





the **harvest** foundation

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

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and Interim Executive Director
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Dear Friends,

These are truly interesting times for the people of Martinsville/Henry County. We live in a beautiful setting, enjoy a rich history and live by family values, a sense of community and an entrepreneurial spirit.

While we embrace the past, we are also evolving. Our economy is transitioning from one that is industry-based to one that is technology-based. Our citizens are, more than ever, embracing education and acting on the moral imperative to improve quality of life for all our citizens. What's more, we are becoming exponentially more aware of the need to make healthy lifestyle choices and answering the call to take better care of our natural resources as well.

The change is considerable and brings with it great possibility. In these pages, you will learn how this change is reflected in the grants we at The Harvest Foundation make in the key areas of education, health and welfare.

Connecting our Future

2007 ANNUAL REPORT

On the education front, the foundation is staying true to its mission to create an environment in which education is valued and opportunities to obtain a quality one are abundant. How? We are actively investing in teachers and helping to create an environment that encourages all children to succeed.

In the area of health, we are raising awareness of the importance of healthy eating, exercise and smart lifestyle choices. Our efforts have focused on increasing the accessibility of community programs that encourage and enable physical activity, the dissemination of information on healthy nutrition choices and partnering with other organizations to reduce barriers to healthy activities during school, work and leisure hours. At the same time, we are expanding access to health care by offering not a short-term safety net, but a real medical "home" to underserved or uninsured residents. These efforts are geared to a number of goals. Providing basic medical care, outreach and care coordination is a key objective. So is promoting health and disease self-management interventions as well as helping patients use limited resources efficiently.

Finally, on the welfare front, we are enhancing quality of life here through a number of initiatives: Beautifying the community, revitalizing our economy, documenting our historic treasures, preserving the quality of water in the Smith River, and creating recreational areas along the river and in our beautiful countryside.

This positive momentum is a result of the \$60 million we have put to work in the community since our inception – more than \$6 million in 2007 alone. It's also a result of our dynamic community partners and the committed citizens of our region. Together, we will continue to revitalize our community and shape a brighter future.



**Marshall W. Stowe
and Allyson Rothrock
at Martinsville's his-
toric Little Post Office,
anchoring the corner
of Starling Avenue
and Mulberry Road
since 1893.**

Marshall W. Stowe
Board President

Allyson Rothrock
Interim Executive Director



“Investing in teachers and administrators through the K-12 Initiative means improved instruction and better prepared students. The community becomes a more attractive place for employers, who are looking to attract qualified talent.”

– DeWitt House
Assistant Superintendent for Instruction
Henry County Schools



Investing in human capital and realizing a return

At The Harvest Foundation, we know that when children do well in school, it directly impacts the prosperity of our community. That’s why one of our primary goals is supporting programs that enable their educational success, from the earliest years through college and beyond.

Success By Six, for example, is an early childhood initiative that helps prepare children for success when they enter school through four key programs. **Reach Out and Read**, which gave over 13,000 books in 2007, encourages children to read and their parents to support them in doing so. The **Quality Enhancement Initiative** helps childcare providers create quality learning environments for children. In 2007, the initiative reached 126 childcare providers serving 888 children. Through the **Family Place Library** at the Blue Ridge Regional Library the traditional library environment was redesigned to be welcoming and appropriate for children from birth. In **Smart Beginnings of Martinsville/Henry County** (MHC), community partners work to build a comprehensive system of high quality early childhood care, education and health services.

MHC After 3 emphasizes college readiness and lifelong learning. The program gives students daily interaction with professional mentors – perform-

ing artists to mathematicians to scientists – who help them connect the dots between their early learning and future educational endeavors.

We’re helping to develop the educated and skilled work force of tomorrow with **New College Institute** (NCI), a special-purpose institution offering Bachelor’s Degree completion and Master’s Degree programs. Since opening in 2006, NCI enrollment has more than doubled and degree programs have expanded from four to 11. Soon, NCI hopes to offer 14 degree programs to well over 300 students.

Through the **K-12 Initiative**, we’ve made a \$5 million, long-term commitment to improving primary education. The purpose of the program is to give teachers and administrators the opportunity to experience world-class professional development. “Our teachers and administrators see that professional development is ongoing,” says DeWitt House, Assistant Superintendent

for Instruction with Henry County Schools.” They’re excited, and their enthusiasm is felt by our students in the classroom.”

