

2012-13 ANNUAL REPORT

# pen communication

Open communication. It's at the heart of a brighter future.



the **harvest** foundation



"More than ever, we're seeing the difference it makes when we focus on the bigger picture versus the smaller need."

**Allyson Rothrock**, President  
The Harvest Foundation



# Communication is a two-way street.

## We're talking.

At The Harvest Foundation, we've never been more serious about communication. We're doing it better, and more often. We're asking for transparency and accountability from our grantees, our community partners and ourselves. **We're engaging the public so it fully understands the work we do and how to support it.** We're also having honest conversations with the organizations applying for our grants, setting them up for success by being clear about our expectations. How will what they're proposing catalyze change in our community? How will their work be sustained into the future when the funding grant has run its course?

Specifically, what vehicles are we using for communication? Many different ones, given the diverse population in Martinsville-Henry County. We're meeting the younger generation on social

media, inviting a conversation rather than shouting our message. We're connecting with the older generation by speaking to service organizations and hosting roundtables. We're engaging our growing Latino community with medical outreach and a variety of classes that address their concerns.

Our website is continually being updated with videos, information about the organizations receiving our grants and details of their successes. We're telling stories rather than using philanthropic jargon. We're putting out a comprehensive annual report every other year. Our board and staff are taking every opportunity to speak when invited, trying to draw the community together.

We're not afraid of controversy anymore. It's a part of life. We're willing to take an unpopular stance as long as we clearly communicate why we feel the way we do.

We're trying to forge a longtime, systemic change from a communication standpoint. In the end, it's all about the public's trust and we're working to earn it every day.

## We're listening.

The second part of good communication is one that doesn't get nearly enough attention: listening. For us, part of listening is seeing the bigger picture when an organization asks for funds.

**We're never thinking about an individual need but, instead, how it connects to every other need.**

Our resources are getting scarcer, which demands that we all come together more strongly. We're facilitating conversations between organizations that do similar work, bringing them side by side to accomplish more together than they ever could on their own.

We're listening to what people are saying. Taking note of what they're responding to. Watching the impact local events have on their lives.

It's all about interconnectivity, with community change the clear goal. When everything comes together, we get a brand-new story about how hard work created something truly transformative.

There's nothing in the world we'd rather hear. **C**

**Allyson K. Rothrock**

President

**James McClain, II**

Chairman of the Board



# Open communication

“The big idea here is not to do novel things. The idea is to bring existing resources like a laser beam into a neighborhood for an experience that is transformative and sustainable.”

**Jim Tobin**, Life Skills Cluster leader



# Positive Youth Development

It all started with a conversation.

When The Harvest Foundation brought 40 key partners together in February 2013 for a serious discussion about the needs of our children, **the air was absolutely charged with the feeling of possibility.** What if we could give kindergartners from economically challenged families a love for art and science with weekly trips to museums? Open the doors of churches and other natural neighborhood hubs for family time? Make mental health services more accessible to families who need them by locating them in their own neighborhoods?



That conversation about possibilities was the beginning of the Positive Youth Development Community Action Plan, formed by organizations as wide ranging as the Virginia Museum of Natural History, Citizens Against Family Violence, the Coalition for Health and Wellness and the Henry County Sheriff's Department. We knew that many of these organizations had similar missions and goals. (Some, in fact, were even working with the same children.) **The opportunity to network and learn about each other's services so they could do more together was invaluable.**

Because small groups can work more efficiently than large ones, we scaled our large group down into three clusters. Let's take a look at the three clusters and the ways in which they hope to move the needle.





# promise zone

## The Life Skills Cluster

**MISSION:** To create learning opportunities and support the holistic development of youth so that they can lead fulfilling lives and make a positive contribution to their community

### Problems to be solved

- Pervasive culture of dysfunction
- Lack of positive role models

Cluster leader: **Jim Tobin**, executive director of Piedmont Community Services

When the Life Skills Cluster first met, it struggled with problems all too familiar in our community, most stemming

from intergenerational poverty. We started out feeling a little overwhelmed,” says cluster leader Jim Tobin. “Then instead of trying to change everything for everyone, which felt so impossible, we decided to focus on one particular neighborhood and concentrate existing resources to make **a substantial, transformative difference in that neighborhood that could be replicated in the future.**

Their idea, which was based on a national model known as the Harlem Children’s Zone, involves creating a pilot Promise Zone in our area and engaging intensely with the families there. “We want to partner with them and ask, ‘What do you want for your children that isn’t quite there?’ ” says Tobin.

“Knowing first what we’ll do isn’t the recipe for engagement and partnership. Instead, we’re here to ask *them* what’s needed and wanted.”

Four themes emerged early on. The first, focusing on early childhood development, is an urgent need. To that end, the cluster is talking with parents of young children and also looking into using natural neighborhood partners such as churches and expanding their role in nurturing families. The second, empowering healthier parents, is another top priority. The group plans to talk to parents about how to help them deal with unemployment, substance abuse and financial stress. “Benefitting the parents will benefit the children multiple times over,” says Tobin.

The third theme is making schools primary partners in our neighborhoods. “We can see schools increasingly serving in a ‘neighborhood hub’ capacity,” says Tobin. The fourth theme is putting *existing* resources to work. “Again, the idea is to focus all these things that are in the community already,” Tobin says. “By coordinating and using existing resources, we can create a rich learning environment for neighborhood children that can be transformative,” he says.

## The Recreation Cluster

**MISSION:** To offer services providing children with diverse opportunities to build their bodies, minds and spirits while making positive choices that lead to leadership, social skills and life skills

### Problems to be solved

- Lack of knowledge of local recreational programs and facilities
- Lack of outreach programs within communities
- Lack of high-quality professional development opportunities for youth development leaders

Cluster leader: **Brian Hairston**, Virginia Cooperative Extension Agent, 4-H Youth Development

The Recreation Cluster, like the Life Skills Cluster, faced a catalog of familiar community problems when it first met. Fractured families were one problem the group knew it wanted to address. So were the issues of childhood and adult obesity. Lack of transportation – which equals lack of access – was yet another.

