



**THRIVE**  
PENINSULA

# 2020 COMMUNITY REPORT



# MISSION

**to Encourage, Educate and Empower our Peninsula neighbors in need toward transformed and self-sustaining lives**

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# VISION

**A united Peninsula faith community, partnering with community resources, to help those most in need resolve their immediate crises and lead lives of more faithful stewardship.**

# BOARD MEMBERS

Chair, Mavis Dixon - Point Option School

Co-Vice Chair, Ken Bradley - Swiss Logistics

Co-Vice Chair, Allie Wittkamp - TowneBank

Treasurer, Larry Long - Hampton Cold Storage

Secretary, Jean Putnam - retired teacher

Clarissa McAdoo Cannon, retired Suffolk Redevelopment &  
Housing Authority

Jennifer Daknis - Point Comfort Wealth Management

Mark Dozier - Langley Air Base

Barbara Harvey - RTW Services

Francine Lankford - Independent Insurance Agent

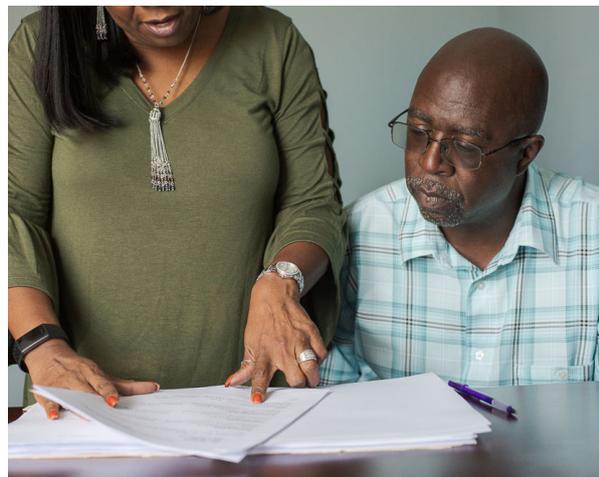
Bob Saunders - Harvey Lindsay Real Estate

Scott Rutter - Next Level Church

# PROGRAMS

## Building Financial Foundations

- Families who receive emergency bill assistance meet with a Financial Coach to do a financial overview
- Financial Coaches are volunteers, trained through the Virginia Cooperative Extension Office's 20-hour course
- Working poor families are the target recipient for this program (see [thrivepeninsula.org/help](http://thrivepeninsula.org/help) for all requirements)
- In 2020, THRIVE received 3,258 applications for this program
- During COVID-19, THRIVE administered the CARES Act Funded Hampton Eviction Prevention Program, that helped us pay large amounts of past due rent for Hampton residents
- In addition, THRIVE used Zoom and cell phones to safely continue offering financial coaching and financial assistance throughout the pandemic



# PROGRAMS

## Food Pantry

- The pantry offers a healthy selection of foods including fresh produce, frozen meats, dairy products, deli items, shelf-stable goods and bakery items through our "food rescue" partnership with Food Lion and the Virginia Peninsula Foodbank
- Clients self-select their own food, which reduces food waste by eliminating unwanted product selections
- Two local community gardens contribute fresh produce to the pantry to increase healthy food selections
- Each household member is eligible to receive up to 1 weeks' worth of food during their visit
- During COVID-19, THRIVE's Pantry shifted to using a curbside pickup model



# PROGRAMS

## Supportive Services

- Christmas gift cards - THRIVE distributed gift cards to the families of 83 children so they could provide Christmas. Each family was struggling with bills because they lost income due to COVID-19.
- Masks - handmade, cloth masks available to all clients
- Transportation Aid - Bus passes for transportation to/from medical, employment, service appointments
- Resource Connections - Referrals provided for furniture assistance, medication costs, job training scholarships; housing advocacy
- Goods - Newborn baby baskets, children's books, devotionals
- ID Assistance - Acquiring copies of IDs, birth certificates, social security cards
- Career Assistance - One-on-one help by trained professional



# COVID-19

## Service Updates

There is no more critical time to serve those in need than during a crisis. That's why THRIVE remained fully operational throughout the entire pandemic, so we could continue to offer our services to those who need it. In addition to our additional services mentioned above, we also helped the community in new ways:

- THRIVE distributed prepared, hot meals 3 days per week between October 23 and December 31. With the help of 13 partners, in total, we distributed 6,276 meals
- Between May and October, THRIVE packed and distributed 2,863 bags of food for homeless families, who couldn't access housing due to COVID-19. Each bag was packed with foods they would be able to eat without a kitchen.
- To remain open, THRIVE had continually adopt new safety precautions. Learn more: [www.thrivepeninsula.org/coronavirus](http://www.thrivepeninsula.org/coronavirus)



# WHO WE HELP

## Building Financial Foundations Recipients

### FAMILY MAKEUP

- 55% of households have children
- 37% are single parent households
- 3% are seniors

### LOCATION

- 56% Newport News residents
- 42% Hampton residents
- 2% York County residents

### RACE/ETHNICITY

- 83% African-American
- 11% White
- 6% Multi-racial or other

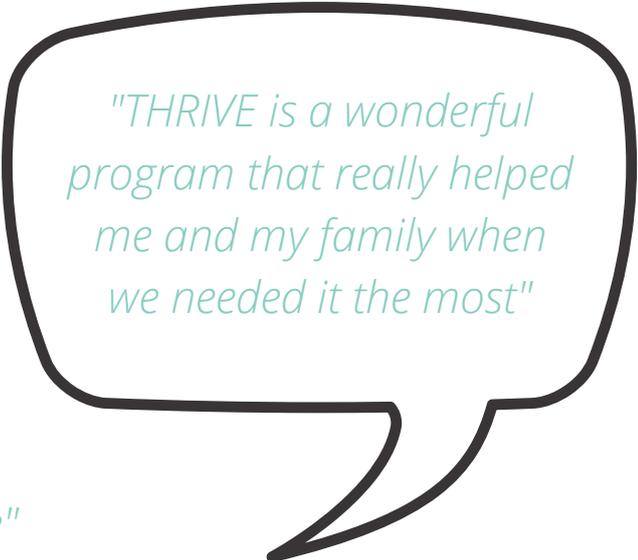
*"The eagerness to help and willingness to really actively listen to exactly what I needed was very helpful."*

*"I learned how important budgeting is for maintaining a comfortable life at home"*

*"The staff listened and truly understood my crisis situation, facing eviction since losing my job"*

*"I learned that you can save with having a plan to follow"*

*"If it wasn't for THRIVE, I would be homeless and I'm disabled so I really appreciate them"*



*"THRIVE is a wonderful program that really helped me and my family when we needed it the most"*

