



# the **harvest** foundation

2005 annual report fostered by the spirit of the people

MAKING COMMUNITY WISHES COME TRUE



## A LETTER FROM HARRY E. CERINO

This past year has been a productive time for grantmaking. Although the number of externally submitted proposals decreased in 2005, the Foundation launched several initiatives. Each Harvest initiative grows out of the interests of local citizens to improve the community. While Harvest's financial resources can be instrumental in accomplishing community improvement, it takes local vision and leadership beyond the Foundation to affect meaningful change. Harvest initiatives are partnerships of expectations between the Foundation and the community.

One initiative, the Martinsville–Henry County Coalition for Health and Wellness, was begun to promote improved health care over the next five years. The Coalition got off to a rapid start developing, funding, and overseeing the implementation of programs in the areas of wellness, disease prevention, health access, and care coordination. Significant progress has been made by the group, and wellness, education, and case management programs are now operational. Two private sector grants have already been obtained by the Coalition to advance its work. Additionally, the Coalition was able to negotiate a merger with the Free Clinic which will assure sustainable higher quality care for the community's neediest residents.

Harvest also initiated several projects to improve the quality of life for local residents. The Foundation invested in these ventures, in part, because it believed they would make our area more attractive so as to have a positive economic impact as well as serve area

citizens. The Foundation worked with the Martinsville–Henry County Historical Society, Gateway Streetscape, and the Martinsville Uptown Revitalization Project to conceptualize and plan a multiyear, sweeping effort to revitalize the City's central business district. This includes an important urban greening effort; a plan to develop an adaptive reuse for the vacant, historically significant County Courthouse; and an opportunity to begin several endeavors to improve the commercial viability of Uptown. As a result of this three organization cooperative grant, our community will be able to make the first move on central business district revitalization best practices that have been so successful in other areas. We hope this effort will make the district more commercially viable and relevant to the needs of local citizens and more likely to attract shoppers throughout the entire region.

Paralleling the urban Uptown project, the Foundation built on a prior grant to leverage the natural environment as a quality of life improvement and a potential economic growth stimulant for the Martinsville region. Here grants were given to the Dan River Basin Association and the Southern Environmental Law Center to develop access points and a greenway along the Smith River through Henry County. As a result of Harvest support and encouragement, the Dan River Basin Association was able to leverage another key grant from a major North Carolina foundation for the Smith River project.

The Harvest Foundation established in 2005 the Martinsville–Henry  
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## A NEW COLLEGE FOR A NEW ERA

Times have changed in Martinsville and Henry County. While it used to be possible to earn a good living without even a high school diploma, that's no longer the case. Now more than ever, a college degree is a necessity for a middle-class standard of living—and access to college degrees just hasn't kept up with demand.

That's where the New College comes in. In 2004, the Harvest Foundation issued a \$50 million challenge grant to the Commonwealth of Virginia toward the establishment of a state-supported, baccalaureate college in Martinsville–Henry County.

The New College, as it is called, will help revitalize the community by creating a culture where higher education is appreciated and desired, and where workers are skilled and confident enough to succeed in the new economy. As one high school student put it when asked about educational opportunities in the area, "Everyone needs a chance for the future." The New College will provide that chance.

Thanks to the vision of the Harvest Foundation and the hard work of individuals including former Governor Gerald Baliles, Dr. Ronald Carrier, Mr. Robert Spilman, Jr., Mr. Kimble Reynolds, and Ms. Elizabeth Haskell, the New College moves closer toward becoming a reality every day.

*Dr. Leanna Blevins, VP for Student and Community Development,  
and Dr. Barry Dorsey, Executive Director of New College Institute  
photographed at Martinsville Middle School.*





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County Community Foundation, an affiliate of the Foundation for the Roanoke Valley. This new institution has been in the development stage for the past 24 months and came to fruition in 2005 with approval from the Virginia Attorney General's Office and the Martinsville Courts. It is hoped that the community foundation will be a magnate for local charitable assets and an additional source of support for the community's nonprofit infrastructure. After helping to create the new foundation, Harvest seeded it with \$3.7 million. An independent advisory committee will be governing the new enterprise which plans to make its first grants in 2006.