“Many children in our community who would like to be active have working parents or are from single-parent households. For a lot of reasons, parents can’t always support their recreational activities,” says cluster leader Brian Hairston. “Another problem is that many families aren’t spending good family bonding time.”

To address those issues, the cluster is brainstorming ways to help families spend quality time together through fun, recreational activities. It also wants to help children get active and stay active, possibly by offering affordable family memberships to area gyms, whose fees are out of reach for many. The cluster is also exploring how to make its programs mobile. **“Instead of families coming to our programs, we can take our programs to them and reach more children,”** says Hairston.

While most of the cluster’s focus is currently on producing *ideas*, it did produce a youth-focused *event* this past September: the Youth Passport Challenge. In what Hairston describes as

“a trade show for youth,” the cluster brought together more than 20 youth-focused organizations and assembled them at the Smith River Sports Complex.

During the event, every child was given a backpack filled with resources. The goal was to have them visit every booth, engage with the representatives there and receive an initial on their “passport.” The event was a big success, bringing out enthusiastic families as well as the local media.



positive choices



## The Career Readiness Cluster

**MISSION:** To prepare children for success in the world of work by identifying vocational interests and opportunities, developing both basic and soft skills, and planning a career path

### Problems to be solved

- Lack of understanding of the real world of work
- Lack of understanding of the value of work
- Lack of understanding of the value of education

Cluster leader: **Rhonda Hodges**, dean of workforce development and continuing education for Patrick Henry Community College

For the Career Readiness Cluster, a key goal is to **provide our children with opportunities for real-world understanding of the workplace**. The group is looking into experiences available for youth ages 8-18, including internships, volunteer work and youth apprenticeships. Cluster leader Rhonda Hodges and her team are working with a wide range of organizations, including the Virginia Employment Commission, the West Piedmont Workforce Investment Board, our two public school systems, Carlisle School, Patrick Henry Community College and the New College Institute.

To Hodges, the benefits of career preparedness are “immeasurable” for our area’s students. “Yes, they learn some work preparedness in school but it’s different in an *actual work environment* with an attendance policy, a cell phone policy, a standard of professional conduct and the absolute necessity of cooperating with other people to get work done.”

For some children, the work experiences that come out of the Career Readiness Cluster will be about more than gaining practical knowledge of the nine-to-five world. For many, the experience will also kick start career exploration and set them on the road to a fulfilling, lifelong profession.



Dr. Jared Cotton, the superintendent of Henry County Public Schools, is a key member of the cluster. Because his school system comprises 7,000 of the 9,000 K-12 students in our community, he is uniquely positioned to identify the children who can benefit from career readiness services the most.

Cotton, along with the other members of the Career Readiness Cluster, plans to take a strategic approach to identifying both the needs of our students and the resources to address them. They are exploring the 40

Developmental Assets® model, which has proven successful in communities across the country. With its framework of “developmental assets” – behaviors, experiences, skills and relationships – the model has put millions of children on the path to successful, contributing adulthood.

**The plan began to gain serious momentum in early 2014.**

Once the Positive Youth Development Community Action Plan was finalized in July 2013, it was time for next steps. In October 2013, Harvest awarded a grant to the United Way of Henry County and Martinsville to

continue facilitation of the Youth Collaborative to identify ways to implement the plan. Kim Adkins, chief executive officer of KEA Consulting Services, is working with the agency to create a post-plan infrastructure designed to turn the plan’s strategies into realities starting in 2014.

As the plan moves forward, Harvest will remain a vital part, providing technical assistance for sustainability. To really benefit our children over the long term, this must be a *community* plan rather than a *Harvest* plan. ●

a community plan



“We determined that obesity, teen pregnancy and drug use and abuse are the major health concerns in our area. Efforts such as health fairs, access to fitness trails and health-related programs are under way to help promote healthy lifestyles.”

**Steve Keyser**, health education cluster leader  
and coordinator of community engagement for  
New College Institute



# Community Health

We asked for an open, honest dialogue.



The year was 2011. The Harvest Foundation had gathered 40 community leaders for a serious discussion on the health of our community. We asked for complete honesty and that's exactly what we got.

The truth is, our "big picture" does not compare well with many localities across Virginia. Our demographic is significantly older, less educated and more economically stressed. We suffer more from weight problems, die more often from chronic disease and have higher rates of teen pregnancy and infant mortality.

More than 20 percent of our nonelderly residents are uninsured. Because we're designated as a "medically underserved" area, even those with health insurance have difficulty getting the services they need.

Because health-related problems are usually connected to other, serious life issues, we invited leaders in health as well as economic development and education to collaborate. We asked ourselves, **"How can we make our community healthier through awareness, education and connecting health care providers so that they can provide more holistic care?"**

With that question in mind, we embarked on a strategic planning process to develop a comprehensive Community Health Strategic Plan with a focus on building a culture of health.



## Working more strategically in smaller subgroups

To provide a targeted focus for the key priority areas, our large group broke out into three strategic planning clusters:

### Community-based services cluster

**MISSION:** To focus on services designed to help each person achieve maximum independence and good quality of life in their home and community

#### Problems to be solved

- Lack of knowledge of available services
- Communication barriers preventing access to services
- Lack of transportation and resources to enable individuals to secure needed services

Cluster leader: **Jim Tobin**, executive director of Piedmont Community Services

### Health education cluster

**MISSION:** To focus on education that increases awareness and favorably influences the attitudes and knowledge relating to the improvement of health on a personal or community basis

#### Problems to be solved

- Childhood and adult obesity and related health risks
- Substance abuse
- Teen pregnancy

Cluster leader: **Steve Keyser**, coordinator of community engagement for New College Institute

### Primary care cluster

**MISSION:** To focus on the total health care a patient receives upon first contact with the health care system, before referral elsewhere within the system

#### Problems to be solved

- Diminishing number of primary care providers
- Linking or re-linking people to primary care physicians or a medical home
- Lack of capacity for organizations to provide primary care

Cluster leader: **Kim Adkins**, mayor of the City of Martinsville





The work of the three clusters culminated in a three-year Community Health Strategic Plan. The next step was to create an Operational Plan, focusing on implementation under the Coalition for Health and Wellness.

