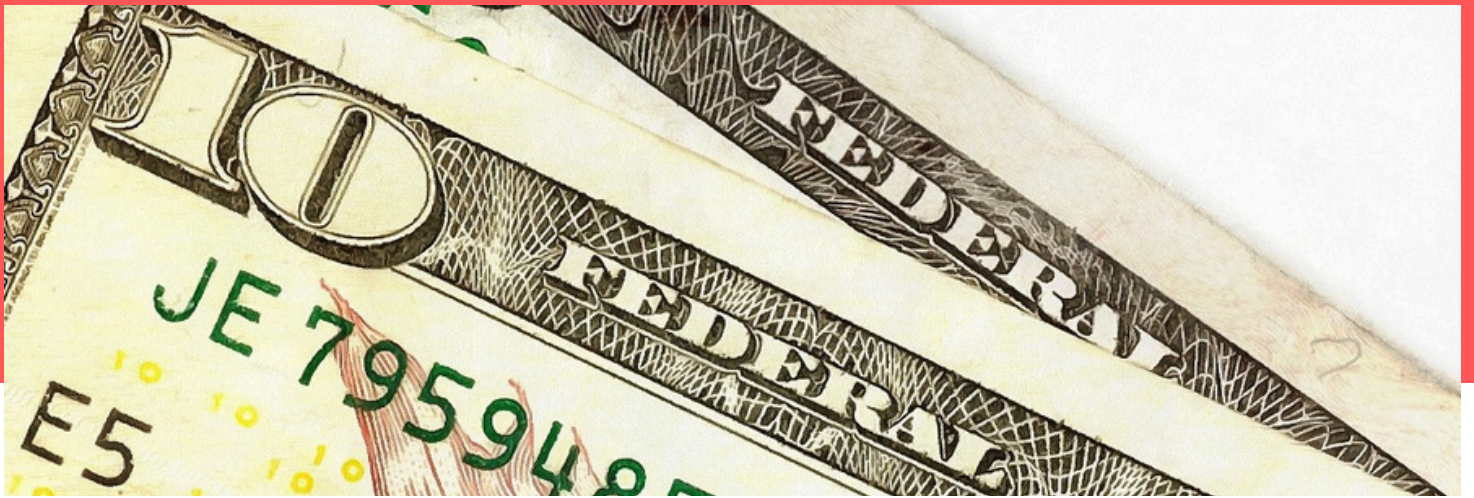




2024 ANNUAL COMMUNITY REPORT



MISSION

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

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
- 1st Vice Chair: Scott Rutter: Next Level Church, Executive Pastor
- 2nd Vice Chair: Clarissa McAdoo Cannon: Suffolk Redevelopment & Housing Authority, Retired Executive Director
- Treasurer: Allie Wittkamp: TowneBank, SVP/Director of Marketing Communications,
- Secretary: Sue Fernaays: Bayport Credit Union, Chief Experience Officer
- Cleon Long: Newport News City Councilmember
- Debbie Campbell: Riverside Health, Director of Community Engagement
- Ginger Blount-Moore: City of Newport News, Assistant City Manager
- Jennifer Daknis: Point Comfort Wealth Management, Partner & LPL Consultant
- Kim Bradley: Langley Federal Credit Union, Organizational Development Specialist
- Rev. Dr. Jerome Barber: Sixth Mount Zion Baptist Church, Senior Pastor
- Sarah Sheldon: Atlantic Union Bank, Banking Business Relationship Manager
- Shantel M. Francis, Esq: Edison Electric Institute, Corporate and Regulatory Affairs Attorney

PROGRAMS

Building Financial Foundations

- Families who receive emergency bill assistance meet with a Financial Coach to do a financial planning session
- Eligible expenses include rent, mortgage, utilities, car repair, other transportation costs, childcare
- 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 for all requirements and application screener)
- In 2024, THRIVE received more than 6,000 applications for this program
- 95% of people who received financial coaching from THRIVE said they would use the financial tools they were given, which equips them to reach future financial stability.

