



# 2021 ANNUAL COMMUNITY REPORT

THRIVE  
PENINSULA



# **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.**

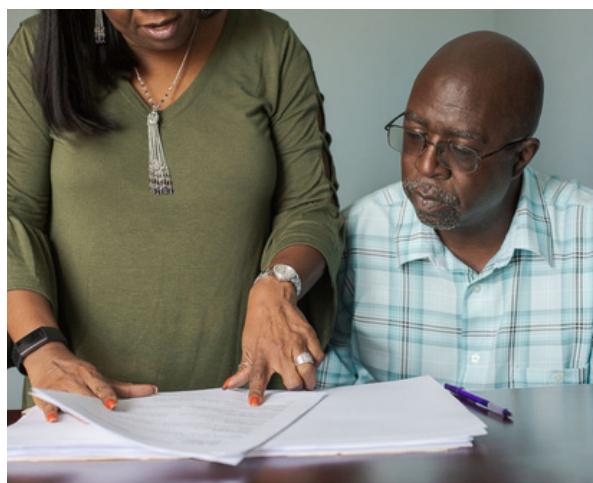
# BOARD MEMBERS

- Chair: Ken Bradley: Swisslog Logistics, Director of Customer Care
- Co-Vice Chair: Jennifer Daknis: Point Comfort Wealth Management, Partner & LPL Consultant
- Co-Vice Chair: Barbara Harvey: RTW Services, Inc., Owner
- Treasurer: Allie Wittkamp: TowneBank, Senior VP/Dir. of Marketing Communications,
- Secretary: Scott Rutter: Next Level Church, Executive Pastor
- Ana Cecilia Montes De Oca: Menchville High School, Teacher
- Bob Saunders: Harvey Lindsay Commercial Real Estate, Senior Vice President
- Clarissa McAdoo Cannon: Suffolk Redevelopment & Housing Authority, Retired Executive Director
- Jean Putnam: Community Volunteer
- Rev. Dr. Jerome Barber: Sixth Mount Zion Baptist Church, Senior Pastor
- The Honorable Sharon Scott: City of Newport News, Councilwoman
- Shantel M. Francis, Esq: International Justice Mission, Legal Fellow
- Sue Fernaays: Bayport Credit Union, Chief Experience Officer

# PROGRAMS

## Building Financial Foundations

- Families who receive emergency bill assistance meet with a Financial Coach to do a financial planning session
- 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 and application screener)
- In 2021, THRIVE received 4,318 applications for this program
- Zoom and cell phones were used 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
- Three 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
- Starting in April 2020, THRIVE's Pantry shifted to a self-select curbside pickup model and has remained open throughout the pandemic



# PROGRAMS

## Supportive Services

- Let Christmas THRIVE - THRIVE distributed gift cards to the families of 437 children so they could provide Christmas. Each recipient family had experienced financial hardship in the past 12 months.
- Grocery Delivery - delivered groceries 522 times to families who struggled with transportation or were in quarantine
- 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



# WHO WE HELP

## Building Financial Foundations Recipients

### FAMILY MAKEUP

- 62% of households have children
- 23% are single parent households
- 9% are seniors

### LOCATION

- 65% Newport News residents
- 34% Hampton residents
- 1% York County residents

### RACE/ETHNICITY

- 89% African-American
- 9% White
- 2% Multi-racial or other

"Not only did THRIVE provide me With the financial assistance I needed, they also helped me with a ton of resources and helped me with financial planning so that I would not run into the same issue again"

*"THRIVE gives assistance, teaches budgeting, helps with food. They don't make you feel judged mistreated"*

*"I learned how to save and coordinate my budget"*

*"The help meant everything to me and my family. A chance to be hopeful again."*

*"THRIVE helped me so I wouldn't be homeless with my kids they was such a blessing"*