From the three clusters, six task forces were formed to create the plan: primary care capacity/recruitment (Kim Adkins, leader), health education (Brad Kinkema, leader), transportation (Teresa Fontaine, leader), Latino community access (Jim Tobin and Sharon Ortiz-Garcia, co-leaders), flexible resources pool (Richard Harris, leader) and HealthConnect (Barbara Jackman, leader). This allowed for expanded community involvement by including others not previously around the table.

### Creating a community health hub with HealthConnect

Imagine a life in crisis. Picture having to choose between filling a lifesaving prescription and paying a utility bill. Desperately needing to see a doctor but without a car to take you there. Or trying to talk with a surgeon about a serious procedure when you don't speak the same language.

In our community, as in countless others across the country, health problems are at the center of lives in crisis. "For more than 90 percent of people in crisis, there's a health issue in the middle of that crisis," says Barbara Jackman, executive director of the Coalition for Health and Wellness.

One way in which we're breaking down barriers to health care is through the creation of HealthConnect, a virtual and physical hub that brings safety net organizations together to connect people who need services to those who provide them. Through HealthConnect, free or low-cost transportation is being coordinated. Bilingual "patient navigators" are explaining health conditions and treatment options. Outreach advocates are connecting them to other services such as medication assistance programs and specialty care.

Because effective communication between organizations is so critical, groups associated with HealthConnect are using a single database known as Charity Tracker. "With better communication, data collection and data tracking, we can move decisions upstream for longer-term solutions instead of just crisis management," says Jackman.

"Everyone in our community deserves to have a medical home and a physician who is intimately familiar with their health history. We're exploring ways to make both things happen."

**Kim Adkins, primary care cluster leader and mayor of the City of Martinsville**

# patient navigators



# partnership

## Bringing primary care physicians to our community

One of the major issues the primary care task force is looking to address – a shrinking number of primary care physicians in our area – is far from unique to Martinsville-Henry County. In fact, the issue is a looming *national* concern. The task force, led by Kim Adkins, is closely tracking the number of physicians who are retiring, looking at ways to aggressively recruit primary care physicians and brainstorming ways to make life easier for those who *do* settle in our community.

The group is also exploring the role of education in “growing our own” by inspiring area students to choose careers in health care such as physicians, physician’s assistants, nurse practitioners and other primary care providers.

The task force is also working on extending the capacity for organizations to provide primary care. “To do this,” says Adkins, “we are helping align existing organizations, coordinate electronic medical records and encourage convenient access to care such as extended hours.”

## Improving the health of our Latino population

Latinos make up almost 10 percent of our population, and their numbers are growing. “Because of the language barrier, they’re underserved in our community,” says task force co-leader Jim Tobin. This reality led to the creation of the Latino community access task force.

In April 2013, the task force launched a major educational initiative: the first-ever Latino health fair. At the fair, 30 organizations provided information in Spanish and conducted health screenings such as blood pressure and cholesterol. With over 200 Latino residents in attendance, the event will now be an annual one but with a twist for more appeal, shifting from health fair to Latino festival with an educational component.

A spin-off of the health fair is the creation of a Latino Community Council in which this community is becoming organized, focusing on a variety of issues such as health, education and transportation. For example, the Council has explored the health implications that go hand in hand with lack of documentation. Access to education through a partnership with Patrick Henry Community College has been a focus. To assist with community access, the public transportation schedule has been translated into Spanish. Also, conversational Spanish classes have been conducted for health care providers through the community college.

## Creating awareness around three major health concerns

The work of the health education task force revolves around three major areas of concern: substance abuse, teen pregnancy, and child and adult obesity. "Increasing awareness around these issues is so critical," said Brad Kinkema, executive director of the Martinsville-Henry County Family YMCA.

With New College Institute taking the lead, the group held a joint health fair with Patrick Henry Community College and 24 area organizations; nearly 400 students attended. The task force has also conducted health-related lectures and hosted a roundtable forum on substance abuse. It's exploring expanding our biking and hiking trails and bringing in role models to speak in our schools.

## Bridging gaps in service with a network of connected providers

There are people out there with needs that are larger than any one agency might be prepared to help

# bridging the gap

them with," says Richard Harris, Piedmont Community Services mental health case management manager. "The flexible resources pool task force was created to bridge the gap for those agencies so they can enable individuals to secure needed services."

With "bridging the gap" in mind, the task force is partnering with the MHC Assistance Network. The agencies in the network work from Charity Tracker, a single database that shares information. Many organizations now are collaborating, virtually in real time, to help people more effectively than any single organization could on its own.

## Increasing transportation to access available community resources

Because a lack of transportation can be a major barrier to accessing health care, the work of the transportation task force is critical.

Since its formation, the task force has accomplished a number of initiatives, primarily through the development of a "mobility management" program made possible through grants from the Virginia Department of Rail and Public Transportation. "We're targeting populations with unmet needs," says Teresa Fontaine, task force leader and executive director of the Southern Area Agency on Aging. Those populations include the disabled, elderly, military veterans and ex-offenders returning to the community.

With the funding it's received, the Southern Area Agency on Aging has hired a dedicated mobility manager. It's also instituted a

voucher program, in which eligible individuals receive help with the cost of transportation to medical appointments, and it has created a website ([www.mile1.net](http://www.mile1.net)) that helps keep the community informed about resources and programs under development.

## Creating a place to share information

In 2013, the community leaders who created the Community Health Strategic Plan created [www.LiveWellMHC.org](http://www.LiveWellMHC.org) as a place to share stories of progress, challenges, resources and partnership. Go to the website and click on "About Us" to view the plan as a living document. **C**





pen communication

“The world is evolving so quickly, the jobs our youngest children will have when they enter the workforce don’t even exist today. They need a skill set that will allow them to adapt.”

**DeWitt House**, assistant superintendent for teaching and learning for Henry County Public Schools



# Education

Everything is changing, including the questions we're asking.

When it comes to education, we've been asking a lot of questions these past few years. The questions are more urgent – and, frankly, more interesting – than they've ever been.