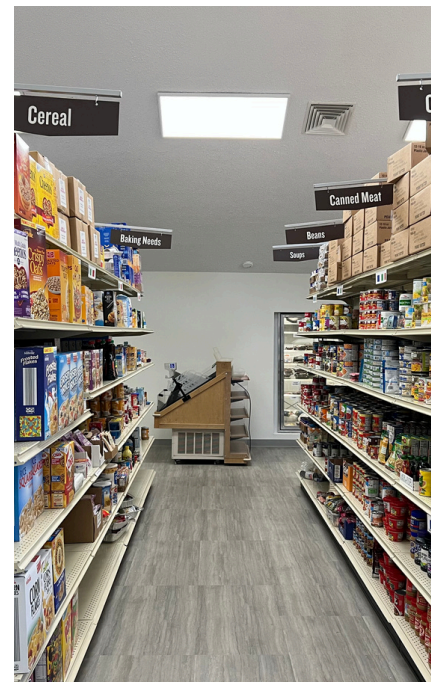


PROGRAMS

The Market at THRIVE

The Market at THRIVE is the area's first free grocery store in partnership with Food Lion. It is designed to look and feel like a grocery store, attracting the 60% of food insecure families that won't visit a pantry due to stigma.

- Clients self-select food in order to meet dietary needs, reduce waste, and restore dignity
- Each household member is eligible to receive up to 1 weeks' worth of food during their visit
- In 2024, THRIVE served 29,691 people and distributed 591,636 pounds of food.



PROGRAMS

Project Connect

Connecting families to critical community services and resources to support their journey toward stability:

- Vital Documents: Assisting with replacement copies of lost IDs, birth certificates, and Social Security cards
- Benefits Assistance: Helping individuals apply for food stamps, Social Security, TANF, or Medicaid
- Legal Documents: Providing support to obtain wills, powers of attorney, or advanced medical directives
- Resource Concierge Volunteers: Trained volunteers guide individuals in navigating available resources onsite and from other agencies
- We Cook Wednesdays: Offering healthy cooking demonstrations, samples, and recipe cards in the lobby



PROGRAMS

Supportive Services

- **Let Christmas THRIVE** - THRIVE distributed gift cards to the families of 691 children so they could provide Christmas. Each recipient family had experienced financial hardship in the past 12 months.
- Host a **The Garden at THRIVE**, featuring raised beds to grow produce to supply The Market
- Host **The Free Bookstore** in partnership with Reach Reads, Inc offering free brand new books to children and youth
- **THRIVE To Go** - delivered groceries 800 times to families who faced significant transportation barriers
- Goods - Newborn baby baskets and children's books
- ID Assistance - Acquiring copies of IDs, birth certificates, social security cards



WHO WE HELP

Building Financial Foundations Recipients

FAMILY MAKEUP

- 58% of households have children
- 45% are single parent households

LOCATION

- 63% Newport News residents
- 35% Hampton residents
- 2% York County residents

RACE/ETHNICITY

- 71% Black/African American
- 8% Caucasian
- 8% Hispanic
- 8% Multi-racial
- 5% Unknown/Other