The Harvest Foundation’s investment has begun to pay off in Henry County Schools. For the 2006-07 academic year, the schools exceeded the Annual Measurable Objectives (AMO) for all students in English and Mathematics. The division was also one of only 59 in Virginia that made AYP. Schools in the district are being recognized as leaders in the Commonwealth, with several receiving the Governor’s VIP Competence To Excellence Award.

Martinsville City Schools are also reaping the rewards. For the 2006-07 academic year, all schools were fully accredited for the first time. This also meant that the school division as a whole was fully accredited. There were significant improvements in Reading and Mathematics scores on the State Standards of Learning achievement test. For instance, from 2002-2007, there was a 42% improvement in reading scores and a 40% improvement in mathematics for all students from economically disadvantaged households.



Area students are waiting to participate in a computer workshop.



“Our program focuses on realistically paced change that will result in lasting behavior change.”

—Jeannie Frisco
Program Director
Activate Martinsville/Henry County



Choosing long-term wellness over short-term solutions

A commitment to vibrant good health, particularly for children, is critical to the well being of our community. For that reason, The Harvest Foundation has made a priority of funding programs that emphasize long-term health rather than short-term fixes.

The Coalition for Health & Wellness was created to meet just this need. When the initiative began in 2005 as a five-year grant from the foundation, the problems were many. Our residents received medical care for acute problems but never saw the bigger picture of protecting their long-term health. Central to the Coalition’s objectives is addressing the fact that most of the health problems affecting our community arise from poor lifestyle choices. Rather than mending people’s ailments temporarily, the Coalition gives them the tools to make better health choices.

Similarly, health care for the area’s vulnerable – the underserved and uninsured – offered only temporary fixes for long-lasting health problems. As a result, the Coalition created the Bassett Family Practice, a federally qualified health center designed to give patients an accessible, affordable medical “home.”



The good news for the Coalition is that, by 2007, its programs included clinical, educational and outreach initiatives that have created a continuum of care. Even better news for the community is that people are seeing the very real benefits of a healthier lifestyle.

While the Coalition made significant progress with adults, a new childhood obesity initiative, **Activate Martinsville/Henry County** – kicked off in 2007. The initiative grew out of the need to establish healthy habits in children – a need that has never been more urgent. Given obesity trends, we are in danger of raising the first generation of children with a lower life expectancy than their parents. To begin the course-correction, Activate Martinsville/Henry County is on a mission to make our area a fun, healthy place to live by promoting physical activity as part of daily life. Activate, for example, firmly believes in restoring the pedestrian and cyclist transportation routes within the community. It also created the area’s first International Walk to School Day. Nearly half of local schools participated, with one teacher challenging her students and literally “walking the walk” by trekking an astounding 12 miles from home to school.



Top: An instructor explains the positive effects of healthy lifestyle choices on diabetes.

Bottom: Dr. David H. Lewis of Bassett Family Practice, which gives the uninsured and underinsured a medical “home.”

“Despite an ever changing global economy, the EDC accepts its role as a catalyst for economic growth. To be successful, we must continue to invest in our community and work with local leadership to ensure we build on the momentum gained this year.”

— Mark Heath
President and CEO
Martinsville/Henry County
Economic Development Corporation



Increasing opportunity and reviving economic strength

The ultimate goal of any progressive community? To sustain a continuously improving quality of life. At The Harvest Foundation, we've funded a number of initiatives and programs with the goal of improving quality of life for our residents. That, in turn, makes our area more attractive to new residents and businesses.

Among the most visible is the **Martinsville/Henry County Economic Development Corporation** (EDC). The traditional role of an economic development corporation is to attract new industry to an area and increase the disposable income of its residents – a role the EDC has successfully carried out over the past three years. The organization has created 344 new jobs over the past 12 months, spread throughout new and existing industry as well as small businesses. Its greatest success story came in 2007 with the recruitment of RTI International Metals, Inc. and its potential 150 well-paying jobs.

By creating the **Office of Tourism**, the EDC has gone beyond its traditional role and devoted resources towards raising awareness of opportunities in the area, promoting events and attractions



that might otherwise be missed by regional residents. The EDC's **Small Business Development Office** helps small businesses create a solid foundation for success in many ways, including helping them to network with one other. What's more, the Office provides roundtables, seminars and other educational opportunities.

