



ANNUAL REPORT 2019



FROM THE PRESIDENT & CHAIRMAN



As I begin the last year of my tenure at The Harvest Foundation, I am grateful for everything we've been able to achieve over these past 18 years. It's been the experience of a lifetime and one that I immensely treasure.

In 2003, Harvest awarded \$2.5 million to 14 organizations. Since that time, we

have overseen more than 300 grants, we have awarded more than \$141 million, and invested more than \$136 million throughout the community. With an initial endowment of \$150 million from the sale of Memorial Hospital in 2002, there currently is \$226 million in the Harvest endowment.

That is remarkable.

This has been possible only through the hard work of our Board of Directors, staff, and the hardworking grantees and community partners who join us in our mission to grow Martinsville-Henry County.

In 2019, the Board of Directors approved eight grants totaling \$3.88 million. We are excited to work with our partners and see how these

organizations will positively impact our community in the coming months.

This year will be challenging as we focus on three important initiatives: childcare, housing and transportation. But we must remember, true transformation takes courage and time. It's about building meaningful relationships that underscore everything we work to accomplish at Harvest. It's about community and collaboration.

Our work is not for the faint-hearted, and it's not something that happens overnight or in silos. I am passionate about Martinsville-Henry County and I look forward to seeing how we will grow in the coming years.

Sincerely,
Allyson Rothrock

This year will be a time of great change at The Harvest Foundation with new leadership and new projects and programs that move Martinsville and Henry County forward.

We are expected to announce a new president in June 2020, which is a bittersweet time for us at Harvest.

Allyson is an exceptional leader who has grown the foundation tremendously throughout her 18 years of service. She has ensured that the foundation is in the best possible place for future growth, and we wish her the very best in her upcoming retirement.

We've been strategic in our grantmaking, but we've also taken a leap with new and exciting ventures that will

make huge impacts on our community for years to come.

This year brings a new Clinical Simulation Center at Sovah Health-Martinsville (*see page 5*) that completely changes the landscape of nursing education in our community.

Students graduating high school in our community have the opportunity to attend college for free with the PHCC (Patrick Henry Community College) SEED Fund.

In the very near future, our regional airport will be able to accommodate aircraft that will serve an even larger number of businesses, creating a game-changer for local economic development.

This is a time of excitement and growth



for Martinsville-Henry County. Looking to the future, we know there is no single person or organization that can do it all, but working in true partnership, we can accomplish anything.

Sincerely,
David L. Stone, Jr.

RECAP: 2019 AWARDED GRANTS



Blue Ridge Regional Airport – \$863,000 to fund an environmental assessment and design services for the runway extension project.*



Martinsville-Henry County Economic Development Corp. – \$176,140 to pilot a one-year Summer Internship Program.



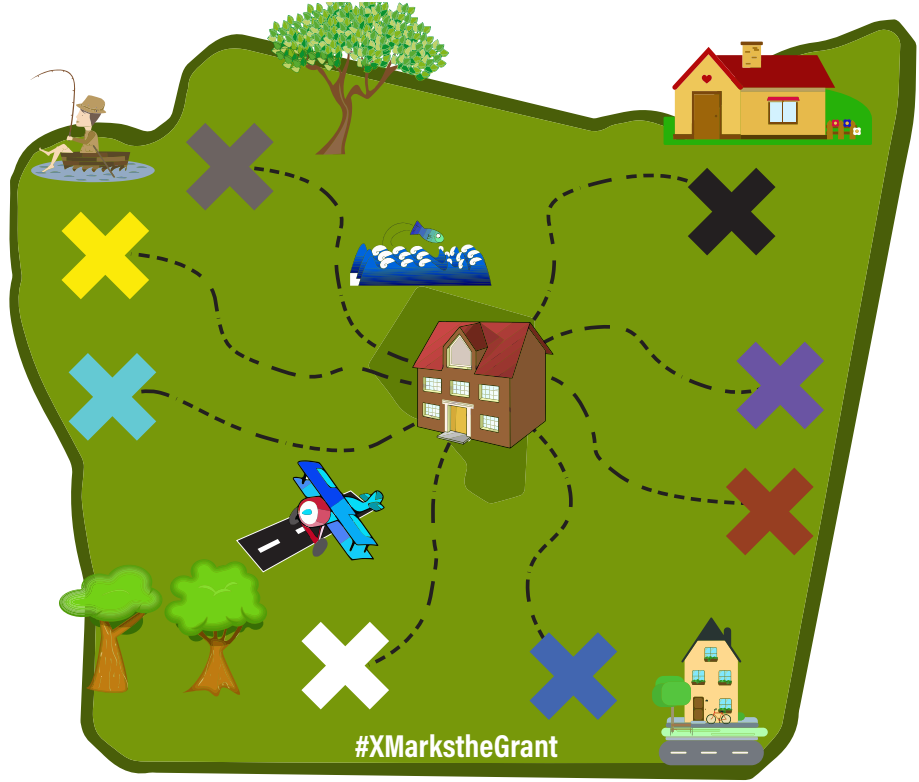
Martinsville Community Recreation Association – \$407,770 to upgrade restroom and concession facilities at Hooker Field in Martinsville.*