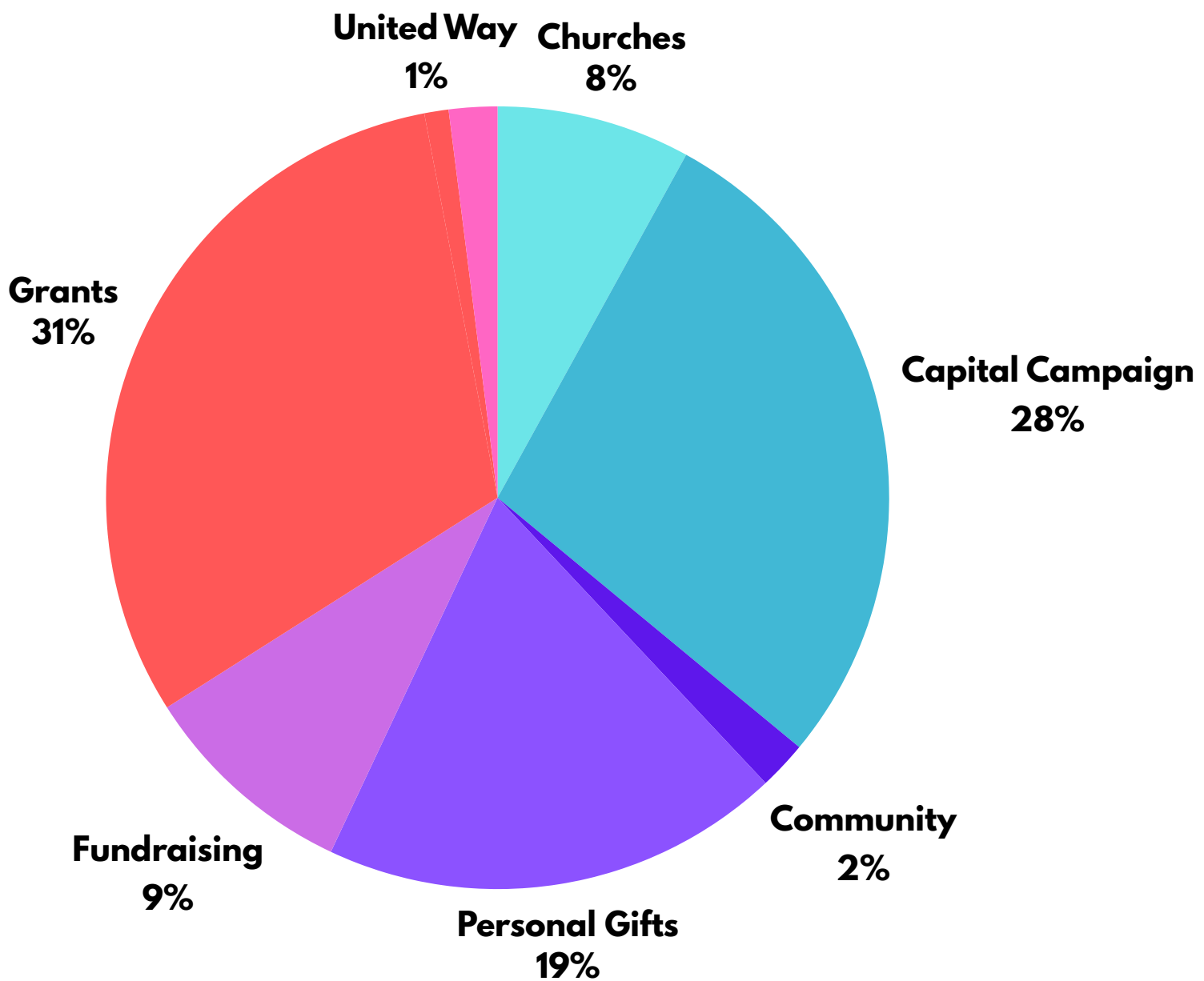
"I was so relieved to receive the assistance because I absolutely had no other resource. THRIVE stepped up in time and helped my family prevent homelessness."

"THRIVE has immensely impacted my family's life. Not only did they assist with our financial burdens, but have given us the tools to keep finances on track and the ability to maintain our finances"

"Instead of stressing over a budget that I would not stick to, I am learning how to create and live under a financial spend plan. This enables me to make sure every dollar counts."

"They really helped me in a time of need . My lights were about to get cut off and I just could not catch up."

FINANCIAL CONTRIBUTORS



GROWTH



VS

380,234  **591,636**

POUNDS OF FOOD GIVEN

797  **795**

ATTENDED FINANCIAL COACHING & WORKSHOPS

\$530,034  **\$598,188**

HARDSHIP SUPPORT

18,011  **31,673**

INDIVIDUALS SERVED