The other significant initiative begun by the Foundation was a grassroots and civic leadership program. This was developed over several months by the Foundation, a subgroup of the Strategic Advisory Committee, Virginia Tech, and the University of Virginia. This leadership effort will be carried out over 36 months and includes a grassroots identification and engagement component, a training effort, and a city and county leadership element. It is expected that by the end of the project it will be absorbed into the fabric of civic life.

One of the largest grants in 2005 was a \$1 million gift to the Virginia Museum of Natural History to help develop state-of-the-art educational exhibits for its new facility currently under construction in Martinsville.

The Foundation believes that the new museum will be an important community jewel and an institution that will make the region a more desirable place to live and do business. In addition to these newly funded projects, Harvest also continued its support of ventures funded in previous years. Substantial payments were made to the City, County, and Carlisle Schools for the kindergarten-through-grade-twelve reading and math program; for the new Economic Development Corporation; and to the United Way and SafetyNet to offer direct support to the region's neediest families and individuals.

At its founding, Harvest set as its vision making Martinsville—Henry County the residence of choice by enhancing opportunities and the quality of life for all its citizens. We pursued that vision through our mission of researching and responsibly investing in programs and initiatives to address local challenges in health, education, and welfare. We believe the partnerships we are building today will grow and strengthen. As always, we look to the future with anticipation and optimism.

*Harry E. Cerino*

## A HEALTHY OUTLOOK

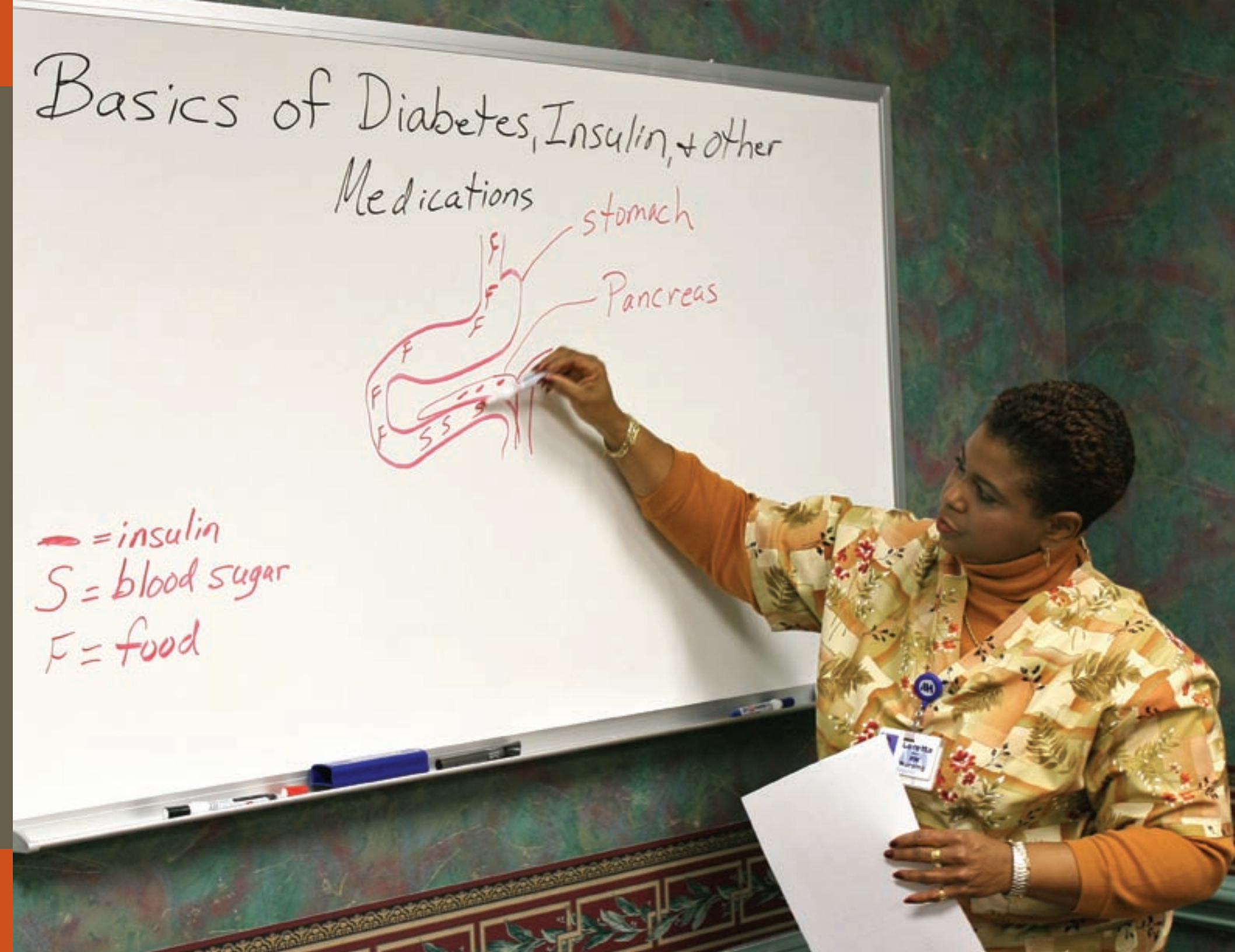
Most of us seem to know what we should do to be healthy—we just usually don't do it. The new Coalition for Health and Wellness aims to change that. Formed using grant money from the Harvest Foundation, the Coalition is working to make the Martinsville—Henry County area a healthier place to live, work, play and raise a family.