County of Henry – \$320,600 over two years to complete section "6A" of the Dick & Willie Passage Rail Trail.



Dan River Basin Association – \$700,000 challenge grant over five years linked to the leveraging of \$7 million in funding to implement the 2019 Outdoor Recreation Master Plan for Rivers & Trails.



Henry County Furniture Museum – \$35,900 capital grant to continue improvements to the Bassett area that began with the Smith River Small Towns revitalization program.



West Piedmont Workforce Investment Board – \$1,079,727 over three years to pilot the Guided Career Exploration program connecting young adults to workforce training and jobs.



Virginia Legal Aid Society, Inc. – \$300,000 over three years to establish a local office providing legal & advocacy support for residents focusing on affordable & stable housing.

*These grants are part of a PRI (program related investment) funding opportunity.

HARVEST INITIATIVE: CHILDCARE



Pictured above: Members of the childcare management committee met in October 2019 to explore the purpose and scope of the project and develop action steps for continued work. Below, Saphira Baker (left) and Sheila Maith of Communitas Consulting facilitate discussions. At the bottom, one of several work groups discusses childcare options in Martinsville-Henry County.

With increasing workforce demands and employers offering non-traditional work hours, the need for more childcare options for employees in Martinsville-Henry County has grown exponentially.

The Harvest Foundation, working in tandem with Henry County, Martinsville, the Economic Development Corporation, local employers, childcare providers and service organizations, is developing a community plan to grow and strengthen the early childhood system to meet workforce needs.

An initial meeting of stakeholders was held in May 2019 to assess the climate and determine childcare needs throughout the community. Initial challenges raised by the group included extensive waiting lists for infant care, lack of options for after-hours care, absenteeism at work due to childcare issues and affordability.

A comprehensive community assessment began in August 2019 with a planning grant from the Department of Housing and Community Development (DHCD) to develop a clearer assessment of employer and employee childcare needs. The assessment included public input meetings, focus groups with childcare professionals, and parent surveys developed by the Weldon Cooper Center for Public Service at the University of Virginia.

Community stakeholders began work in October 2019 to develop a comprehensive and sustainable plan to meet the current needs for the community as well as future requirements for economic growth.

The community plan will be completed in early 2020.



HARVEST INITIATIVE: HOUSING



Pictured above: A group tours available properties in Martinsville-Henry County that can be showcased for future development. Below, community members meet for a social at the Holt Building. At the bottom, an overview on our community was presented at a housing summit in July 2019.

Martinsville-Henry County has made tremendous progress in increasing jobs locally, but with that success comes a need for all levels of residential housing.

A summit was held in July 2019 for those in real estate, lenders, developers and other members of the community. The summit outlined the housing issues in the area, featured successful efforts, and presented resources for developers and others looking to put together potential projects.

Following the summit, Jeff Sadler was announced as the housing and revitalization coordinator for Martinsville-Henry County. His job is to “try and accelerate investment in the area” with a primary focus on updating the housing stock. This can range from reusing existing structures, updating existing housing or new construction.