# WHO WE HELP

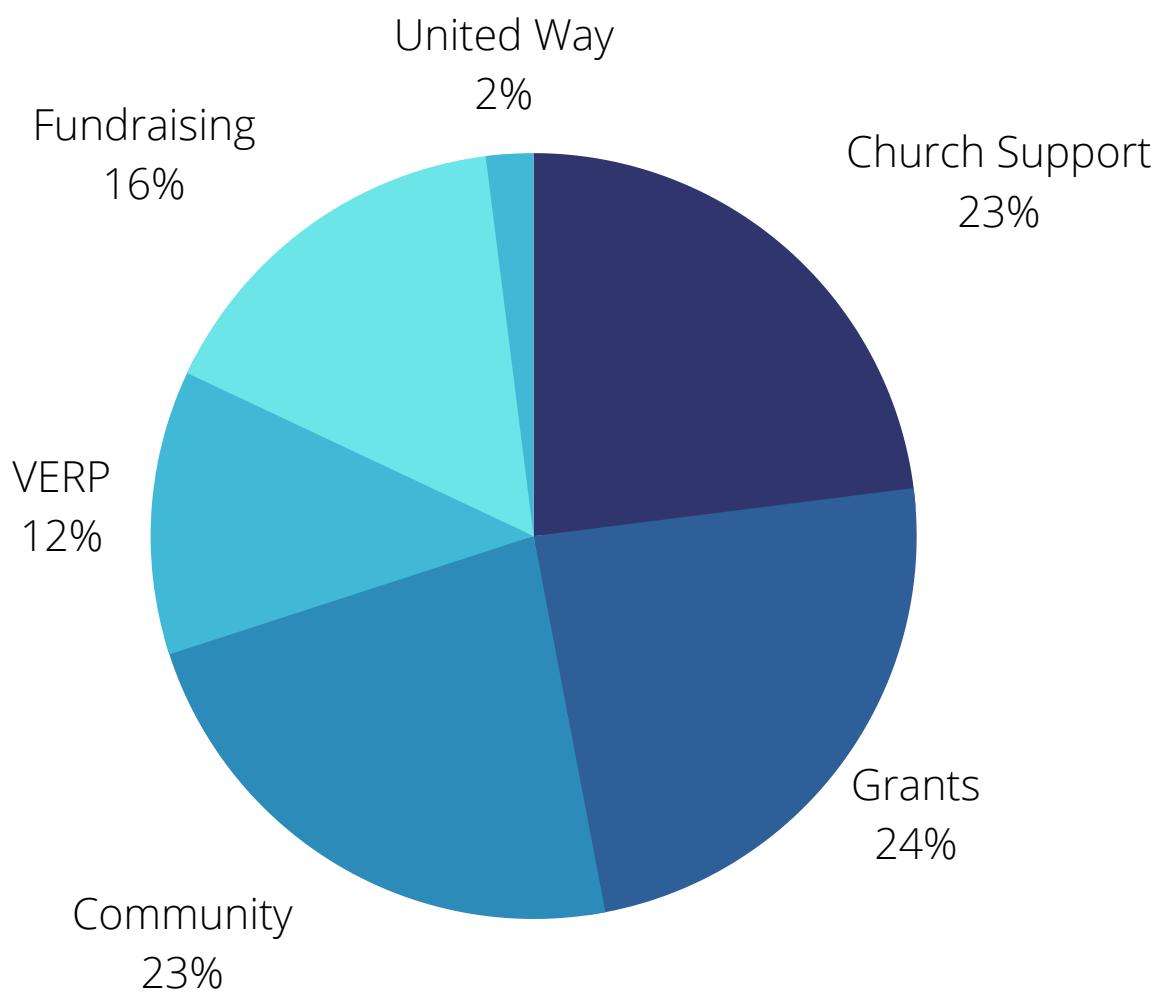
## 2021 Building Financial Foundations Testimonial

Christine's husband lost his job early in the pandemic and was out of work until June 2020. He was eventually hired by another company, but again got laid off. The loss of income set their finances way back, and meant that the family was unable to make their mortgage payment. Christine called several places she thought would offer assistance, but while some offered help with rent not one offered to help with mortgage payments. One of the places she contacted was Coastal Community Church. The Pastor called her back and suggested she get in touch with THRIVE.

Christine applied online to THRIVE and was invited to come in with her husband for a financial coaching session. They brought all of the requested paperwork, and were happily surprised about how well they were treated. Christine said, "THRIVE was so ready to help us keep our home. Staff was extremely nice and understanding. They never made us feel ashamed or out of place." After receiving approval for their mortgage payment, they were given bags of groceries from the pantry and toys and books for their daughter. Christine said the financial coach showed them how to build a working budget each month.

She shared that in her younger years as a single mom, she was forced to ask for help from other organizations and was made to feel like "the dirt on the bottom of someone's heel." THRIVE staff treated her as she'd never been treated before. Christine's husband has a new job with a new company, and the future looks bright for her family.