The **Southern Virginia Artisan Center** in Uptown Martinsville is now home to the Visitor Center, run by the EDC. It has drawn 2,890 visitors over the past 10 months from over 15 different states and 4 countries.

The **Spencer-Penn School Preservation Organization** (SPSPO) is committed to preserving the former school as a center for the Spencer area and surrounding communities. Programming at SPSPO, often standing room only, highlights the musical and artistic talents of community members and allows them to share their skills with others in a series of popular classes. The site has also become a popular venue for special events and community celebrations held in the beautiful historic surroundings of the Spencer-Penn Centre. Finally, SPSPO rents space to local entrepreneurs, helping to jump-start services and employment opportunities in an otherwise underserved community. The Centre remains a source of unity and pride for the people who have worked to preserve it and now enjoy it as a focal point for their community.



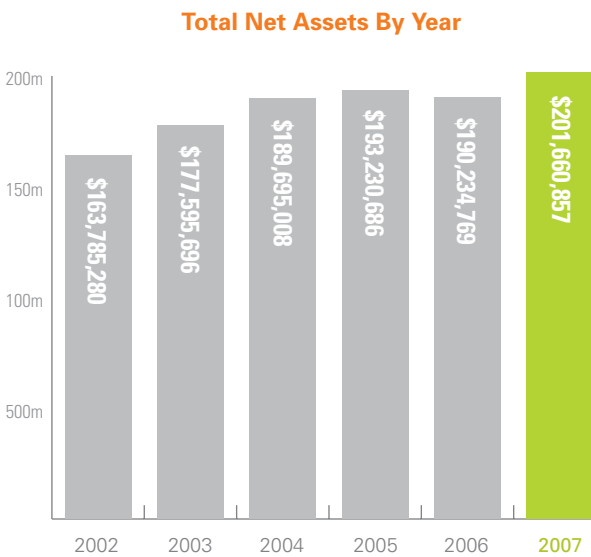
Above: Young adults enjoy a brisk walk on the recently created Uptown Spur Trail.

Left: Construction is under way at the Patriot Center for the new employer, RTI International Metals, which will bring 150 high-level jobs to the area.

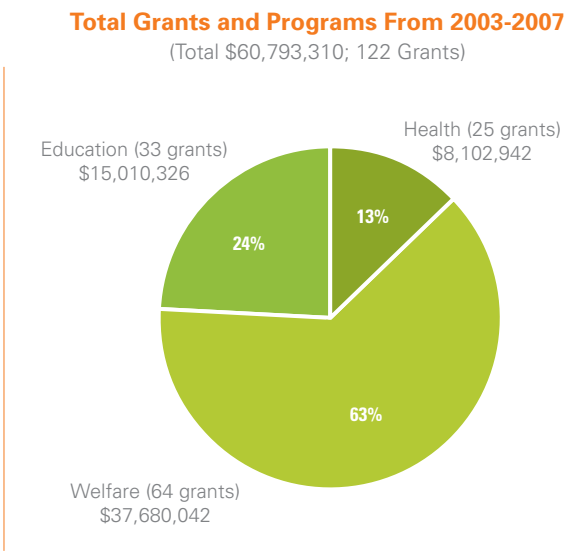
Financial report

The Harvest Foundation was established in 2002 with assets exceeding \$163 million. At the end of 2007, assets grew to \$201,660,857.

Total expenses for The Harvest Foundation in 2007 were \$10,898,644 with the Foundation designating \$9,911,995 in Program Services. A total of 14 grants were approved, and grant funding awarded and announced was \$6,513,362.



A copy of the Foundation’s 2007 IRS Form 990-Federal Return of Organization Exempt form Income Tax is available upon request.



Harvest Grants

At The Harvest Foundation, we inspire and enable non-profit organizations to reach their highest potential. This work requires careful management, balanced investment and a sound financial base. As we evaluate grants and initiatives we ask, “Is this truly transformational?”

EDUCATION (3 Grants Totaling \$623,530)

Boys & Girls Club of Martinsville/Henry County

- \$68,970 - To strengthen the infrastructure and capacity of the Boys & Girls Club of Martinsville/ Henry County to promote long term sustainability both programmatically and financially, thus having a strong effect on children’s academic, social and emotional achievement

LEAD Virginia • \$50,000 - To support and sustain a statewide leadership program for proven leaders in Virginia. The program links leaders across the state that are empowered to drive momentum for positive economic and social change for all Virginians with a special focus on serving low to moderate income families and/or individuals in the Commonwealth.