"We've super-sized our food while taking most of the physical activity out of our daily routine," says Barbara Jackman, executive director of the Coalition. "And that's left us more sedentary and stressed than ever. Not to mention the record levels of obesity we've all heard about."

For Jackman, the goal of the Coalition is something near and dear to her heart. Although she's worked in hospital management for more than 20 years, she found she had less and less time to actually be involved in encouraging health and wellness. This new challenge allows her to put her experience and enthusiasm to work for a region she loves.

"Healthy people seem to live in environments that encourage healthy and active lifestyles," she says. Thanks to the Coalition—and a little help from the Harvest Foundation—the area might someday be the picture of perfect health.

**Diabetes Education Class** As a part of the Coalition activities, local medical professionals, such as Loretta Moyer, R.N., instruct participants in monitoring their condition, improving their diet and managing stress levels. Positive changes, over time, are significant steps toward better health.







## STANDING TALL IN THE COMMUNITY

*Chairman Gene Teague and Vice Chairman Kimble Reynolds of the Leadership and Vision Subcommittee photographed at the Harvest Foundation.*

“Each of us has within ourselves the ability to make things happen and solve real community problems.” That’s the thinking behind the efforts of Gene Teague and his Leadership and Vision team. It’s also one of the four key goals of the Martinsville–Henry County Community and Economic Development Strategy. Through a grant provided by the Harvest Foundation, Teague and others hope to

### A LETTER FROM DOUGLAS I. PAYNE

The Foundation board of directors had an active 2005. It authorized 17 new grants totaling \$6,892,054 bringing the Harvest total to 85 grants for \$23,055,476 since we first started funding projects to improve the community in August 2003.

In order to assure that the Foundation was on the correct path, the board of directors held a retreat during the summer and afterwards created a temporary board committee that followed-up on, and resolved, a number of important open issues. As part of that process, that committee held a lengthy meeting with the CEO’s and board members of four other Virginia health conversion foundations. By meeting with our colleagues, we were able to share our vision, concerns, hopes for the future, and learn from each others’ experiences.