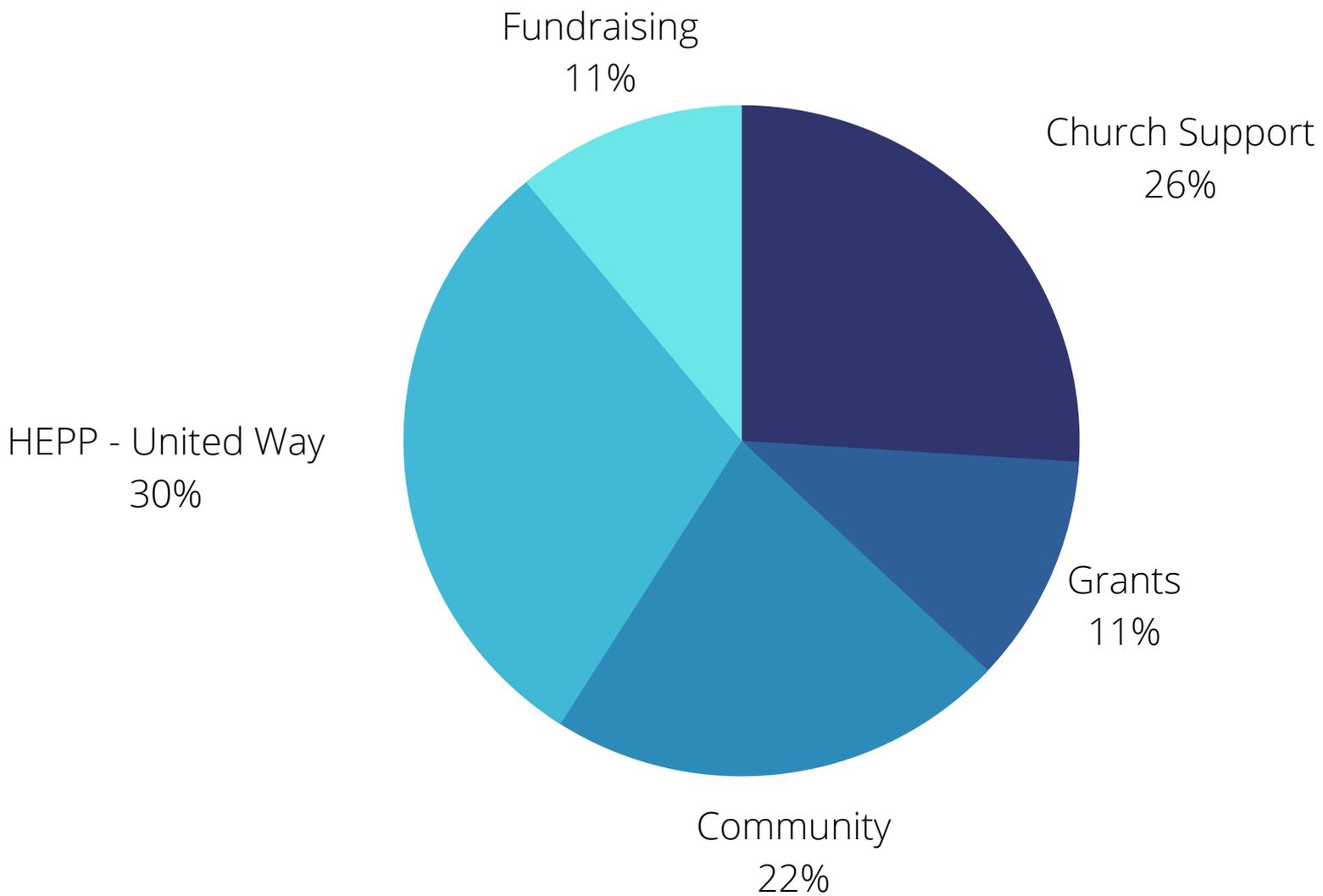
# WHO WE HELP

## 2020 Building Financial Foundations Testimonials

Jill contacted THRIVE when she was two months behind on her rent. She is disabled and has limited income. She fell behind in her payments because her prescription medication cost jumped to \$325 a month, and her income was just over the line where Medicaid wouldn't pay. Jill has a 10-year old daughter and is not receiving family support. As a result of these hardships, she started accruing late fees and it became impossible for her to catch up. THRIVE helped her by helping her catch up on her past due rent so she can start over with a zero balance. With help from a THRIVE financial coach, Jean has created a budget, and knows if she follows it she will be able to make it. A few weeks after assistance was provided, THRIVE a note that said "Thank you for being here for ordinary people like me that have few resources."

