



*A year of resilience.*

# ANNUAL REPORT 2020



# FROM THE PRESIDENT & CHAIRMAN



**T**he year 2020 was certainly one for the history books. It also brought significant changes to the Harvest

Foundation.

As the year got underway, it soon became clear that the status quo and the original work plans for 2020 were not going to suffice. The Harvest team took rapid action and began working with community partners to tackle immediate needs stemming from the COVID-19 Pandemic.

Harvest pivoted quickly to support the central testing site at the racetrack,

to address childcare needs of essential workers, to support nonprofits and small businesses with operating grants, to increase food pantry supplies, and to encourage the community to Mask-Up. These joint efforts supported the community through the immediate crisis but continue to support ongoing needs.

Other priorities were not forgotten. Last year, a housing study showed the need for affordable, quality housing. MHC got on it and received a \$500,000 grant to develop a new neighborhood at the entrance of Uptown. New apartment options in Uptown are now also under development. 2021 will be an exciting year as these opportunities emerge.

Another priority that the pandemic amplified was the need for broadband. The community received a planning

grant to create a new broadband strategy so that everyone in the city and county will have internet access.

These are just a few of the initiatives that we worked on this year, but we are certainly looking forward to the possibilities of 2021. As you can see, Harvest had a leadership transition this year in the midst of everything else.

We are focusing on the future. Our path will be guided by you as we engage in a community-driven strategic planning process in January. I am looking forward to the day when we can meet in person and you can share with me your vision for Martinsville-Henry County.

Sincerely,  
Kate Keller  
President, The Harvest Foundation

**O**ur community, like all others across the country, was affected by the COVID-19 pandemic. Businesses had to rethink strategy and customer service in order to stay profitable. Healthcare workers, emergency responders, and frontline employees had the tough jobs providing support to our community members.

We all had to step up and live our lives in ways that were difficult and new to us. As our president Kate Keller described in her remarks above, The Harvest Foundation had to reevaluate and provide services that were out of our normal purview.

We have learned a great deal about our community and the resilience of our citizens since this all started back

in March of 2020. We know the depth of generosity and kindness throughout Martinsville-Henry County, and we were proud to see it on full display through the collaborations and partnerships we created and solidified throughout the year.

When Harvest put out the call in March to convene and coordinate a community response to the pandemic, that call was answered. On a Sunday afternoon, community leaders put together the beginnings of a plan that would determine the best solutions for challenges presented by COVID-19 throughout the year.

While we've worked with partners to implement programs that we hope help families breathe a little easier during this time, our fight is far from over. We



ask that you continue to show compassion for your fellow community members as you wear your mask

and keep your distance during this time.

It's tough, and we get it because we're all going through the same fight. But we are resilient, and we will get through this together.

Sincerely,  
David L. Stone, Jr.  
Chairman 2018-2020, The Harvest Foundation

# RECAP: 2020 AWARDED GRANTS



Pictured from front to back: Row 1 - Jeff Sadler and Liz Harris; Row 2 - Natalie Hodge, Robert King and Lee Prillaman; Row 3 - Dewitt House and Lisa Watkins; Row 4 - Leon Towanick and Beverly Pizer. Board Members not included: Holly Burton and Leutisha Galloway; New Board Members, effective January 1, Wayne Draper and Jennifer Reis

## General Responsive Grant: Uptown Partnership: Uptown Revitalization

This two-year planning grant of \$350,200 supports the development of Uptown Partnership's organizational structure and provides resources to facilitate a community visioning process for Uptown Martinsville.

This allows the organization to implement future projects that will attract more people to the area and create a destination for gathering, entertainment and dining.

## Current Grant Extensions

Due to challenges arising from COVID-19, the Foundation underwent a unique grants cycle in 2020. These grantees have been approved for these projects in past grant cycles, but they were extended to allow for more time to complete the project and/or program. These grant extensions include:

### • Martinsville-Henry County Economic Development Corporation: Operational Grant

A one-year grant of \$2,029,194 to continue local gains in economic development efforts, specifically by expanding the traditional manufacturing base, in addition to focusing on:

- ▶ summer internships;
- ▶ affordable housing;
- ▶ marketing;
- ▶ workforce collaboration; and
- ▶ tourism & quality of life enhancements.