What if our schools weren't separate entities but, instead, vibrant centers of public learning fully integrated into our community? What if every graduate were confident in academics, accomplished in 21st-century skills and global in orientation? What if a new education model produced unprecedented positive outcomes? What if our youth had an explosion of choice? **What if we stopped looking back?**

Fortunately, the people answering these questions are some of the best and brightest in our community. They are K-12 and postsecondary educators, leaders from industry and the private sector, experts in economic development and potential employers, all envisioning the workplace and workforce of tomorrow.

The needs of the companies based here are changing. The ways in which our students learn are changing. There's a crossover happening as education increasingly meets industry. People are *talking and thinking community*. Educational programs are becoming more innovative, with a focus on problem solving and project-based learning. Every connection is more evident as time goes by.

It's all happening quickly. In fact, it's changing by the moment.



“We’re taking educators into our plants to see what modern manufacturing looks like. Conversely, we’re taking manufacturers into classrooms to see what education looks like. They need to understand each other’s problems. We’re starting a dialogue.”

**Mark Heath**, president and CEO of the Martinsville-Henry County Economic Development Corporation



Giving companies what they need to come here, and stay here

“When a CEO is thinking about bringing a company to a new location, labor force availability and training are the two things they’re looking at most,” says Mark Heath, president and CEO of the Martinsville-Henry County Economic Development Corporation. “Unfortunately, our community is behind in providing the skilled labor they need.” He adds, “Most people think there’s a job shortage but that’s not true. There’s no job shortage but there is a shortage of skilled workers,” says Heath. “This isn’t just a local issue. It’s a global issue.”

So how do we ensure that industry comes and stays because we can supply the trained labor that it needs to operate from day one? It all starts with education.

Heath describes a “wake-up call” that he had during talks with area industries three years ago. “We asked, ‘Who’s not at the table but

*should be?’* Someone said, ‘K-12.’ It hit me then that it’s a continuum. You’ve got to get in the hearts and minds of kids in eighth and ninth grade as to the jobs that will be available to them.”

Funneling skilled workers into the pipeline

Because industry needs a continual source of talent, community leaders are focused on creating a pipeline of qualified workers. “We’re creating a real variety of activities to make sure that students in kindergarten through community college and beyond have exposure to the value of education,” says Dr. Angeline Godwin, president of Patrick Henry Community College.

More than ever, there is a dual focus on preparing students for the future. Some, we’re making *college-ready*. The others, who are on a path straight to the workplace, we’re making *career-ready*. “People assume that our priority is always to get students ready for college but that’s not always true,” says Angilee Downing, assistant superintendent



for Martinsville City Schools. **“Our students need a skill set for the next phase of life, whatever that is for them,** whether a four-year university, community college, technical school or going directly into the workforce.”

The thinking is, **“Many doors in, many doors out.”** We’re providing levels of training that can lead to a “door” that opens to employment possibilities. When someone wants to add to their training, they can go through the training/education “door” again to ramp up their expertise. Then they can exit again for a different, sometimes enhanced, employment opportunity.



### Using industry-driven workforce programs to meet employer needs

Today, there’s a huge emphasis on industry-driven workforce programs that will help us meet the needs of companies based here. The approach is very collaborative, with people coming together for a common cause and producing ideas vastly different from any we’ve seen before.

One community leader describes a field trip with members of the K-12 education community through the site of an ultra-high-tech manufacturing employer. “It was a real eye-opener,” she says. “We need to expose more of our educators to today’s workplace

in order to assure that there is alignment between classroom instruction and the needs of today’s workforce.”

So many things became clear during the tour with its real-world setting: How many millions the company had invested in capital, how thoroughly technology was integrated into this workplace and others like it, how highly skilled its workers had to be to run the equipment, how workers with these kinds of skills can command a living wage and how the company is taking care of its employees and encouraging continuing education that will give them additional expertise.

real-world setting

# industry partners

"That's a mindset that wasn't necessarily part of our employment culture years ago," says Leanna Blevins, associate director and chief academic officer at the New College Institute (NCI). "In the past, just a few skills were needed on a job. Now workers need to continue to build their skill level and employers are investing in them in a big way."

In addition to bringing community leaders into today's workplaces, we're bringing in *students* to see skilled employment in action. We're also making a substantial investment in creating internship opportunities for high school and college students, who have a history of coming up with innovative ideas that have genuinely helped the companies at which they've interned.

NCI is actively working to fill the pipeline of skilled workers with a new, \$19 million building on the



Baldwin Block in Uptown. The building, which was made possible in part by funding from Harvest, is the first constructed specifically for NCI. The 52,000-square-foot building has high bay space for training students in engineering and advanced manufacturing. The space replicates the equipment and processes used by our industry partners in their workplaces. "Seeing clients in action as we're talking to them is a model we haven't used before," says Blevins. "Having this new building is important, having this new curriculum is important, but **seeing business in motion is what's going to make the real difference.**"

## Getting out the entrepreneurial message

Driving entrepreneurship and innovation is another key initiative in shaping tomorrow's workplace in our area. "Entrepreneurs are the core DNA of this community," says Dr. Angeline Godwin, president of PHCC. "This community was created by people who reinvented themselves over and over as new economic opportunities were presented to them."

Entrepreneurs are creating new businesses here and expanding existing ones with the help of PHCC, which offers both an

associate's degree and a certificate in entrepreneurship. In addition, the college's 25,000-square-foot Artisan Center helps students turn their passion for art into entrepreneurial opportunities. Inside the center is the Fab Lab, a digital fabrication laboratory created through a partnership between Harvest, PHCC, NCI and the Martinsville-Henry County Economic Development Corporation. The lab trains entrepreneurs as diverse as engine builders and jewelry designers in conceiving new products and then designing and producing them on site with state-of-the-art technology.

PHCC is also a member of the National Association for Community College Entrepreneurship. Through that association, the college is part

of a national initiative to develop entrepreneurial ecosystems in colleges and communities.

### Giving our teachers world-class professional development

In the end, tomorrow's workforce is being created in classrooms across America with one irreplaceable person standing in front of a sea of tiny desks: the teacher. "The world is evolving so quickly, the jobs our youngest children will have when they enter the workforce don't even exist today," says DeWitt House, assistant superintendent for teaching and learning for Henry County Public Schools. "They need a skill set that will allow them to adapt, and it's our teachers who will give them that skill set."

