



Transforming

LIVES



the **harvest** foundation
2008-09 ANNUAL REPORT





the **harvest** foundation

MISSION: The Harvest Foundation

researches and responsibly invests in programs and initiatives to address local challenges in health, education and community vitality.

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Dear Friends,

The past two years have been truly remarkable for those of us who live in Martinsville/Henry County. While 2007 was a year of transition for our community, 2008-09 were those of transformation.

They were years in which we moved from assessing community needs to creating positive community change. This positive change is evident in all three of The Harvest Foundation's focus areas.

In **education**, programs funded by the Foundation emphasized everything from early childhood development and parental support to after-school programming and college readiness.

In terms of student performance, we saw accelerated achievement at all levels, from early childhood to post-secondary education. The Foundation's tremendously successful \$5 million/five year K-12th Grade Education Initiative was partially responsible for those gains, as were the tenacity and dedication of our teachers and education partners.

Students at the New College Institute (NCI) in Martinsville also continued to thrive. Since its inception in 2007, 86 students have graduated from NCI and three more have completed their teacher endorsements. Of those 89, 67 received their Master's Degree, 16 their Bachelor's Degree and six their Education Specialist Degree. Nearly 350 students are currently enrolled.

In the area of **health**, we continued to promote healthy behaviors through innovative prevention programs. Activate Martinsville/Henry County and the Coalition for Health & Wellness emphasized long-term health over short-term fixes. Worksite wellness programs, walking and biking activities, family aerobics classes and health education and screenings helped our community see the value of optimal health.

Through the Coalition, we also improved access to healthcare for all. The MedAssist program filled 5,500 new prescriptions, the Free Medical Clinic increased the number of patients it served, and the Bassett Family Practice provided an affordable "medical home" to many.

Finally, we didn't merely sustain our level of **community vitality**, but significantly increased it. The Foundation encouraged community members to enjoy our area's beauty with nature programs and an expanded network of nature trails. We also continued in our role as a catalyst in the revitalization of Uptown Martinsville and made grants for programs supporting the arts. Both the renaissance of our physical community and the mind set of our community partners are ever evolving through coordination, communication and cooperation.

In the days to come, the Foundation will update its early assessments and make necessary "course adjustments" to maximize the positive impact of its programs. We also will continue to invest in the community, even during these difficult economic times, because our work with our partners is laying the groundwork for a promising future.



Paul B. Toms, Jr. and Allyson Rothrock at a canoe/kayak access in the Smith River Sports Complex. The access was created in partnership with Henry County and the Dan River Basin Association.

Undoubtedly, 2008-09 brought us exponentially closer to a better, brighter future. Our community is healthier, more academically inclusive and successful, and a more dynamic place to build lives and careers. Transformation, indeed. We look with excitement to what's next.

Sincerely,

Paul B. Toms, Jr.
Paul B. Toms, Jr.

Allyson K. Rothrock
Allyson Rothrock

President of the Board

Executive Director



"I'm so happy that I connected with The Starting Place. I'm not a very outgoing person when it comes to seeking help but this has been great. We weren't made to feel like a dysfunctional family."

Nicole's Story

Our children are the future of our area. They're tomorrow's parents, tomorrow's workforce and tomorrow's leaders. Through the years, the **United Way of Henry County and Martinsville** has worked with The Harvest Foundation to build services for children from birth to five years, including those that emphasize child development and school readiness. • One key provider of services is **The Starting Place**, an early childhood resource center. In 2007, the United Way pulled together 10 community partners to create **Smart Beginnings of Martinsville and Henry County**, which is now 18 partners strong • • • • and the driving force behind The Starting Place. Pam Toney, director of The Starting Place, explains, "The community had lots of great services to help families but they were very disjointed. Now we're working together to connect families to the right kind of help. It's a very holistic approach." • Single mom Nicole Martin, 37, has taken advantage of multiple services at The Starting Place for herself, four-year-old Cameron and three-year-old Caleb. What first brought her there? **"I felt like I needed some parenting classes," she says. "I was having a hard time with my oldest – he's exceptionally bright and had lots of defiance issues. I thought maybe I needed to change my approach."** • Since that first parenting class, Nicole has taken additional classes and participated in "My Child and Me," an interactive playgroup for parents and their children. Cameron and Caleb also received developmental assessments through the "Ages and Stages" evaluation tool. There were some concerns with the development of Caleb's fine motor skills, which are now progressing nicely thanks to activities such as coloring and writing. • Since Nicole found The Starting Place, it's been both a safe haven for her and a source of friendships for her and her boys. **"I'm so happy that I connected with The Starting Place," she says. "I'm not a very outgoing person when it comes to seeking help but this has been great. We weren't made to feel like a dysfunctional family."** >



Transforming our future by preparing children to succeed.