### • Virginia Health Care Foundation: Project Connect

A two-year grant of \$66,000 to continue support of a local outreach worker to help eligible individuals sign up for Medicaid & FAMIS services. The Tobacco Region Revitalization Commission has provided matching funds for this grant.

### • Piedmont Virginia Dental Health Foundation

A one-year grant of \$201,065 continues to support the Community Dental Clinic, which provides dental care to those in need who cannot afford care in a private fee-for-service practice.



Pictured are members of a recent Getting Ahead class along with their instructors. Students receive important life skills training and financial literacy instruction to help break the cycle of generational poverty.

### • United Way of Henry County and Martinsville: Bridges Out of Poverty

A one-year grant of \$58,011 will work through the Getting Ahead and Workplace Financial Wellness programs to break the intergenerational cycle of poverty through an interactive 17-week program. This program was adapted to work in a virtual environment due to COVID-19 restrictions.

### • Piedmont Community Services: Community Recovery Program (CRP)

A one-year grant of \$57,000 provides support for an occupational training program, administered through CRP, as part of its substance abuse and recovery service, and expands CRP's peer recovery specialist program.

### • United Way of Henry County and Martinsville - Smart Beginnings MHC: Promising Neighborhoods

A one-year grant of \$97,995 to work with 32 families in the Promising Neighborhoods program, which assists them in working toward stability by providing:

- ▶ employment/job readiness training;
- ▶ quality childcare services;
- ▶ parenting classes;
- ▶ peer support groups;
- ▶ affordable housing;
- ▶ financial literacy training;
- ▶ and other services to promote success.

This grant also expands services provided by literacy consultants at childcare programs, and support implementation of a community early childhood education plan that:

- ▶ improve access to needed childcare services;
- ▶ increase the number of childcare programs participating in the Virginia Quality state rating system;
- ▶ and improve system coordination through development of a centralized database and online enrollment system.

### • Martinsville-Henry County Coalition for Health and Wellness: Health Connect MHC

A one-year grant of \$50,000 to assist the organization in its leadership search for an executive director. 🌱



# HARVEST INITIATIVE: CHILDCARE



Pictured above: Lorrie Stokes, owner and operator of God's Creative Learning Center in Martinsville, works with children on virtual learning assignments from their schools. Below, Members of the childcare management committee met in October 2019 to determine a path forward in improving Martinsville-Henry County's childcare system.

Lorrie Stokes, owner and operator of God's Creative Learning Center in Martinsville, said her childcare center is slowly gaining back its traction after struggling from the effects of COVID-19.

"When it (COVID-19) came in March, we lost 50 percent of our ratio (of children), and we went from eight employees down to three," Stokes said. "We didn't have enough income to cover our expenses and it was hard to keep our heads above water."

With help from the Harvest-funded Pay it Forward MHC Fund (*see page 6*), Stokes said she was able to bring back employees, buy PPE (personal protective equipment), thermometers, and other cleaning supplies. They were also able to purchase extra electronic tablets for children to use for virtual learning because each student required their own tablet for sanitation purposes.

"We are making it, but it's still a struggle. COVID made us change a lot of things we have to do in order to stay safe," she said.

Since May 2019, a community task force worked together to grow and strengthen Martinsville-Henry County's childcare system to meet workforce needs. In addition to



creating a community plan to meet current and future childcare needs, the group also developed solutions from challenges created by COVID-19 (*see page 5*).

Harvest convened the task force to study the childcare system in Martinsville-Henry County and determine gaps or needed resources. The task force includes community organizations, businesses and local government entities, including United Way, Smart Beginnings, Boys and Girls Club, YMCA, SOVAH Health, Eastman, Department of Social Services, Henry County and Martinsville City Schools, Patrick Henry Community

College, Martinsville-Henry County Economic Development, the Workforce Investment Board and Harvest.

The task force has leveraged \$275,000 in federal grants dollars to work on implementing the following goals over the next several years:

- ✓ Increase available childcare slots to meet demand through new childcare businesses and existing expansion; and
- ✓ Increase system's quality and develop a credentialed workforce pipeline to support the childcare industry. 🌱



# HARVEST INITIATIVE: HOUSING



Pictured above is a rendering of the Townhomes at Five Points. The neighborhood is slated to be completed around late summer/early fall 2021. Pictured below are members of The Harvest Foundation Board of Directors, staff, and personnel during a recent tour of Nationwide Homes in Martinsville.