Harvest is funding world-class training to help our teachers prepare students for the future. They're traveling to hear nationally known speakers, interacting with people on the cutting edge of education and learning best practices. "That keeps us ahead of the game," says Dr. Jared Cotton, superintendent of Henry County Schools. "Our teachers are learning not to adopt every practice they come across; instead, they're being exposed to *best practices* that apply to the way we're teaching."

Exposure to a variety of opportunities gives our teachers an advantage when it comes to evolving our processes. Now, they're more focused on the concepts of problem solving and creativity in the classroom, emphasizing innovation rather than relying on yesterday's teaching methods. "They're asking students to think more and be problem solvers instead of giving a single, isolated answer to a question," says Pam Heath, superintendent of Martinsville City Schools. "With more and more project-based learning emphasizing communication and collaboration, our students will start to interact like they'll be doing in the workplace someday." **c**

"Entrepreneurs are the core DNA of this community. This community was created by people who reinvented themselves over and over as new economic opportunities were presented to them."

**Dr. Angeline Godwin,**  
president of Patrick  
Henry Community College





"If we can bring people here to use the Smith River and walk our trails, there's a real possibility that they'll like what they see, leading to the opening of more businesses, shops and restaurants."

**Bill Adkins**, collaborative co-chair, born and raised in Fieldale and lifelong Henry County resident



# Small Towns

The talk was so powerful, it reached across a river.

Bassett and Fieldale in northern Henry County are small communities connected geographically and historically by the beautiful Smith River. Unfortunately, they're also connected by the problems typical of America's small towns in an era of rural flight: dwindling populations, diminishing opportunity, once-thriving downtowns filled with empty storefronts and difficulty competing for state and federal funds.

One was once a celebrated furniture town; the other, once a legendary textile town. While it's true that both Bassett and Fieldale have gone through steep economic declines, it's also true that they are filled with people who have lived in the area for their entire lives. They're passionate about their communities and protective of their small-town charm. They want to stay here, make lives here and raise children here.

In 2013, with both towns struggling for their very survival, we knew **it was time to focus attention on this part of the county to help create a common vision** for Bassett and Fieldale as well as nearby Stanleytown and Koehler. We wanted to pull together community leaders with a love for this place, deep family roots and a stake in its future. But before we could begin creating a vision for these small towns, it was important to gauge the support of the state agency that would be crucial to our efforts.





## vitality

### Engaging the state and other key partners

**E**arly on, we talked to the Virginia Department of Housing & Community Development to determine its level of interest, which was high. Next, we reached out to the community partners that would be instrumental in implementing the vision: the Economic Development Corporation, the Community Development Corporation, Henry County, the Dan River Basin Association and the West Piedmont Planning District Commission. Each promised its support as we moved forward.

With the groundwork in place, The Harvest Foundation officially launched the Smith River Small Towns Collaborative in April 2013. **Who would steer the collaborative? Fittingly, two businessmen – one from Bassett and one from Fieldale – who’ve lived in the area for their entire lives and first met in high school.** Jeb Bassett (of Bassett) and Bill Adkins (of Fieldale) agreed to be co-chairs of the collaborative and went immediately to work pulling together a team of passionate community leaders.

### Imagining what new economic vitality might look like

**T**he collaborative’s first meeting, on neutral ground at Harvest headquarters, was filled with energy. “The meeting went incredibly well,” says collaborative co-chair Jeb Bassett. “Everyone was thrilled that attention was being paid to these small towns. By the end of the meeting, people from Bassett were advocating for positive changes in Fieldale and vice versa. It really couldn’t have gone any better.”

Together, the group imagined a future filled with more vitality and promise. What, it wondered, would new vitality look like? Maybe people from around the world visiting the Martinsville Speedway could take a side trip to Fieldale and enjoy the Fieldale Heritage Festival. Maybe families towing boats to Philpott Lake or campers to Fairystone State Park could pull into the town centers of Bassett and Fieldale and take advantage of numerous amenities. Maybe we could give the handicapped better access to the river, its trails and fishing areas.

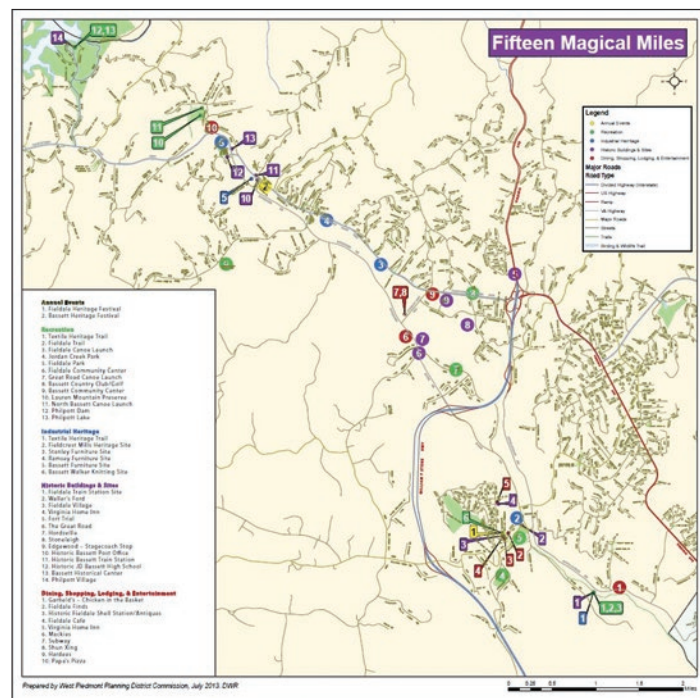
Maybe an empty field could someday become a music venue featuring up-and-coming acts from across the country. Maybe a developer could convert empty warehouses into apartments. Maybe residents in those apartments could make the business districts viable by frequenting stores and restaurants that would spring up nearby to meet their needs.

## Identifying the “15 Magical Miles” that make our area unique

The first undertaking of the collaborative was to identify hidden gems along the Smith River – the mapping of the “pearls.”

Why would anyone want to come here? What are the things to do? Where are the places to go? A map of the “15 Magical Miles” from Bassett to Koehler filled with “pearls” was created and showed there was a lot to offer visitors exploring their way up and down the Smith River. But it also showed the gap in amenities along the river.