It's vitally important that our children are empowered to succeed in school and in life. When that happens, our community becomes more credible to talented workers, more attractive to employers and exponentially more dynamic and prosperous.

Without question, the work of The Harvest Foundation helped our community make great strides in education over the past two years. When it comes to vitally important early childhood development, we continued to make gains with **Smart Beginnings of Martinsville and Henry County**. This community coalition supports parents with a variety of resources designed to set their children on a continuum that leads to an education, a degree and a job.

In 2008, Smart Beginnings opened **The Starting Place**, a collaboration between 18 community partners. This one-stop center in Liberty Fair Mall gives parents access to services for their children, from "My Child and Me" classes to developmental screenings to health insurance for low-income families. Smart Beginnings recently received national recognition from the United States Department of Health and Human Services, which identified it as an excellent model of community-based service systems.

The **K-12th Grade Education Initiative** – our ambitious five-year, \$5 million program for improving secondary school education – came to an end in 2009. The initiative proved a resounding success.

In terms of measurable numbers, students improved in areas that needed improvement and maintained or gained in areas in which they were already succeeding. Students from all backgrounds made significant increases in math, reading and language skills. The local districts also made significant strides

in closing "The Achievement Gap," and have met or exceeded the Adequate Yearly Progress benchmarks of the federal No Child Left Behind Act.

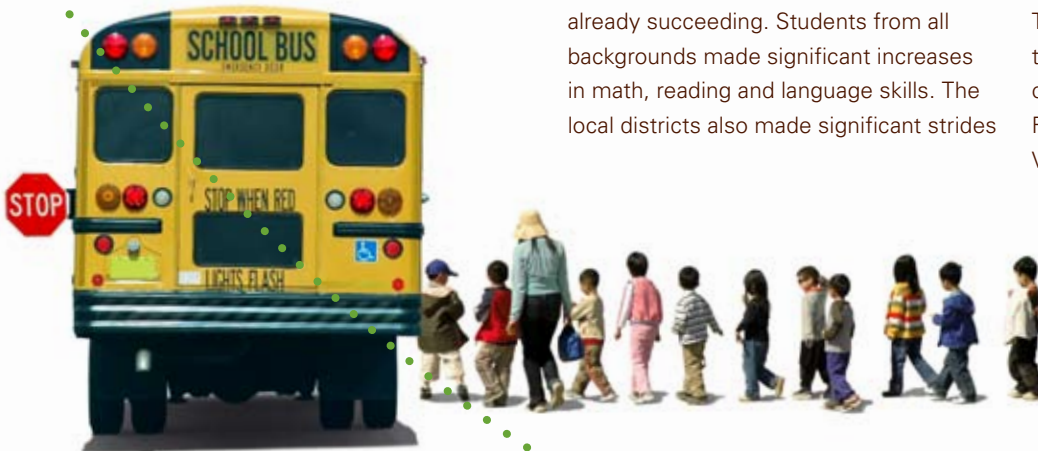
In human terms, which can never be fully measured, we made just as great an impact. We helped prepare students for success in school and in life, offered teachers world-class professional development, and empowered them to come to work every day feeling that their students can succeed, no matter their background.

MHC After 3, which is still going strong, emphasizes the Triple A Model – Arts, Academics, and Athletics – and gives students daily interaction with professional mentors. Through the initiative, we're working to become a national model for rural after-school programming and have even begun attracting the attention of national funders.

The Foundation also continued funding the **New College Institute** (NCI), a collaborative effort between The Harvest Foundation and the Commonwealth of Virginia to create a stand-alone, four-year



university in Martinsville. As always, NCI reached out to young children to plant the desire to attend college. It also continued working with local business and industry to find internships for college students home for the summer. By creating meaningful work opportunities and organizing social activities such as movie nights and whitewater rafting trips on the Smith River, NCI is taking a holistic approach to helping these students rediscover their community. The hope is that they will come to see their former home as their future home – a place where they can return to raise a family and enjoy a professional career. ■





When the Diabetes Self Management class was over, Vicky rated her confidence in her ability to make healthy choices and overcome barriers as a 10 on a scale of 1 to 10.