**A** virtual event was held on November 18, 2020 to celebrate the official groundbreaking at the Five Points neighborhood, located at the intersection of West Church and Fayette Streets in Martinsville. Leon Towarnicki, city manager of Martinsville, said this project is a win-win-win for the community.

"When you look at the entire project, it represents about \$4 million in new housing development and will generate around \$100,000 per year in utilities and real estate taxes for the city," he said. "It's a great project, a good use of the property, and a great neighborhood. We're really excited to be part of it, and we are thankful to all the partners involved."

Chris Thompson, director of strategic housing at Virginia Housing, acknowledged that affordable housing is a challenge across the entire state.

"Housing affordability is a crisis for homeowners and renters, whether you're in urban neighborhoods or rural communities," Thompson said. "This is not a one and done.

We want to take this message across Virginia ... to promote modular housing construction and this unique partnership with local government."

The United Way of Henry County and Martinsville assisted applicants in entering the pipeline for a home ownership opportunity at Five Points. The Virginia Individual Development Accounts (VIDA) program, administered at United Way, is a program that

allows participants to earn \$8 for every \$1 saved toward the purchase of a new home, up to a maximum match of \$4,000.

"Homeownership is a lofty ambition for many families," said Philip Wenkstern, executive director of the United Way. "However, with the program and services now in place, it will be easier to attain a potentially life-changing asset." 🌱



# OUR COVID-19 RESPONSE:

## CHILDCARE



**\$150K**



**to United Way of Henry County & Martinsville**



**\$164K**

**Leveraged Support**

City of Martinsville, County of Henry and AEP

## Emergency Relief Fund

- ▶ To provide childcare for essential workers (healthcare & first responders) at the onset of the pandemic (March-May)
- ▶ Also provided personal protective equipment (PPE) and sanitation help for childcare facilities

## Childcare Scholarship Fund

- ▶ To assist families with unexpected childcare costs due to virtual school openings
- ▶ ChildcareMHC.org website developed to help parents find available childcare
- ✓ **70%** of childcare facilities remained open versus 55% statewide
- ✓ Childcare provided for **28 children** of healthcare workers & first responders
- ✓ Nearly **200 children** received weekly childcare assistance

## FOOD



**\$146K**



**to the Henry County Food Pantry**



**\$287K**

**Leveraged Support**

20+ Funding Sources

## Food Insecurity Fund

- ▶ Used existing systems to support Martinsville-Henry County citizens that are food insecure due to COVID-19
- ▶ Henry County Food Pantry served as lead with ability to purchase food from Feeding America for .19 cents per pound
- ▶ 14,454 boxes distributed at nine (9) locations
- ▶ 7,600 volunteer hours provided



Volunteers pack food boxes for distribution at the Henry County Food Pantry in Bassett, Va.

## COVID-19 TESTING



**\$300K**



**to the Martinsville-Henry County Coalition for Health and Wellness**



**\$3,050**

**Leveraged Support**

County of Henry

## COVID-19 Central Testing Site

- ▶ Established for the community at the Martinsville Speedway, operated for three months (April-June) to allow community healthcare systems to prepare for their own on-site testing
- ▶ The MHC Coalition (Ridgeway Family Practice) continued to provide testing for individuals who do not have a medical home or are uninsured
- ✓ **1,140 individuals** tested in total with a 18.6% positive rate
- ✓ **892 tested** at central site (April-June; 18.3% positive)



# DIRECT RELIEF EFFORTS

## Resilience MHC Non-Profit & Childcare Incentive Fund

- ▶ Technical assistance to nonprofits & childcare facilities applying for federal CARES Act funding
- ▶ Resilience MHC website developed as a central information site



NON-PROFITS

**\$193,500**

to United Way of Henry County & Martinsville

## Capacity Building

- ▶ To assist nonprofits with the development of a financial sustainability plan & provide insight on how to handle leadership changes, significant external events (i.e. COVID)
- ✓ **Coming in 2021** - Center for Nonprofit Excellence in Charlottesville, Va. will provide a local training series to include 1-on-1 consultation services



**\$1.45M**

from Paycheck Protection Funding  
to support 19 nonprofits and two (2) childcare facilities

## Pay it Forward MHC

- ▶ Provided a forgivable loan for small businesses up to \$3,000 to provide immediate financial assistance to meet payroll, preserve healthcare coverage for employees, and save jobs while they await approved federal funding or until the economy begins to recover
- ✓ **168 awards** for a total of **\$504,000**



SMALL BUSINESS

**\$1M**



to Virginia 30 Day Fund



## Mask Up, MHC Campaign

- ▶ Worked with community partners to reduce the spread of COVID-19 in the community
- ▶ Masks available to public with fun activities to educate the community (English & Spanish versions available)
- ✓ **2,000 Masks** created
- ✓ Six (6) videos created, **10,421 views** reaching **21,108 users** on social media
- ✓ Three (3) billboards featuring local physicians and health officials receiving **50K views per week**, per billboard.