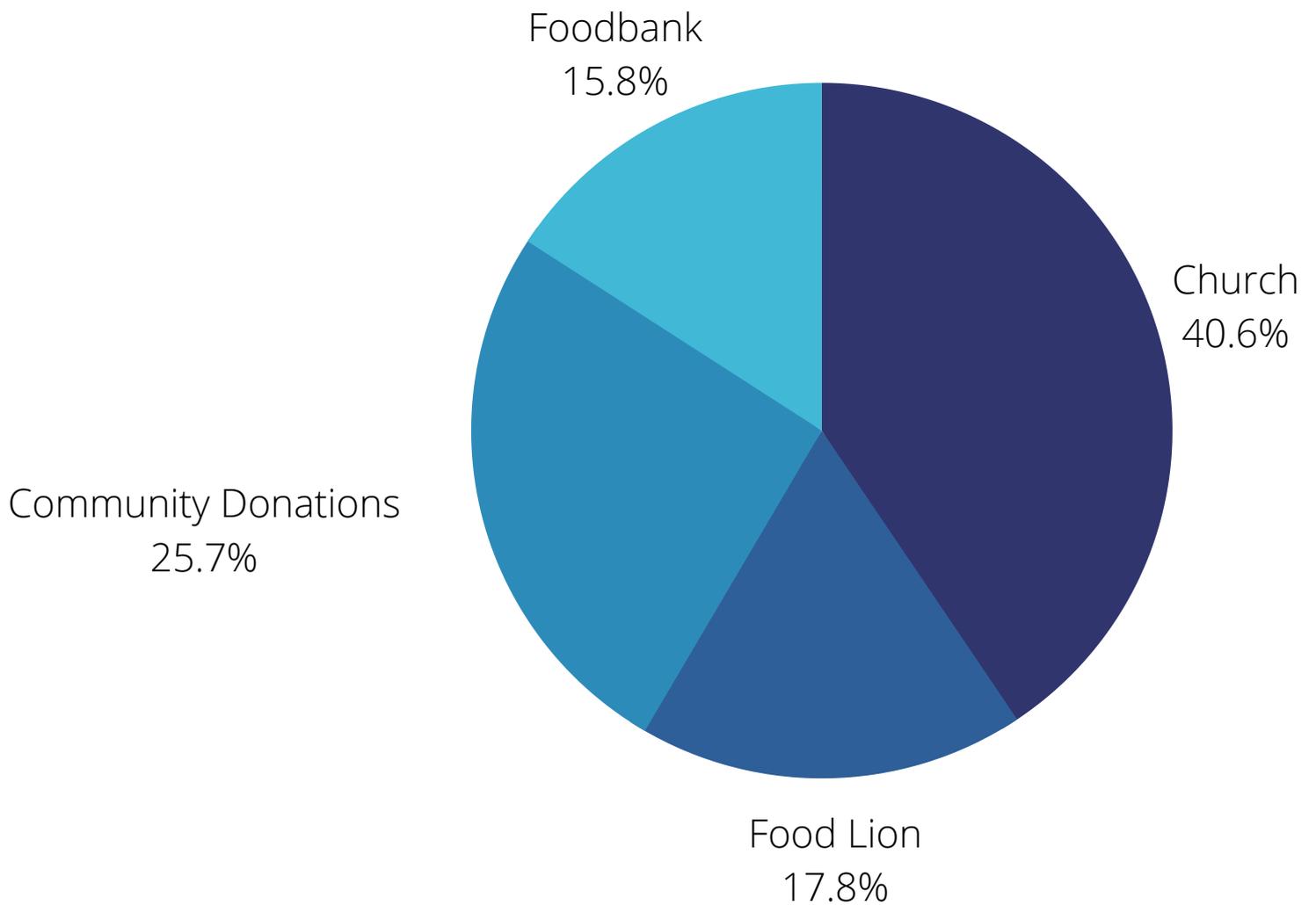
As an only child, Debbie found herself being the sole caregiver of her mom, who was terminally ill with cancer. She took a leave of absence from work to take care of her full time. After her mom died, she prepared to go back to her job as a school cafeteria manager. Then, the Governor closed the schools due to covid-19. This meant that she didn't have a job to go back to. It also meant that she had to stay home with her two school age children, one with special needs, for their virtual learning. Reeling financially from having been out of work for so long, Debbie really got behind on paying her bills. With no back up plan in sight, her social worker recommended THRIVE. THRIVE helped her financially get back on track. Debbie is very gratified and blessed that THRIVE would reach out with its resources and kindness to help her.