Patrick Henry Community College Educational Foundation: MHC After 3 • \$504,560 - To address the need for “after school” programs for middle school youth by providing intensive, interactive learning experiences in academics, arts and athletics.

WELFARE (10 Grants Totaling \$5,739,832)

Bike Walk Virginia / Activate Martinsville/ Henry County • \$1,569,560 - To launch the Activate Martinsville/Henry County initiative to create a healthier, safer and more active community.

Martinsville/Henry County Economic Development Corporation (EDC) • \$3,000,000 - To continue support for creating a climate where existing and new businesses and local



entrepreneurs can create community wealth and quality jobs.

Dan River Basin Association: Community Connections through Rivers and Trails Program (DRBA) • \$216,075 - To expand community engagement in restoring healthy rivers through outreach and education. DRBA successfully created facilities where residents and visitors can access the Smith River to fish, boat or view the natural setting. This project will continue building on existing partnerships to create a connected system of river, trails and greenways in Martinsville/Henry County.

Fieldale Community Center, Inc. • \$28,000 - To aid in addressing poor ventilation problems and pool safety issues, as well as to further train its Board of Directors in strategic planning and program development.

Gateway Streetscapes Foundation, Inc.: Uptown Beautification Enhancement Program, Phase II • \$131,822 - To focus on improving the physical appearance of Uptown and the Uptown biking and walking trail, thus impacting Martinsville/ Henry County’s self-image and appearance to visitors and potential investors.



Martinsville Uptown Revitalization Association (MURA) • \$89,250 - To launch an uptown summer entertainment program.

Martinsville Uptown Revitalization Association (MURA) • \$234,125 - To expand programming aimed at increasing usage of Uptown as an entertainment destination for area residents and visitors. The program will encourage the participation of Martinsville/Henry County residents in a continuation of the popular and well-attended Lunch on the Lawn and Tunes at Twilight events. This program will also add movies, dinner theater/ cinema and musical performances offered by MURA at the historic Rives Theatre in Uptown.

Piedmont Arts Association • \$263,000 - To improve community and educational outreach. This will be done by integrating public art into the community and by creating additional venues for artists in-residence. PAA hopes to improve the public's perception and understanding of the arts in daily life with programs for all age and income levels to participate in projects and discussion.

Southside Business and Technology Center (SBTC) • \$148,000 - To improve the economic capacity and competitiveness of our community by providing professional quality business consulting to local employers. SBTC's work helps attract, retain and expand employers throughout Southern Virginia by providing low cost, high quality business consulting services. SBTC helps local employers stay local and take advantage of potential market opportunities while becoming more competitive on a regional and global basis.

United Way of Henry County-Martinsville, Inc.: HOPE Initiative • \$60,000 - To support the continuation of its Helping Others Progress Economically (HOPE) Initiative. This project is to improve the financial literacy of individuals, working families and high school students through tax assistance services, education and outreach services. The HOPE Initiative was piloted in December 2006 and focused on three areas: increasing assets and building savings of working families and individuals, workplace/community financial education for various local corporate locations, and outreach and awareness workshops and other programming on financial issues.

The Harvest Foundation

Board of Directors (from left to right)

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Staff

Allyson Rothrock, *Interim Executive Director*

Jeffrey Mansour, *Senior Program Officer*

Angela Logan, *Program Officer*

Christina Reed, *Controller*

Eloise Wade, *Executive Assistant/ Grants Manager*

Gladys Hairston, *Program Associate/Adm. Assistant*

Lindsey Wilson and Lindsey Bryant, *Summer Interns*



The staff at Martinsville's new **Virginia Museum of Natural History**, a world-class facility reflecting the area's vision for a promising future.

Staff (from left to right) Christina Reed, Angela Logan, Lindsey Wilson, Allyson Rothrock, Eloise Wade, Jeffrey Mansour, Gladys Hairston and Lindsey Bryant.



VISION: **The Harvest Foundation**

is dedicated to making Martinsville/Henry County
the community of choice by enhancing

opportunities & quality of life for all its citizens.



opportunity + quality of life