Vicky's Story

In order to make Martinsville/Henry County a healthier community, it's imperative that we encourage long-term health over short-term fixes. Through its **Martinsville Henry County Coalition for Health and Wellness** is doing just that. • The Coalition's wellness programs, which are funded by The Harvest Foundation, include classes on a variety of health topics including heart disease, high blood pressure and diabetes. The diabetes class, in particular, made a profound difference in the life of Vicky Stone. • **Vicky, 50, was diagnosed with diabetes in early 2009.** Shortly after, she began taking the Coalition's Diabetes Self Management course. She became an enthusiastic participant who attended every class, asked good questions, made healthier food choices and exercised regularly. After six months, she'd lost 12 pounds and reduced her Body Mass Index from 35 to 33. She also reduced her blood glucose level from 8 percent to less than 6 percent, which is quite an achievement, and was able to stop taking several medications. • **When the Coalition for Health and Wellness class was over, Vicky rated her confidence in her ability to make healthy decisions and overcome barriers as a 10 on a scale of 1 to 10.** She wanted to maintain her momentum, so she joined Healthy Lifestyles, a weight management program. After that, she continued with Healthy Lifestyles for Life, a once-a-month support group. She's never missed a month. • "It's participants like Vicky that are going to lead us down the path to a healthy community," says Stefanie Milroy, the Coalition's community health educator. **"Her ongoing commitment to the program – and, most importantly, to herself – have helped her to make changes that will significantly contribute to her overall quality of life."** ➤





Transforming lives by encouraging vibrant good health.

A community is only as healthy and vital as its residents. For that reason, The Harvest Foundation is intensely focused on funding programs that promote health education, encourage healthy, active lifestyles and give our most vulnerable citizens better access to health care.

In 2008-09, The Harvest Foundation began a transformation in our community in terms of increasing awareness of health and wellness. In the past, our residents received medical care for acute problems but never truly embraced the role of prevention in long-term health. Today, beginning to see the value of optimal health, communities are taking ownership, and programs are growing. This shift would not have been possible without the collaborative teamwork of our healthcare providers, government agencies, schools, businesses and the faith-based community.

Two Foundation-funded programs helped further emphasize long-term health over short-term fixes, for all ages. The **Coalition for Health & Wellness**, through its **Healthy Community Initiative**, provides children and adults with the education and resources to make healthier choices. **Activate Martinsville/Henry County** (under the Coalition for Health & Wellness) makes the community a fun and healthy place to live by promoting walking, bicycling and increased physical activity. Activate recently received national recognition from the United States Environmental Protection Agency, which recognized it with the 2009 Building Healthy Communities for Active Aging achievement award.

The push for a healthier community is all around us, evidenced by everything from a family summer water aerobics program to mental health screenings. One of the big successes over the last two years was the **worksite wellness program**, which educated people at their place of employment on issues ranging from preventing heart attacks to managing high cholesterol and diabetes.

Health walks also were well received. More than 4,500 students participated in International Walk to School day (a greater than 125 percent increase over 2007). The community so embraced the walk that

it led to Walk-Up Wednesdays at Albert Harris Elementary School. Other efforts to appeal to a wide range of interests included historical walks, nature walks, ghost trails and more.

A series of **healthy lifestyle classes** covering subjects such as diabetes, hypertension and weight management comprised another part of the program. So did activities centered on women's health and good nutrition for all age groups.

Mobile health screenings in churches and libraries, at work sites and in school parking lots were also tremendously successful. Trained personnel tested for critical health measures such as weight, blood pressure and blood sugar levels. Based on the results, they also referred people to physicians to get treatment, which was particularly important for those of our citizens who don't have a medical "home."

Another component in the ongoing effort to reach people without a medical home is the **Free Medical Clinic**, which continued to increase the number of patients it served. Yet another was the Bassett Family Practice, a federally qualified health center that gives the uninsured and underinsured a continuum of care by providing an affordable medical home.



Since its creation, the **Community Dental Clinic** has provided \$1.7 million in services, treating more than 2,000 adults and more than 800 children. With a full-time dentist now on board, along with the dental students and volunteer dentists, the Clinic is now open full time, giving greater access to dental care to those in need.

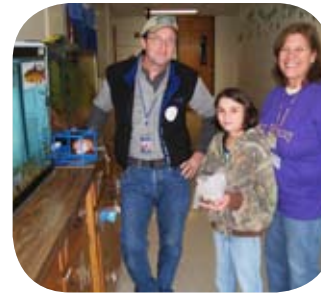
Finally, **MedAssist of Martinsville and Henry County** continues to secure free, brand name medications for low-income patients in the community. Over the past two years, this highly successful program has helped thousands, filling 36,000 prescriptions at a retail value of \$15.3 million. ■



The Dan River Basin
Association program doesn't
just change the way students
see the natural world. It
changes lives.