“This region has done a great job of stabilizing employment opportunities with significantly rising wages compared to a decade ago,” Sadler said. “Right now, I’m focusing on finding the right project for the

right developer.”

According to information provided by the Martinsville-Henry County Economic Development Corp., 9,725 people commute to M-HC for work but live elsewhere. Around 10,897 people live in M-HC but commute to work elsewhere.

“We know people are paying \$800-\$1,200 rents in newer, modern apartments

in surrounding cities and driving here to work,” Sadler added. But if just 10 percent of those commuters moved to this area, he said it would change the whole dynamic.

“That’s 1,000 people bringing their families to live in the area. That’s lunches and dinners, sporting equipment and movies, school supplies and church clothes, not to mention more demand for housing,” Sadler said.

Area officials have targeted several properties in the community that are ready for immediate development. These include the Chief Tassel Building in Uptown Martinsville, and the former John Redd Smith Elementary School building in Collinsville.

“If we get one large rehab project going and a couple of (smaller) projects, it would be a step in the right direction,” Sadler said.

A follow-up summit is scheduled to be held in early 2020.



COMMUNITY INVESTMENT:

“ *This simulation lab will take our nurse education and training to the next level...* ”

-Jacquelyn Wilkerson

Chief Nursing Officer
Sovah Health-Martinsville



CLINICAL SIMULATION
CENTER



BUILDING A PIPELINE

The Clinical Simulation Center at Sovah Health-Martinsville takes nursing education to the next level with state-of-the-art patient simulators.

The center, opening in February 2020, is a partnership of Patrick Henry Community College (PHCC), Sovah Health, and The Harvest Foundation, providing \$1.5 million in funding for the

center. It serves PHCC students and Sovah Health staff for continuing education. PHCC sees approximately 120-130 nursing students per year. The RN (registered nurse) program graduates students twice per year and the PN (practical nurse) program graduates nursing students once per year.

The patient simulators are designed to do just that — simulate real-life patients who respond to treatment and care like real people. The simulators can run a variety of programs including delivering a baby, suffering from a stroke, a massive hemorrhage, or needing a blood transfusion. Students are faced with a variety of scenarios programmed by software that changes a patient's reaction to stimuli in real time.

"Supporting our highest-demand programs, this grant brings a new dimension to nursing — strengthening the student experience through equipment, simulation facilities and coaching," said Dr.



Above: Here's a look at operations in the new state-of-the-art Clinical Simulation Center at Sovah Health-Martinsville. Pictured below are high-tech patients at the center.



Angeline Godwin, PHCC president.

According to the Virginia Nurses Association, by 2020, one in three Virginians will not receive the health care needed because of the shortage of registered nurses. Information provided by Sovah Health shows 200 nurses employed full-time at its Martinsville campus and 600 across all campuses. Vacancies and high turnover rates negatively affect hospitals and health centers across the state. The Clinical Simulation Center is

another way to attract and retain talent in Martinsville-Henry County.

Local nursing students also have the added stress of traveling as many as 50 miles beyond campus for clinicals, according to Amy Webster, director of Nursing and Allied Health at PHCC. That mileage could be even higher

depending on where the students live, she added.

Building a reliable and dedicated workforce pipeline for in-demand careers in Martinsville-Henry County is a top priority for The Harvest Foundation. In addition to educational opportunities, it also solidifies an important relationship between students and the largest healthcare provider in the community.

"Sovah Health is grateful to The Harvest Foundation for this generous investment," said Jacquelyn Wilkerson, chief nursing officer at Sovah Health-Martinsville. "This simulation lab will take our nurse education and training to the next level, ensuring our region has the highest clinically trained workforce capable for the diverse healthcare needs of our community. We are thrilled to further our partnership with PHCC through the implementation of this cutting-edge technology in Martinsville."

HARVEST YOUTH BOARD



The Harvest Youth Board had a busy year with three grants approved, a new recruitment strategy, and their signature event, the W. Dan Prince III Thanksgiving Eve Dinner.

