grantmaking. The more in tune any community's thinking is with the larger world, the less isolated it is and the more likely it will be to prosper.

The Harvest Foundation is pleased with its modest first year of grants and it looks forward with optimism to the challenges of the future.

**Harry E. Cerino, Executive Director**



" Young people can play an important role in caring for others while helping the community reach its potential."

Don Hodges  
President, The Harvest Foundation

CPR Training by Ricky Ferguson, EMT Instructor for Fieldale-Collinsville High School.

In 2003 The Harvest Foundation approved 28 grants totaling \$4,829,697 in its three focus areas of **health, education** and **welfare**.

52% welfare	38% health	10% education
\$2,502,233	\$1,839,469	\$487,995

## health

**Adult Day Care Center:** \$250,000, contingent upon the receipt of pledges and funds in the amount of \$960,000 for the construction of a new and larger facility to serve functionally limited adults.

**Central Virginia Health Services, Inc:** \$20,000 for board training and development to help new members work together to effectively identify and meet local community health needs.

**Family Life Services – Free Medical Clinic:** \$22,000 for general operations and to help with financial reporting and board development.

**Henry County Department of Public Safety - Rescue Squad Training Program:** \$318,380 over three years to enhance Martinsville's and Henry County's ability to address emergency public safety needs of residents by training and recruiting more rescue personnel and to assist in the replacement of ten defibrillators to meet current mandated regulations.

**Patrick Henry Community College Educational Foundation, Inc.:** \$466,850 over three years to consolidate existing allied health career programs and launch new ones in order to offer career opportunities for students and to provide improved health care for the community.

**Triple "C" Dude Ranch:** \$377,600 over three years to support operations as the organization works with a development consultant to increase and diversify its revenue base while it expands services for special needs children.

**YMCA (Family) of Martinsville and Henry County:** \$384,639 over two years towards the construction and development of a therapy pool and to include the addition of a staff physical therapist.

## education

**Carlisle School:** \$20,000 to begin curriculum alignment in the areas of math and literacy and to further examine Iowa Test data.

**Henry County Schools:** \$190,000 to enable its sixteen schools to engage in planning to begin the Differentiation of Instruction process focused on math and literacy.

**Martinsville City Schools:** \$75,000 to enable the district's six schools to begin addressing the performance of students in the areas of literacy and math.

**United Fund of Henry County and Martinsville, Inc.:** \$165,000 over three years to continue and expand the Success by Six Initiative for the community's young children.

**Virginia Museum of Natural History:** \$37,995 for a science education program for children and teachers from local schools.

For more information about The Harvest Foundation's grantmaking process

## welfare

**Bassett Community Center, Inc.:** \$135,710 to support the center's needed physical improvements and to train its newly elected Board of Directors.

**Boaz & Ruth, Inc.:** \$75,000 over two years to launch a new program in Martinsville that will offer life and job skills development for underserved residents, promote greater community engagement, and improved race relations.

**Chamber's Partnership for Economic Growth:** \$1,000,000 incentive grant to attract new businesses to Martinsville and Henry County.

**Chamber's Partnership for Economic Growth:** \$250,000 to initiate and complete a comprehensive economic analysis and a plan for development options for the future of Martinsville and Henry County.

**Citizens Against Family Violence, Inc.:** \$103,000 over three years to help managerially and financially stabilize the organization in order to deliver more effective services for abused and destitute women and their children.

**Citizens Against Family Violence:** \$42,000 to complete an assessment and strategic planning process for the Latino community to provide appropriate and targeted services to its members.

**Focus on Youth:** \$144,967 to complete renovations of an after school facility and to initiate operation of a new youth mentoring program.

**Gateway Streetscape Foundation, Inc.:** \$10,067 for a greenhouse and equipment to expand the capabilities and effectiveness of the urban greening program.

**Henry County Department of Public Safety - Fire Training Facility:** \$250,000 to cover the balance of funds necessary to construct a burn building to train Martinsville/Henry County fire fighters to better protect local citizens and property.

**Partners for Livable Communities:** \$35,000 to initiate a project to identify needs and develop specific solutions to make the community more livable for its older residents.

**Piedmont Arts Association:** \$137,989 for a lighting and sound system at the Martinsville High School auditorium, the primary performing arts venue in the community.

**Piedmont Regional Community Services Board:** \$8,500 toward the completion of a six-month Continuum of Care regional housing needs assessment and plan.

**The Eastern Shepherd Drug Rehabilitation Center, Inc.:** \$10,000 to assist with development of a strategic business plan to determine whether a new substance abuse program should be launched.

**United Way of Henry County and Martinsville:** \$50,000 to assist area nonprofit organizations during the next six months conceive and develop projects, better understand fundraising, and learn about different channels of private and public sector support.

**United Way of Henry County and Martinsville:** \$200,000 to help area nonprofit organizations respond to the needs of individuals and families resulting from the persistent and continuing loss of employment in the community.

**West Piedmont Business Development Center:** \$50,000 to fund a micro-enterprise revolving loan fund and a marketing effort to promote small business entrepreneurship.

s, applicant requirements and application procedures, please visit [www.theharvestfoundation.org](http://www.theharvestfoundation.org)



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