One of the major initiatives that three Harvest directors have been shepherding throughout the year has been the endeavor to establish an institution of higher education in our community. This effort is being done as a follow up to Harvest’s challenge to the Commonwealth of Virginia to locate in the Martinsville area a degree granting college. We remain realistic with respect to the challenges we face with this endeavor but we remain totally convinced about the positive value of education for the citizens of the region.

Finally, I would like to thank Eliza Severt, who recently completed her term after a valuable service, originally to Memorial Hospital of Martinsville and Henry County, and now at the Harvest Foundation. I also want to welcome our newest director, Martha Medley, who began her term January 2006. It has been a particular privilege for me to serve as President and Chairman during this past year and I have no doubt that my friend and colleague, Marshall Stowe, will maintain steady stewardship as he assumes the Harvest Foundation’s leadership role in 2006.

*Douglas I. Payne*

empower citizens to get more involved in their community and provide the skills to make a positive, lasting change in the region.

“Whether it’s healthcare, crime, zoning or even having enough opportunities for our kids to work or play, we all want a brighter future,” Teague says.

“This grant is about solving the issues that face each of us in our daily lives.”

Weldon Cooper Center at UVa and the Race and Social Policy Research Center at Virginia Tech are already hard at work on the challenge.

Innovative, long-term solutions are sure to follow.







## TAKING IT TO THE STREETS

Imagine an area where families window-shop along beautiful tree-lined avenues. Where restaurants are packed with diners grabbing a bite before catching a movie or play. Where businesses thrive and people show up just to see what's going on.

Now imagine it's in Martinsville.

It could happen if the Martinsville Uptown Initiative grant is successful. The grant, provided by the Harvest Foundation, aims to improve the uptown area in a variety of ways, including a lovely and cozy natural streetscape, architecturally consistent building facades, educational and artistic storefront exhibits, an expanded and vibrant farmer's market, increased business promotions, and an adoptive use plan for the historic courthouse.

What started as an informal discussion between a few interested parties has grown to become a comprehensive program with a large number of energetic, committed participants.

"Different people brought different objectives to the table," says Lance Heater, president of the Martinsville Uptown Revitalization Association. "We soon realized that we all shared some common passions and goals. By combining our efforts we're able to explore ways to really heighten the vitality and economic well-being of Martinsville Uptown."

The streets of Martinsville may never be the same.

*Co-Participants in the Martinsville Uptown Initiative are:  
Lois Christensen, executive director, Gateway Streetscape Foundation  
Debbie Hall, president, Martinsville-Henry County Historical Society  
Susan McCulloch, projects coordinator, Martinsville Uptown Revitalization Association*



## HARVEST FOUNDATION GRANTS 2005

Several times each year, the Harvest Foundation authorizes financial grants to area organizations to help improve the quality of life in the community. These grants provide support for capital, education, planning, economic development, capacity building, community safety, and health needs.

### HEALTH

*To Improve The Community's Health By Emphasizing Prevention, Safety, And Access To Care*

#### **City of Martinsville, Office of the Sheriff, Project Lifesaver**

**\$14,305** to assist Project Lifesaver, an initiative of the Sheriff's Office in Martinsville. The program started in 2001. It helps individuals suffering from Alzheimer's disease and related mental dysfunctional disorders. Disease victims receive tracking devices, which can help locate them if they become lost and confused. The grant will go for additional receivers, transmitters, straps, and equipment.

#### **Henry County Department of Public Safety & Henry County/Martinsville High School Firefighter Program**

**\$168,750** over two years to enhance Martinsville-Henry County's ability to address the public safety needs of its residents through a community volunteer recruitment and training program.

#### **Martinsville-Henry County Coalition for Health & Wellness**

**\$4,560,783** over five years to launch an initiative to improve access to health care for the uninsured and to provide health education and wellness programs for the Martinsville region.