PUBLIC AWARENESS

**\$1,134**

paid by The Harvest Foundation



**\$15,795**

Leveraged Support

City of Martinsville and County of Henry

# HARVEST YOUTH BOARD



The Harvest Youth Board had a challenging year meeting community needs while also navigating barriers caused by COVID-19.

The group's signature event, the W. Dan Prince III Thanksgiving Eve Dinner, was held in a drive-thru format on Nov. 25, 2020 to accommodate health and safety precautions.

Board Member Anne Catherine Harris said the group had to work hard to "think outside of the box and put different options" on the table. All members agreed that canceling the dinner was not an option.

"We were able to see a need this year now more than ever," said William Gardner, chairman of the board.

The event distributed food boxes feeding 1,200 families throughout Martinsville-Henry County.

In addition to the \$15,000 granted to the Henry County Food Pantry for the Thanksgiving Eve Dinner, the youth board also awarded the following grants in 2020:

- ✓ \$5,000 to Henry-Martinsville Department of Social Services for a playground to support the local foster care program. Clients were in need of a safe place to gather for visitations to work toward the



At the top: Members of the youth board granted \$15,000 to the Henry County Food Pantry and packed 1,200 boxes to prepare for the Thanksgiving Eve Dinner box distribution. Above, volunteers with the Henry County Food Pantry distributed boxes to waiting cars at the Nov. 25, 2020 event. Below, hundreds of cars queued up for the Thanksgiving Eve Dinner box distribution.

- ✓ ultimate goal of reuniting families.
- ✓ \$5,000 to Smart Beginnings (United Way of Henry County and Martinsville) to support the Dolly Parton Imagination Library, serving approximately 1,700 children. The program provides children from birth to 5 years old with a free, age- and developmentally-appropriate book mailed monthly to their home.
- ✓ \$5,000 to the Fraternal Order of Police (FOP) Patrick Henry Lodge # 73 to support the Cops and Kids program. The FOP partners with Walmart to provide



an opportunity for children ages 2-17 to spend up to \$100 in gifts for Christmas during a December shopping trip. The group served 80 children in 2020.

Find out more by visiting [www.theharvestfoundation.org/youthboard](http://www.theharvestfoundation.org/youthboard).





# PICK UP THE PACE!

## COVID-19 CREATIVE SOLUTIONS

The Pick Up the Pace! (PUP) small grants program funding for 2020 focused on lessons learned and innovations to help pick up the pace in Martinsville-Henry County after COVID-19.

Grant maximums increased to \$15,000 to expand opportunity and impact.

### COUNTY OF HENRY



\$15,000 supported the partnership of Henry County with the City of Martinsville to develop a collaborative, regional telecommunications plan in order to address the need of internet access for all citizens, particularly in light of the ongoing COVID-19 pandemic. The demand for service is urgent, especially

for students, teachers, and others who are required to work from home.

### HENRY-MARTINSVILLE DEPT. OF SOCIAL SERVICES



\$10,000 in partnership with a Youth Board grant, supported the purchase and installation of new playground equipment at the Henry-Martinsville Department of Social Services office. This will allow a safe place for family visitations that can strengthen and build strong family relationships. Due to COVID-19 restrictions,

supervised visitation options for the foster care program have been limited.

### MHC CHAMBER OF COMMERCE



\$15,000 developed the infrastructure and website for the Uptown Farmers' Market to launch a virtual marketplace to better serve community members during the COVID-19 pandemic. Shoppers also have the added bonus of shopping all vendors at once and checking out,

versus placing individual orders with each vendor.