This year's grants included the following projects:

- \$2,500 to Smart Beginnings (United Way of Henry County and Martinsville) to support the Dolly Parton Imagination Library, serving approximately 1,700 children. The program provides children from birth to 5 years old with a free, age- and developmentally-appropriate book mailed monthly to their home.
 - \$5,000 to the NASCAR Foundation (Motorsports Charities, Inc.) to bring the Speediatrics Fun Day Festival to the Martinsville Speedway for the first time. The foundation partnered with Boys & Girls Clubs of the Blue Ridge to show children how to be active and healthy, but still have fun taking care of themselves.
 - \$3,500 to the Fraternal Order of Police, Patrick Henry Lodge No. 73, to serve 68 children in the Cops and Kids program. More than 50 active and retired law enforcement members shop with a child to pick out Christmas gifts.
- With help from 364 volunteers, the Harvest



At the top: Members of the youth board prepared for the Thanksgiving Eve Dinner with help from volunteers. Above: This year's grant awards included (from left) Smart Beginnings (United Way of Henry County and Martinsville), NASCAR Foundation (Motorsports Charities, Inc.), and the Fraternal Order of Police, Patrick Henry Lodge No. 73. Pictured below are members of the youth board during a recruitment event at The Harvest Foundation offices.

Youth Board served a record 3,104 free meals at the fourth annual W. Dan Prince III Thanksgiving Eve Dinner on November 27, 2019 at Martinsville High School.

The dinner included traditional Thanksgiving staples such as turkey, ham, green beans, mashed potatoes, cranberry sauce, rolls, and cookies for dessert.

Meals have steadily increased since 2016 with 1,700 meals served that year. The youth board served 2,400 meals in 2017 and just under 3,000 meals in 2018.

Partners for this year's meal included Scott Norman, organizer of Richard's Christmas Dinner, Martinsville City Public Schools and Coulson Call Center.

Recruitment for the Harvest Youth Board happens throughout the year at high schools

in Martinsville-Henry County. Board members attended back-to-school nights and freshman orientations for recruitment efforts. Potential members also were invited to school-specific recruitment meetings at The Harvest Foundation offices. Applications are open each year from January 1 to March 8. Find out more by visiting www.theharvestfoundation.org/youthboard.





PICK UP THE PACE!

COUNTY OF HENRY



\$10,000 supported the Henry County Agricultural Fair with initial planning and development. The grant assisted with promotional items, developing the event logo, website development and advertising to jump start the planning committee's work. The fair is scheduled to launch in early fall of 2021.

Partners include the Virginia Association of Fairs and the Martinsville Speedway.

PIEDMONT REGIONAL TRAINING ACADEMY



\$10,000 supported the purchase of a MLO Range M-SATS Interactive Mobile Situational Awareness Training Simulator, designed to allow trainers the ability to give presentations, conduct classes, and interactive testing and assessment. Local law enforcement uses this tool to educate the

community and increase trainee knowledge in a safe environment.

PIEDMONT ARTS



\$10,000 brought the AIR Shift Workshop to Martinsville-Henry County at Piedmont Arts in early 2020. Participants from civic groups, business, industry and local nonprofits, worked with trained facilitators for two days to develop solutions for the community and to

work together creating marketing plans, business plans and more.

COUNTY OF HENRY DEPT. OF PUBLIC SAFETY



\$10,000 supported basic water safety training and water rescue equipment for first responders on the Smith River. With the increase of recreational use of the river, responders will be better equipped to handle river-related incidents.

MHC ECONOMIC DEVELOPMENT CORP.



\$10,000 was used to enhance the walkability and attractiveness of the Uptown Martinsville area with decorative lighting. The lighting helps to draw attention to the uptown business area and creates a more exciting atmosphere for visitors and businesses. The project included 19

trees, chosen based in proximity to existing businesses and access to power.

BOYS & GIRLS CLUBS OF THE BLUE RIDGE



\$10,000 helped with improvements needed to offer an after-school childcare program at Clearview Early Learning Center. The project worked with multiple community partners to build an age-appropriate play area, meeting licensing requirements, in order to offer an extended hours program

to meet childcare needs for parents. The program serves children ages 3 to 5.

UNITED WAY OF HENRY COUNTY & MARTINSVILLE



\$10,000 was used to hire a part-time census 2020 engagement coordinator to focus on building a coalition of community-based organizations trusted by people in previously under-counted populations. The United Way also will work with organizations to establish census completion

points at several locations throughout the community.