# WHO HELPS US

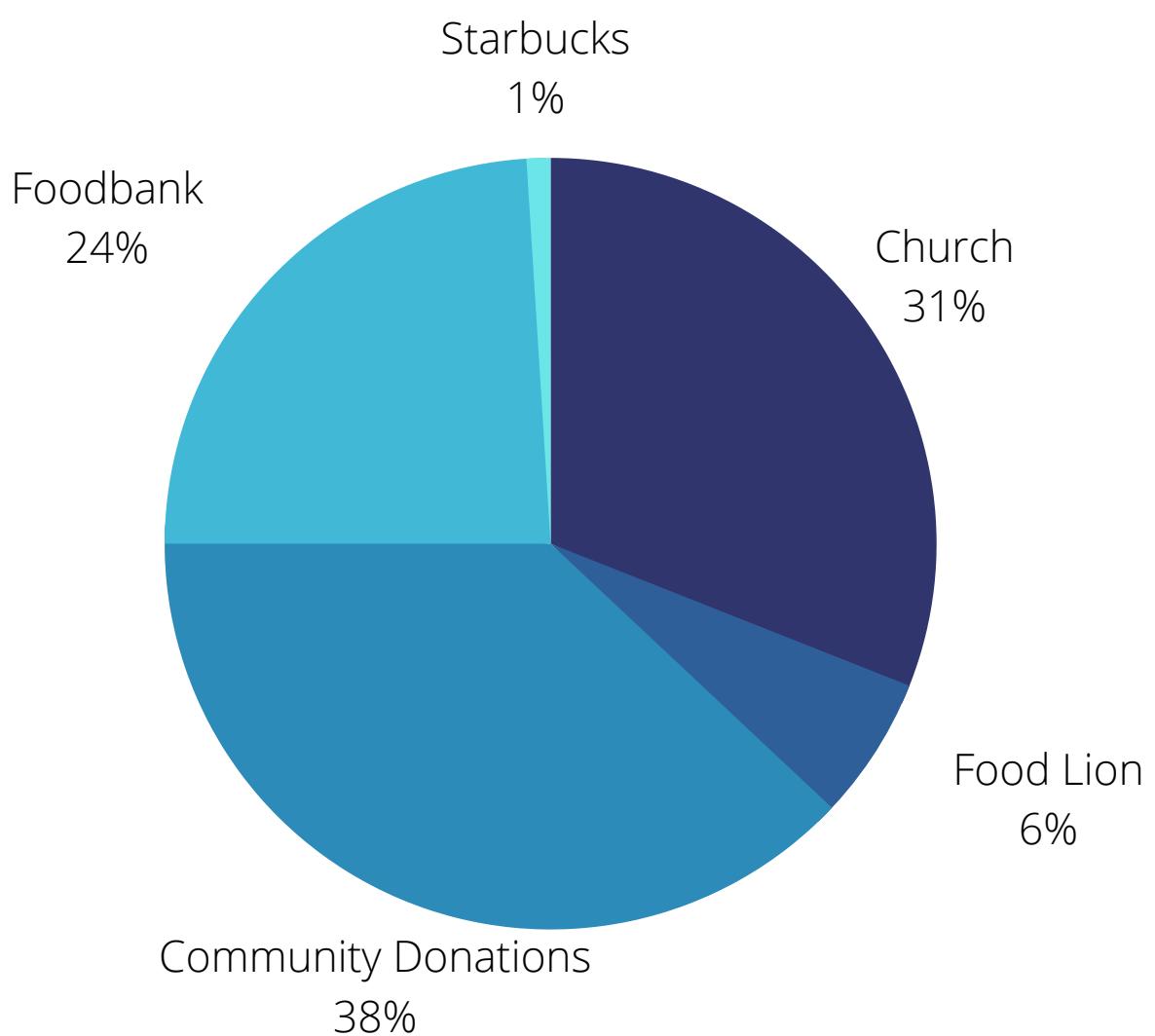


\*\*VERP; Virginia Eviction Reduction Program

# MAJOR MONETARY CONTRIBUTORS

United Way/Virginia Eviction Reduction Program: \$89,375.79  
City of Newport News: \$30,000.00  
Bernardine Franciscan Sisters Foundation, Inc: \$25,000.00  
Ferguson Fund: \$25,000.00  
Crossroads Community Church: \$18,000.00  
Waters Edge Church: \$15,983.20  
Warwick River Mennonite Church: \$12,700.00  
Bethel Baptist Church: \$12,550.00  
Langley Federal Credit Union: \$12,100.00  
First United Methodist Church Foundation: \$11,500.00  
Sixth Mount Zion Baptist Temple: \$8,000.00  
Freedom Life Church: \$7,971.33  
St Johns Episcopal Church Charitable Trust: \$7,650.00  
Grace Episcopal Church: \$7,500.00  
First Baptist Church Newport News: \$7,415.25  
Next Level Church: \$7,233.18  
Warwick Memorial United Methodist Church: \$7,060.00  
Funds2Orgs, Inc: \$6,054.40  
Community Knights: \$5,950.00  
B P O Elks 315: \$5,700.00  
Vision Machine and Fabrication Corp: \$5,500.00

# FOOD CONTRIBUTORS



# GROWTH



**200,150**



**44,905**

**POUNDS OF FOOD GIVEN**

**457**



**194**

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

**\$347,800**



**\$68,985**

**BILLS OVERCOME TO PREVENT FINANCIAL HARDSHIP**

**11,730**



**3,700**

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