### COUNTY OF HENRY DEPT. OF PUBLIC SAFETY



[www.airpurifiersandcleaners.com](http://www.airpurifiersandcleaners.com)

\$10,000 supported the purchase of an AHP Fogger Disinfection System, which is used to disinfect high traffic areas and can be used across all county departments as deemed necessary. The system uses a hydrogen peroxide-based fogging system designed to disinfect a space using pulse technology.

## ADDITIONAL PUP! AWARDS

### PIEDMONT ARTS



\$3,200 was used to restore the "Elephants on Parade" mural in Uptown Martinsville to its former glory. It was originally completed in 2009 based on a historic photograph from the collection of Dr. and Mrs. Mervyn King. Restoring this mural further enhances public art in

Uptown Martinsville adding to the area's revitalization efforts.

### UNITED WAY OF HENRY COUNTY & MARTINSVILLE

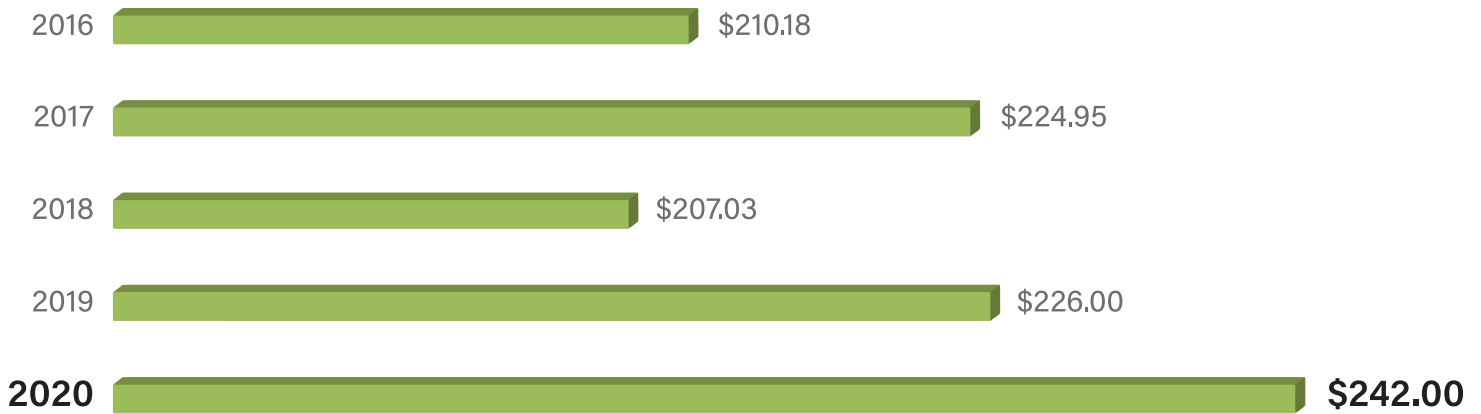


\$5,500 provided funding to support subscription fees for the Charity Tracker database as it is transitioned to a cost-sharing partnership model. This service tracks client progress and coordinates assistance from different partners. There are currently 27 agencies participating in the program with around

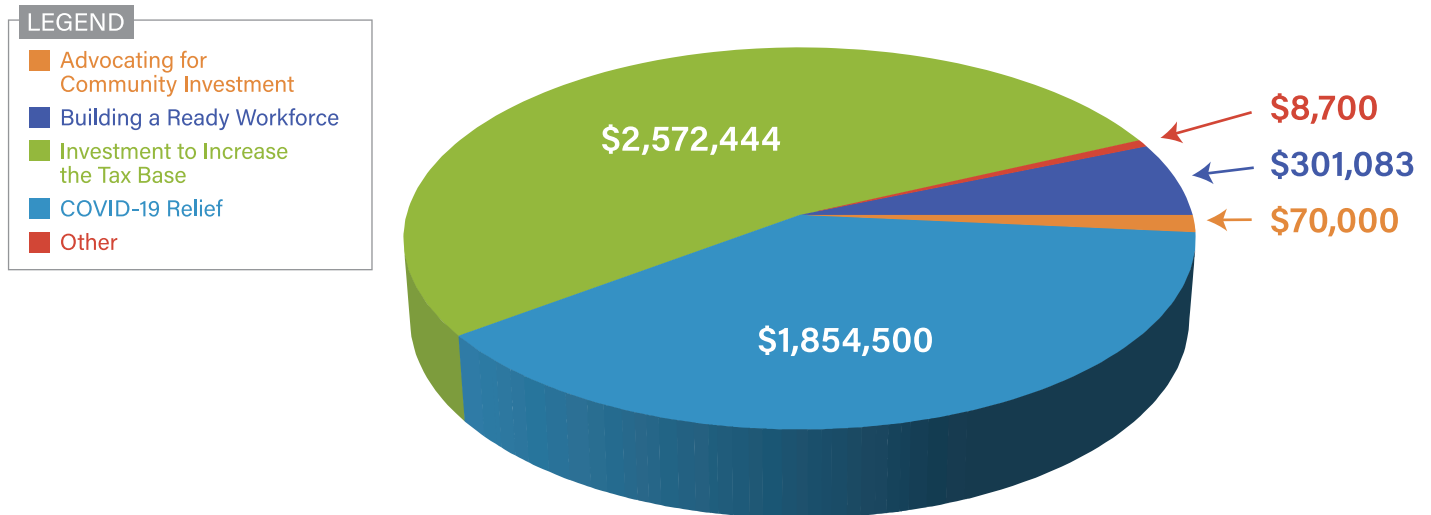
2,781 individuals registered.