The collaborative set out to address the gaps, and also to assure that once visitors came, they would want to come back. Priorities were identified in two major categories: revitalization/curb appeal and needed/enhanced amenities. The top “revitalization” priorities are to create town



squares in both Bassett and Fieldale with cohesive and attractive signage, streetlights and landscaping – components that will, in essence, **create the beginning of a brand for the area**. The top priorities identified in the “amenities” category are connectivity of the trails for walking and biking, enhancements to the Historic Bassett Train Depot, the creation of an outdoor music venue and an outfitter along the river to meet the needs of fishermen, canoers and bikers.



# Smith River

"I really commend The Harvest Foundation for its drive and organization in allowing this part of the county to go through this process. It's going to make a real difference to the people who love these small communities so much."

**Jeb Bassett**, collaborative co-chair, lifelong Henry County resident and fourth-generation Bassett Furniture family member

### Reaching out to the community as plans moved forward

With priorities in place, Harvest circled back to the community partners that we'd engaged upfront and brought them around the table with the collaborative members. Lee Clark, director of planning, zoning and inspection for Henry County, brought a "big picture" view to the process. With his expertise in land use and development, he gave valuable input on how the collaborative's vision can be implemented by Harvest in partnership with Henry County.

Jennifer Doss brought expertise in creating tourist destinations. "We're known worldwide for the Martinsville Speedway, nationally for Philpott Lake and regionally for the Virginia Museum of Natural History," says Doss, director of tourism for the Martinsville-Henry County Economic Development



Corporation. "That's great, but we also want to start showcasing some of our lesser-known gems." Doss immediately began promoting the area with interactive pop-up maps of Bassett and Fieldale on the tourism division's website, [www.visitmartinsville.com](http://www.visitmartinsville.com). "During these planning stages, we're all making small efforts that allow us to move the project forward in a way that doesn't conflict with the planning but, instead, complements it," she says.

In July 2013, the director of the Virginia Department of Housing & Community Development met with the collaborative. He encouraged its members to apply for a planning grant through the County, which would be a precursor to applying for additional funds in the future. Before applying for the planning grant, the collaborative was required to complete a variety of activities that included (1) making visits to Galax and St. Paul, two small Virginia communities that have successfully reinvented themselves, (2) completing

a physical inventory of open spaces and buildings in Bassett/Fieldale, (3) drafting a request for proposals to bring in consultants for help in branding, marketing, engineering and architecture and (4) holding a public meeting to tell the community about the collaborative's plans.

The public meeting was held in November 2013 at a filled-to-capacity Fieldale church, with attendance split evenly between Bassett and Fieldale residents. Again, excitement was high, with many in the audience thankful for the attention and offering to help in any way they could.

## Taking the next steps to make vitality, reality

With the area's assets identified and a shared vision created, **our next steps are about catapulting the work of the collaborative to the next level: implementation.** After the County received a \$35,000 planning grant from the Virginia Department of Housing and Community Development, the collaborative started work on a master plan. The plan will flesh out the two established priority areas and will be used by the County to apply for a variety of federal, state and local funds.



Was all that work for \$35,000 – a relatively small grant – worth the effort? Yes, without question, given that the planning grant is the first step toward a community development block grant of \$700,000 for which Henry County can apply in March 2015. With an infusion of funds that significant, we could work together to do some very big things indeed for our very small communities. **c**



# make vitality, reality



“PUP grants are taking people passionate about a certain place in their community and connecting them with like-minded organizations. Together, they’re making an incredible difference in peoples’ lives.”

**James McClain**, chairman of The Harvest  
Foundation Board



# Other Success Stories

The discussion is growing more inspired by the day.

You've read about our major initiatives in the areas of positive youth development, community health, education and small towns. Now we'd like to tell you about some of the other success stories in our community, brought about by passionate people putting creative thinking into action wherever they find a need.

Changing lives on a small scale, in places where small works best

Life-changing things can happen in a place as small as the social hall of a country church, the basement of a community center or the halls of a school reclaimed and reopened by a neighborhood that refused to let it fail. These kinds of small projects with big impact are the idea behind Harvest's new small-grants program, Pick Up the Pace! (PUP). These grants were designed to create **conversation and action around issues that affect our neighborhoods.**

We instituted the PUP program with the strong intention of reaching people and organizations that felt they didn't have access to Harvest grants, in part because they *are* small. The three principles behind PUP grants are easy application (done either online or by mail), a quick decision by Harvest (three weeks is the goal) and a quick turnaround by the grantee (they have 90 days to complete their stated work). Most groups doing the work are small and so, at \$10,000 or less, are the grants. The truth is, \$10,000 can have as huge an impact as \$1 million when applied with passion to the right situation.



Harvest awarded 11 PUP grants in 2012/13 to a variety of organizations. They did everything from improving ball fields to cultivating young minds in greenhouses to preparing members of rural communities without consistent telephone access or transportation for the critical first 72 hours after a natural disaster.

In everything we do at Harvest, we think about making connections across our focus areas of health, education and community vitality. We're more than pleased that these small grants are making a connection in special ways and having long-term impact at the same time.



## Creating a national model for sports tourism that's enhancing life at home

Six years after the last stone was laid in the Smith River Sports Complex (SRSC), the venue's impact has surpassed our most optimistic expectations.

### Its economic impact in Martinsville-Henry County was \$3.8 million in 2013 alone.

Just as important, revenue at the complex has increased every year, putting it very much on the radar of many people working in sports tourism.

The SRSC contributes greatly to quality of life in the region and serves as a significant economic driver. It has brought much-needed revenue into the area as visitors enjoy activities at the complex

and then leave to spread their leisure dollars across hotels, restaurants, retail shops and historic attractions. In the past four years, tourism dollars generated by the complex have increased substantially: In 2010, it brought \$600,000 to our area; in 2011, \$1.3 million; in 2012, \$2.5 million; and in 2013, \$3.8 million.