Taylor's Story

When you think about the things that contribute to our area's quality of life, few are as important as its natural resources. The **Dan River Basin Association** promotes and protects those resources in a myriad of ways. • Take its "Trout in the Classroom" (TIC) program, which is so successful it now reaches kids beyond Martinsville/Henry County. TIC teaches children about the world around them by having them raise trout from eggs to fingerlings in their classrooms before releasing them into the Smith River. The program was brought to Virginia in 2006 by Dr. David Jones, now the association's vice president, and continues with support from The Harvest Foundation. • "Many underserved kids didn't know the name of the river that runs through their town, much less what a trout is or why water quality is so important," says Brian Williams, the association's outreach and conservation coordinator. "With TIC, now they do." • **The Dan River Basin Association program doesn't just change the way students see the natural world. It changes lives.** • In 2007, Taylor Moraga was falling through the cracks of the system and struggling with her studies in elementary school. When she began participating in TIC, she found purpose. • Taylor was in charge of changing the water in the fish tank, which made her a leader and, in turn, someone who was looked up to by her peers – both new experiences for her. She also was in charge of maintaining data on the water temperature, which enhanced her math and science skills; she started reading about fish, which improved her reading skills; and she started journaling about the project, which strengthened her writing skills. Taylor's grades improved dramatically. Based on her experience with TIC, she wants to be a conservation officer someday. • **"It's no small thing to turn around someone's self esteem and academic aptitude," says Lisa Bowman, Taylor's former principal. "As educators, we believe we can change lives. I think we did that for Taylor."** >



Transforming our community by improving quality of life.

Any small community with ambitious plans to grow must build economic strength, increase opportunity, capitalize on natural resources, appeal to new businesses and attract visitors and new residents. Many of The Harvest Foundation's initiatives in 2008-09 focused on those very goals.

The ultimate goal of any progressive community is to create a sustainable quality of life for its residents. At The Harvest Foundation, we funded a number of initiatives in 2008-09 designed not merely to sustain quality of life but to dramatically increase it.



"Community of choice" is our term for describing our efforts to become a place that residents can be proud of and tourists want to visit again and again. In the past several years, we've begun making the transition from a community with a singular reliance on industrial production-related employment to one with a diversified economy that emphasizes the fact that Martinsville/Henry County is a great place to live, make a career, raise a family and have fun.

It's important that ours be an attractive community with a wide variety of amenities and interesting things to do. Key to that vision is **Uptown Martinsville's revitalization**, for which the Foundation continues to act as a catalyst. By working to renew the retail and food cluster, we're creating an inviting atmosphere for pedestrian traffic and increasing the vitality of Uptown. **Volunteerism** has been a key component, with the Martinsville and Henry County Chamber of Commerce, Gateway Streetscape Foundation and garden clubs helping to beautify the city and engaging young people to help.

Through the Dan River Basin Association grant, we were able to encourage an appreciation of our wonderful **natural resources**. We began developing canoe put-ins, creating nature programs related to the Smith River and expanding our trail network to even more locations including prime sites such as Beaver Creek Reservoir.

The past year also saw the completion of the new **Smith River Sports Complex**, funded by the Foundation. The intent of this world-class, tournament-quality sports complex was to begin developing an alternative industry related to recreation in the area, thereby increasing sports tourism and enhancing the area's economic viability. In order to ensure that the complex was unsurpassed in the region, the Foundation added additional funding to its original grant during the construction phase. In the coming years, we're confident that the complex will become a focal point for activity in our region, enhancing the prestige of our area and acting as a tool to attract others here.

At the Foundation, we fully understand the importance of the **arts and culture** to the revitalization of our community.