# BY THE NUMBERS

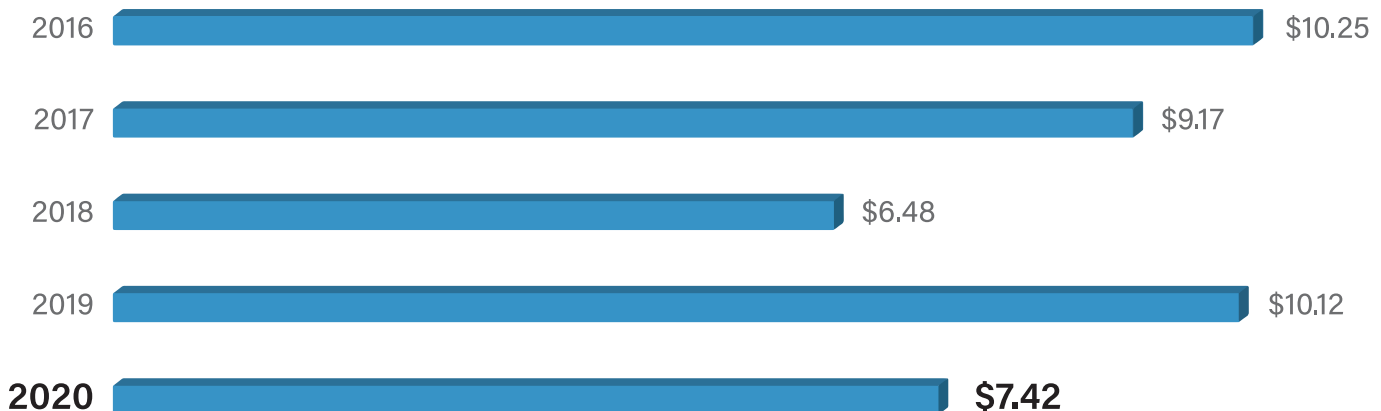
## Investment Portfolio Balance (Millions)



## Grants Awarded in 2020



## Grants Paid (Millions)



*Note: Grants paid reflect actual grant payments made in 2020.*



# MEET THE HARVEST TEAM

## *Harvest Foundation Board of Directors*



**William L. "Bill" Kirby, IV**  
Chairman



**Danny Wulff**  
Finance & Administration  
Committee Chair, Treasurer



**Kelvin G. Perry**  
Governance & Nominating  
Committee Chair



**Rev. Charles Whitfield**  
Grants Committee Chair,  
Secretary



**David L. Stone, Jr.**  
Immediate Past Chairman



**Valenica Eggleston-Clark, M.D.**



**John "Pat" Favero, D.O.**



**Judy Hodge**



**Monica T. Monday, Esq.**



**Leeland Prillaman**



**James M. "Jim" Tobin**



**Litz Van Dyke**

## *Harvest Foundation Staff*



**Kate Keller**  
President



**F. DeWitt House, Jr.**  
Senior Program Officer



**Sheryl Agee**  
Senior Operating Officer



**Georgia Compton**  
Controller



**India Brown**  
Program Officer



**Kim Harris**  
Executive Assistant



**Latala Hodges**  
Director of Communications



**Stacy Peters**  
Grants Administrator

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