This regional community-meeting place has evolved into a premier national sports tourism destination. In 2012/13, it hosted 47 events at which 737 teams competed and attracted 48,000 participants and spectators. Events at the SRSC include everything from regional lacrosse tournaments to an Ultimate Frisbee competition. Universities from the region – Divisions I, II and III – compete in soccer and field hockey regularly. The venue is also a favorite of the

many walkers in the region, with more than 100 using its miles of walking trails along the Smith River every day.

## Providing an outlet for creativity, a learning place and a source of pride

Since 2010, TheatreWorks has been home to amazingly talented people who have come together to provide high-quality entertainment at a very reasonable cost. From a renovated and repurposed Uptown building that had been closed for many years, they've created an entertainment experience that is the number-one choice for many people across all walks of life in our community.

They are singers. They are dancers. They are actors, directors and

musicians creating everything from improvisational theater to full-scale musicals. **They are an example of sustainability in action, matching Harvest's contributions by more than 100 percent by generating money from other community resources.** (For every dollar from Harvest since 2010, TheatreWorks has raised \$1.19 in other support.)

A strong board of directors oversees these talents. They are always ready to roll up their sleeves and volunteer to raise money, run the lighting system, make costumes and build sets. They've also been known to get their hands dirty – literally and figuratively – with stage makeup and set paint. Bravo, TheatreWorks! The community awaits your next production. 🍷



Awarded over **\$16 million** in Education grants focused on early childhood education, K-12 education and postsecondary education

Allocated **\$8 million** of the \$16 million in Education grants to fund a state-of-the-art addition to NCI (New College Institute) for training students in engineering and advanced manufacturing

Made **continual improvements in student achievement** compared to state and national standards as a result of our K-12 Education Initiative, an investment in teacher and administrator development

Offered **16** Duke University Nonprofit Management Courses and the Nonprofit Management Intensive Track, in partnership with the Danville Regional Foundation

Managed assets totaling over **\$219 million**

Made **32 grants** in our **three program areas**: Community Vitality, Education and Health

Granted over **\$30 million** to nonprofit and community-based organizations

Put **100 percent** of the **\$30 million** in grants to work here in Martinsville-Henry County

Held **two** Nonprofit Leadership Summits with capacity-building courses taught by Duke Nonprofit Management Program instructors to **75** nonprofit organizations; 2012 focused on the 10-year anniversary of The Harvest Foundation; 2013 focused on fundraising and marketing

Awarded the **2013 Harvest Nonprofit Excellence Award** to Piedmont Community Services

Awarded **\$12.7 million** in Community Vitality grants focused on economic development and quality-of-life projects

Maintained our support of the **Smith River Sports Complex**, which saw a **dramatic increase** in both local and out-of-town use

Helped enable the economic impact of the complex, which is **\$3,800,000** per year\*

**Thanked** outgoing Board member Gracie R. Agnew for her **outstanding leadership**



Partnered with Henry County to complete the **Marina at Philpott Lake**

**Added** new Board member David L. Stone in anticipation of his **dynamic contributions**

\*Assessment figure provided by Magnum Economic Consulting Group

# financial report

The Harvest Foundation was established in 2002 with assets exceeding \$163 million. At the end of 2013, net assets were approximately \$201 million. • A total of 33 grants were announced and awarded in 2012 and 2013 totaling \$30,275,530.



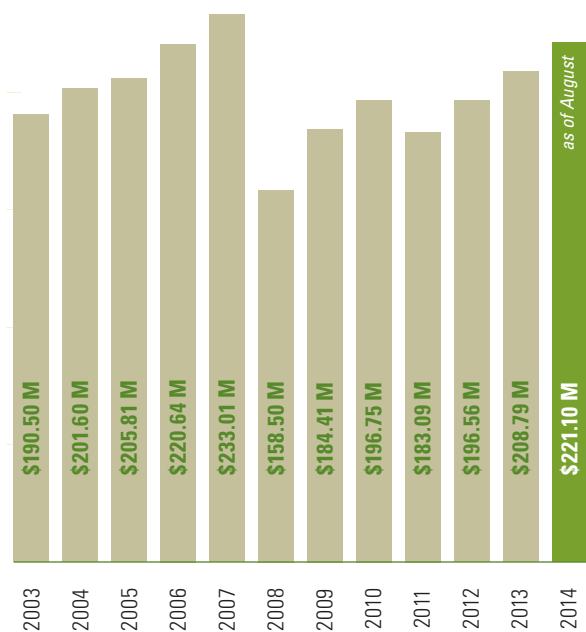
## Total Net Assets By Year



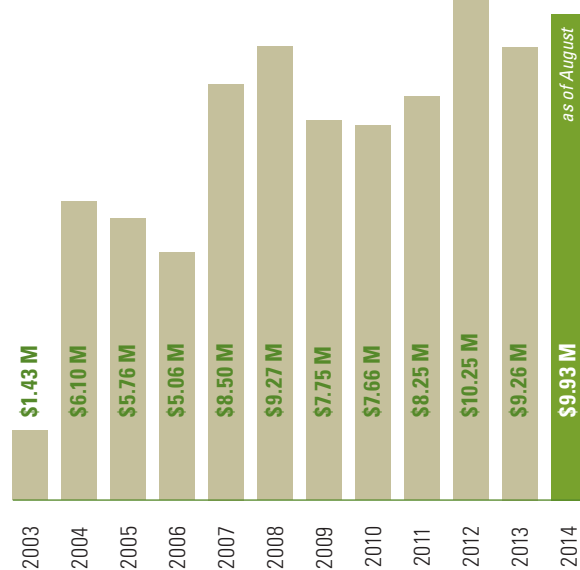
A copy of the Foundation's 2012 IRS Form 990-Federal Return of Organization Exempt from Income Tax is available upon request.