In fact, we are working toward a diversified economy with artists, the culinary arts, entertainment venues, river and trail access and more. We awarded grants to several arts organizations including TheaterWorks, a local community theater group, as well as the Spencer-Penn Centre, a popular venue for artistic events and special celebrations. Finally, we awarded the Bassett Public Library a challenge grant for expansion of the library to include a historical center with archives designed to attract people from around the country. ■

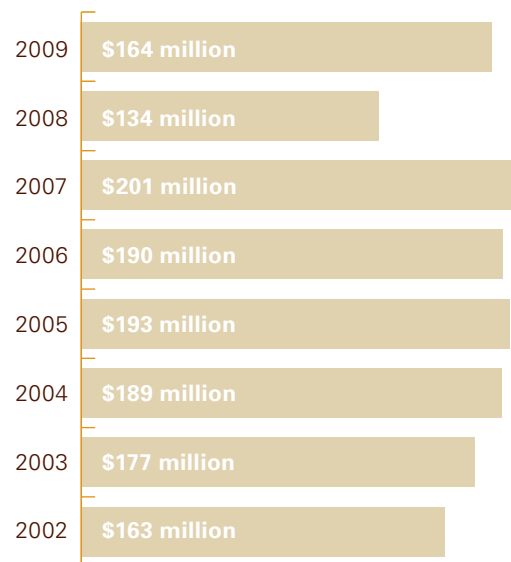




Financial report

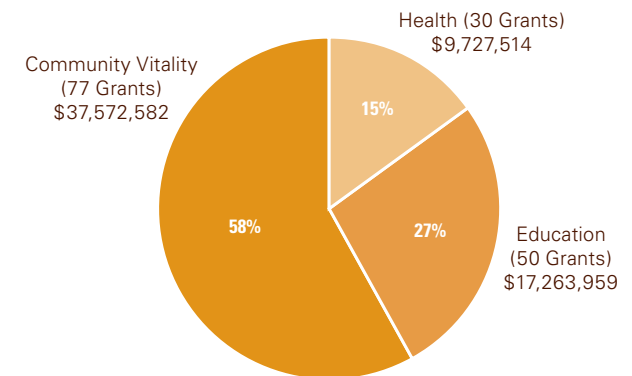
The Harvest Foundation was established in 2002 with assets exceeding \$163 million. At the end of 2009, net assets were approximately \$164 million. • A total of 31 grants were announced and awarded in 2008 and 2009 totaling \$8,879,745. In 2009, The Harvest Foundation also approved a Program Related Investment in the amount of \$340,000, the first of its kind for the Foundation.

Total Net Assets By Year



Total Grants and Programs from 2003-2009

(Total \$64,564,055; 157 Grants)



A copy of the Foundation's 2008-09 IRS Form 990-Federal Return of Organization Exempt from Income Tax is available upon request.



Harvest Grants 2008-09

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

Girl Scouts of Virginia Skyline Council •

\$37,250 to support the expansion of girl scouting in Martinsville/Henry County Scoutreach Program.

Henry County Schools on behalf of the Piedmont Governor's School for Mathematics, Science & Technology •

\$15,000 to the Piedmont Governor's School's FIRST Robotics to participate in the FIRST Robotics competition.

Virginia Museum of Natural History •

\$215,350 to establish a Children & Nature Network and environmental education laboratory that will serve as a clearing house for environmental information/nature-based learning, using nature as a way to stimulate learning and develop opportunities.

New College Foundation • \$3,369,618 to match funds requested from the Virginia General Assembly to support existing, as well as proposed academic programs offered by the New College Institute.

The Community Foundation of the Dan River Region on behalf of the National Fund for Workforce Solutions-Dan River Region Collaborative • Workforce Collaborative Initiative – \$325,000 to support the development and expansion of the National Fund for Workforce Solutions – Dan River Regional Collaborative.





Boy Scouts of America – Blue Ridge Mountains Council • \$45,381 to assist in the expansion of the Martinsville/Henry County Scoutreach Program.

K-12 Initiative Bridge Funding • \$897,000

K-12 Initiative Administrative Support • \$177,000

Carlisle School • \$50,000 to continue work on its International Baccalaureate curriculum and the use of differentiated instruction.

Henry County Schools • \$510,000 to focus on enhancing and improving educational outcomes for all students utilizing differentiated instruction.

Martinsville City Public Schools • \$160,000 to continue work on enhancing and improving educational outcomes for all students utilizing “Effective Schools Research” as a vehicle for improving math and reading skills.

MARC Workshop, Inc. • \$241,976 to create a Mobile Employment Program for Disabled Adults.

Patrick Henry Community College for the Martinsville Henry County After Three Program • \$366,560 to sustain and expand its current programming of providing high-quality, free after-school programming to middle school students in Martinsville/Henry County.

LEAD VIRGINIA • \$25,000 for Sustaining Sponsorship to provide a continuum of leadership development for Martinsville/Henry County community leaders and their organizations.