# FUNDING

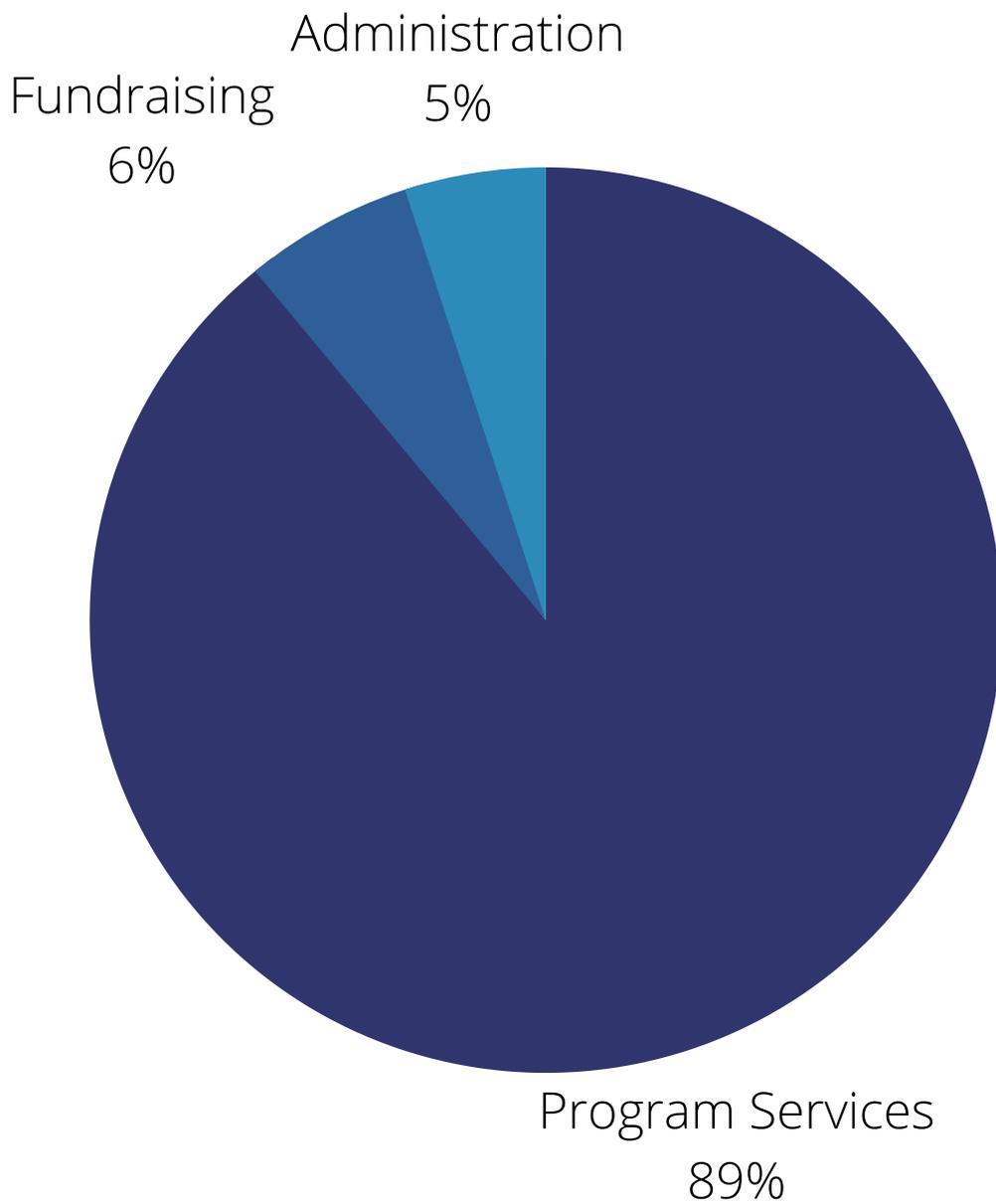


The HEPP program was a Cares Act funded program, administered by the United Way. THRIVE was one of the agencies selected to manage funds to help Hampton residents pay past-due rent.

# FOOD DONORS



# EXPENSES



# 2020 STATS



**157,535**

Pounds of food given

**2,863**

Bags of food provided  
to homeless families



**364**

Families received  
1-on-1  
financial coaching

**\$246,000**

Paid toward past due  
rent and utility bills



**6,276**

Hot meals distributed using  
11 community partners



**16,322**

People served

Value of goods distributed **\$20,867**

**10,174**

logged by volunteers to  
provide our services



# GROWTH

**2020**



**2015**

**VS**

**157,535**



**31,675**

**POUNDS OF FOOD GIVEN**

**364**



**101**

**FAMILIES RECEIVED 1-ON-1 FINANCIAL COACHING**

**\$246,159**



**\$39,018**

**BILLS OVERCOME TO PREVENT EVICTION OR UTILITY CUT-OFF**

**10,175**



**3,700**

**logged by volunteers to provide THRIVE's services**