## financial report

Investments (in millions)



Grants Paid (in millions)



careful stewardship

## Education '12

**Boys and Girls Clubs of the Blue Ridge** – \$78,450: To support a youth summer camp pilot program in partnership with the YMCA

**Integrative Centers for Science and Medicine** – \$10,000: For a Pick Up the Pace! grant for the construction of a laboratory to hold an eight-week clinical gross anatomy course for medical students

**New College Foundation** – \$8,000,000: To assist with construction of a building for NCI to be used for advanced manufacturing and health care programs

**New College Foundation** – \$4,894,230: To support existing and proposed academic programs offered by NCI



**Sanville Elementary PTA** – \$10,000: For a Pick Up the Pace! grant to renovate the school's ball field and add a walking trail around the field

**County of Henry Department of Public Safety** – \$10,000: Pick Up the Pace! grant for development and implementation of "Get Through 72," a program designed to help citizens be prepared in the first 72 hours of an emergency

**Fayette Area Historical Initiative (FAHI)** – \$8,425: To complete renovations on the former, historic Imperial Savings and Loan Association building to house its museum and serve as the anchor of a walking/driving tour of historic African American sites in Martinsville-Henry County

**Martinsville-Henry County Economic Development Corporation** – \$87,500: Serving as fiscal agent for the Phoenix Community Development Corporation to support community development efforts around business enterprise

## Community Vitality '12

**County of Henry** – \$250,000: For construction of a 40-slip marina at Philpott Lake

**Future of the Piedmont Foundation** – \$25,000: To support the Southern Virginia Regional Alliance's recruitment efforts of new industries into the regional footprint

**Martinsville-Henry County Economic Development Corporation** – \$200,000: For a feasibility study for construction of a joint building for New College Institute and the MHC Economic Development Corporation



**United Way of Henry County and Martinsville** – \$9,500: For a Pick Up the Pace! grant for strategic planning to develop the organization's community impact model

## Health '12

**Piedmont Virginia Dental Health Foundation** – \$71,613: To provide funding for a full-time dentist at the Community Dental Clinic

**Martinsville Henry County Coalition for Health and Wellness** – \$10,000: For a Pick Up the Pace! grant; serving as fiscal agent for Centro Familiar Cristiano Amigos Iglesia Casa de Alabanza for a Latino Health Fair to promote increased knowledge and access to health care resources for the Latino community

## Education '13

# 2013

**K-12 Education Initiative** – \$354,000: To support the final two years of Phase II of the Education Initiative

**Carlisle School** – \$100,000: To continue work related to the International Baccalaureate curriculum and the use of Differentiated Instruction

**Henry County Public Schools** – \$980,000: To enhance and improve educational outcomes for all students utilizing Differentiated Instruction

**Martinsville City Schools** – \$260,000: To enhance and improve educational outcomes for all students utilizing Effective Schools Research as a vehicle for improving math and literacy skills

**Piedmont Arts Association** – \$1,000: For a Pick Up the Pace! grant for the Dance Español Summer Art program

**United Way of Henry County and Martinsville** – \$205,295: For facilitation of the Martinsville-Henry County Positive Youth Development Collaborative and its implementation of the Youth Development Community Action Plan. The plan is being developed by 40 youth-serving organizations to address the needs of children and teens in the areas of life skills, recreation and career readiness

**Boys and Girls Clubs of the Blue Ridge** – \$103,703: To support the youth summer camp programs in partnership with the YMCA and MHC After 3

**Martinsville City Schools** – \$10,000: For a Pick Up the Pace! grant to cultivate young minds through construction of a greenhouse at Albert Harris Elementary School

## Community Vitality '13

**City of Martinsville** – \$655,000: For continued operational support for the Smith River Sports Complex

**Martinsville-Henry County Economic Development Corporation** – \$6,000,000: For continued support of efforts to create opportunities for job growth and new capital investment in MHC



**Martinsville-Henry County Economic Development Corporation** – \$5,000,000: For support of Commonwealth Crossing Business Center for business recruitment and job growth

**Mount Olivet Ruritan Club** – \$10,000: For a Pick Up the Pace! grant for renovations to the Randy Dove Ball Field

**County of Henry Parks and Recreation** – \$10,000: For a Pick Up the Pace! grant for road improvements to the Smith River Sports Complex access road

**County of Henry** – \$10,000: For a Pick Up the Pace! grant for Gateway Streetscape Foundation for a "Put Litter In Its Place" public awareness campaign and anti-litter curriculum development

**Phoenix Community Development Corporation** – \$498,676: For community development efforts around business enterprise

## Health '13

**Piedmont Virginia Dental Health Foundation** – \$375,000: For operational support to provide dental care to the medically underserved in the community and assist with enhancing development activities

**The Family YMCA, Inc.** – \$70,000: To assist with continued development of the Activate program to promote active and healthy lifestyles

2012-13

# The Harvest Foundation

## THF Board of Directors 2012-13



E. Larry Ryder '13  
Chairman '12



James McClain, II  
Vice Chairman '12  
Chairman '13



W. Christopher Beeler, Jr.  
Treasurer '12  
Vice Chairman '13



Gracie R. Agnew  
Secretary '12-'13



Leanna B. Blevins, Ph.D. '12-'13



Paul R. Eason, M.D. '12-'13



Virginia W. Hamlet '12-'13



Cynthia Ingram, Ed.D. '12-'13



Amy P. Lampe '12-'13



Eugene C. Madonia, M.D. '12-'13  
Treasurer '13



Martha W. Medley, Esq. '12-'13



James K. Muehleck, D.D.S. '12-'13



David Stone '13

## 2013 THF Staff



*2013 staff from left to right:*

Georgia Compton, *Controller*  
 Nancy Cox, *Senior Program Officer*  
 Brad Meeks, *'13 Summer Intern*  
 Gladys Hairston, *Program Officer*  
 Allyson Rothrock, *President*  
 Terrence Strickland, *'12 Summer Intern*  
 Ashley Gravely, *'13 High School Intern*  
 Sheryl Agee, *Grants Administrator*  
 Kim Harris, *Executive Assistant*

## 2014 THF Staff



*2014 staff from left to right:*

Allyson Rothrock, *President*  
 Brad Meeks, *Communications Officer*  
 Bria Hairston, *High School Intern*  
 Chris Lovern, *Summer Intern*  
 Sheryl Agee, *Grants Administrator*  
 Kim Harris, *Executive Assistant*  
 Nancy Cox, *Senior Program Officer*  
 DeWitt House, *Program Officer*  
 Georgia Compton, *Controller*

2012-13 ANNUAL REPORT

# pen communication

Open communication. It's at the heart of a brighter future.



1 Ellsworth Street, Martinsville, VA 24112 • (276) 632-3329

the **harvest** foundation