United Way of Henry County and Martinsville, Inc. • As fiscal agent for Smart Beginnings of Martinsville and Henry County in the amount of \$175,700 for The Starting Place, an early childhood resource center to assist in early childhood education and pre-kindergarten preparation of local children.



HEALTH

Martinsville Henry County Coalition for Health and Wellness • \$14,400 to continue using the Ridgeway Medical Building to offer classes and provide office space for the Healthy Community Initiative staff.

Piedmont Regional Community Services Board • \$10,000 to support a youth-focused teen alcohol awareness/prevention program - Take It Back -

and to focus on and increase awareness of teen alcohol use in Martinsville/Henry County.

Piedmont Virginia Dental Health Foundation • \$97,080 to increase the patient-serving capacity of its Community Dental Clinic by creating a full-time dentist program.

COMMUNITY VITALITY

Bassett Public Library Association, Inc. • as fiscal agent for Bassett Historical Center in the amount of \$205,000 as part of the Center's \$805,000 capital campaign to construct an addition to the existing facility.

Blue Ridge Public Broadcasting System • \$47,747 to fund the Performing Arts across the Blue Ridge project. This project would promote a positive image of Martinsville/Henry County across western Virginia and portions of four neighboring states, encouraging tourism, increased accessibility to area performing artists, local performance venues, and area cultural attractions as well as increased capacity for these artists and venues to promote themselves via the internet.

Community Foundation of Western Virginia, Inc. • \$80,000 to Community Foundation of Western Virginia, Inc. as fiscal agent for the Martinsville Area Community Foundation to increase the capacity of the organization.

County of Henry • \$93,068 for the Stabilization Project to match federal funds awarded to the Henry County Historical Society for the stabilization of the historic Henry County Courthouse.



Dan River Basin Association • \$433,800 to fund the Community Connections: Rivers & Trails Phase Two in Martinsville/Henry County.

Piedmont Arts Association • \$32,000 to Piedmont Arts Association as fiscal agent for the TheatreWorks Community Players of Martinsville/Henry County to further develop the organization to ensure that it is able to effectively enhance and grow a quality community theatre.

Spencer-Penn School Preservation Organization, Inc. • \$144,972 for the Outreach Capacity Building Project.





Southside Business Technology Center •

\$375,000 for Employment Retention and Creation in Martinsville/Henry County.

United Way of Henry County and Martinsville, Inc. • \$120,000 for the HOPE Initiative to continue focusing on improving the financial literacy of individuals, working families and high school students through tax assistance services, education and outreach services.

Virginia Local Initiatives Support Corporation • \$955,548 to implement a community development and revitalization initiative focused on Uptown and other key Martinsville/Henry County sites through the establishment of a community development corporation.

City of Martinsville Southern Virginia Recreation Facilities Authority • \$247,400 to the City of Martinsville as fiscal agent for the Southern Virginia Recreation Facilities Authority for operational support of the Smith River Sports Complex.

Martinsville Uptown Revitalization Association • \$60,400 for Uptown Programming & Promotion.

Piedmont Arts Association • \$200,000 as fiscal agent for TheatreWorks Community Players of Martinsville/Henry County for Venue Development and Program Expansion.



Piedmont Regional Community Services Board • \$49,495 to Piedmont Regional Community Services Board as fiscal agent for the West Piedmont Better Housing Coalition to fund the Better Housing Solutions housing needs assessment and related capacity building.

PROGRAM - RELATED INVESTMENT

City of Martinsville - Martinsville Redevelopment and Housing Authority • \$340,000 to purchase the Henry Hotel in uptown Martinsville. ■

The Harvest Foundation

Board of Directors 2008-09



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President '09



Martha W. Medley
Vice President '09



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Marshall W. Stowe '08-'09



Staff

Allyson Rothrock, *Executive Director*

Jeffrey Mansour, *Senior Program Officer*

Angela Logan, *Program Officer*

Nancy Cox, *Program Officer*

Christina Reed, *Controller*

Eloise Wade, *Executive Assistant/Grants Manager*

Gladys Hairston, *Program Associate/
Administrative Assistant*

2008 Summer Interns

Kimberly Payne, Grace Prince and Lindsey Wilson

Staff (standing from left to right) Christina Reed, Jeffrey Mansour, Gladys Hairston, Allyson Rothrock, Nancy Cox, Eloise Wade, Angela Logan (seated from left to right, 2008 summer interns) Lindsey Wilson, Grace Prince, Kimberly Payne

The Harvest Foundation – Transforming



Martinsville/Henry County one program at a time.