#### **Martinsville-Henry County Coalition for Health & Wellness/Free Clinic**

**\$39,960** for use of the Ridgeway medical office building to provide health education and case management services.

#### **Piedmont Dental Health Foundation**

**\$250,000** over five years to support the dental education and clinic facility.



**EDUCATION***To Improve The Learning Environment For Citizenship, Academic, And Vocational Preparedness***Henry County Public Schools on behalf of The Piedmont Governor's School for Mathematics, Science & Technology****\$15,000** over three years to assist area high school students in the annual Robotics competition.**University of Virginia, Weldon Cooper Center for Public Service****\$166,316** to support development programs for citizens of and government officials in Martinsville–Henry County. The Weldon Cooper Center is a public policy resource for public officials, private sector leaders and citizens of Virginia. In the long term, this initiative should provide lasting partnerships throughout the community to address issues of importance to this region.**Virginia Museum of Natural History****\$1,089,000** to help pay for exhibits in the museum's new building set to open in January 2007 and for costs associated with launching the new museum. This grant also will be used as matching funds to raise an additional \$1 million from private contributors and an additional \$2 million from the Commonwealth of Virginia.**WELFARE***To Facilitate Opportunities For Our Citizens, To Help Our Community Reach Its Potential***Dan River Basin Association****\$95,000** to support the Mayo and Smith River Initiative. In collaboration with the Southern Environmental Law Center, this effort seeks to improve recreational opportunities for local residents and visitors. DRBA will assist in the efforts to identify and develop trails and river access points; developing a water quality monitoring program with the emphasis on youth participation; sponsoring local forums on environmental and land use issues; and engaging other stakeholders in activities to ensure that economic development occurs consistent with environmental protection.**Foundation for Roanoke Valley, Inc.****\$60,000** to help establish a local community foundation operation for the Martinsville region.**Gateway Streetscape Foundation, Inc.****\$107,200** to support the Martinsville Uptown Initiative—a three-way uptown revitalization partnership with the Martinsville Uptown Revitalization Association and Martinsville–Henry County Historical Society. Funds will be used to purchase specialized equipment and hire personnel required to assist Gateway in carrying out a greening/landscape plan to enhance the aesthetic value of the community.**Martinsville Uptown Revitalization Association****\$177,680** to support the Martinsville Uptown Initiative—a three-way uptown revitalization partnership with the Gateway Streetscapes Foundation and Martinsville–Henry County Historical Society. This grant will allow MURA to hire a project/volunteer coordinator to oversee the uptown initiative; enhance and expand uptown business facade improvements program; and to work with business owners to determine additional needs or interests.**Martinsville–Henry County Historical Society****\$42,000** to support the Martinsville Uptown Initiative—a three-way uptown revitalization partnership with the Gateway Streetscapes Foundation and Martinsville Uptown Revitalization Association. Funds will be used to facilitate a planning process to determine the optimal use, potential tenants, management structure and funding strategy for the historical Henry County Courthouse.**Southern Environmental Law Center****\$62,500** to support the Mayo and Smith River Initiative. In collaboration with the Dan River Basin Association, this effort seeks to improve recreational opportunities for local residents and visitors. SELC will focus on organizational development; outreach and educational programs; promotion and enhancement of fisheries and other natural resources; and trail development and other hands on projects.**Stepping Stones, Inc.****\$7,560** to support the creation of a part-time Travel Aide position. The person will oversee and assist handicapped adults on field trips and traveling to and from the Stepping Stones facility in Martinsville. Founded in 1991, Stepping Stones assists profoundly mentally handicapped adults while their primary caregivers are at work. The organization provides shelter, basic care, and meaningful social and physical activities for those in its care.**Virginia Legal Aid Society, Inc.****\$15,000** over two years for the strengthening families with children initiative in Martinsville–Henry County.**West Piedmont Business Development Center****\$21,000** over two years to support extensions of services offered by this business incubator, located in Martinsville. This effort will operate as the Virtual Incubation Program. It will offer a variety of services, including seminars, networking events, and various technical services, to encourage entrepreneurship.*The Harvest Foundation and its subsidiaries finished the year ending December 31, 2005 with approximately \$202 million in total assets.***BOARD OF DIRECTORS**Douglas I. Payne  
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