COUNTY OF HENRY



\$10,000 was used to educate the public on how the census affects funding for essential services in the community. Working with West Piedmont Planning District Commission and the City of Martinsville, part of the grant will be used to hire a part-time "spark plug" to raise awareness on the

importance of participating in the census.

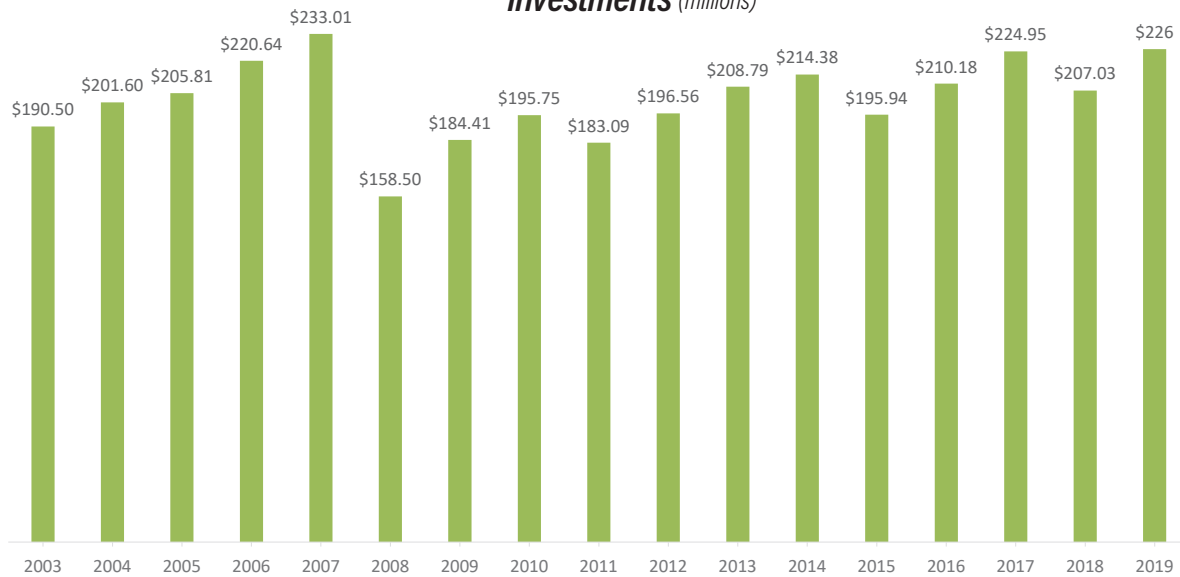
BY THE NUMBERS

Total Net Assets By Year



*Note: Net assets equal total assets minus total liabilities.
Denotes preliminary numbers subject to change.

Investments (millions)



Grants Paid (millions)

Note: Grants paid reflect actual grant payments made in 2019.



MEET THE HARVEST TEAM

Harvest Foundation Board of Directors



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Chairman



Monica T. Monday, Esq.
Finance & Administration
Committee Chair, Treasurer



William L. "Bill" Kirby, IV
Governance & Nominating
Committee Chair



Danny Wulff
Grants Committee Chair,
Secretary



**Valenica Eggleston-
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John "Pat" Favero, D.O.



Judy Hodge



Kelvin G. Perry



Leeland Prillaman



James M. "Jim" Tobin



Litz Van Dyke



Rev. Charles Whitfield

Harvest Foundation Staff



Allyson K. Rothrock
President



F. DeWitt House, Jr.
Senior Program Officer



Sheryl Agee
Impact Officer/Team Leader



Georgia Compton
Controller



India Brown
Program Officer



Kim Harris
Executive Assistant



Latala Hodges
Director of Communications



Stacy Peters
Grants Administrator

PROUDLY LOCATED IN UPTOWN MARTINSVILLE

134 E. CHURCH ST.

MARTINSVILLE, VIRGINIA 24112

276.632.3329

INFO@THEHARVESTFOUNDATION.ORG



THE
Harvest
FOUNDATION

www.theharvestfoundation.org



HARVEST.FOUNDATION.MHC



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