

The background of the entire page is an abstract geometric artwork. It features a brick wall texture with various colored sections (pink, orange, yellow, blue, purple, black, white) separated by bold black lines. A large teal rectangle is positioned in the center-right, containing the title and subtitle text.

ReWork Richmond

2021 Annual Report

ReWork
Richmond

ReWork Richmond

Rethinking the Path to
Meaningful Employment

2123 Fairmount Avenue
Richmond, Virginia 23223
804-447-9026
reworkrichmond.org



Building photo (above) and cover
photography by Patrick Bell.

Mural photo (above) and staff
photography by Jay Paul.

Mural painting by Hamilton Glass.

2021 ReWork Staff



Deb Lawrence
Executive Director



Ferd Baruch
Director of Strategic
Initiatives



Dr. Patrick Graham
Executive Advisor



Sharon Overton
Member Services
Coordinator



Diana Vasquez
Director of Member
Services

Dear Friends:

It's been a challenging year, but thanks to your support, a year in which ReWork has managed to achieve several important goals. Among the year's most significant accomplishments has been enrolling a record number of participants — we call them members — into our program and seven of them have reached sustainable career positions with various employers throughout our community.

We entered the year with a target enrollment of 35 members, and we were thrilled to have 37 members at year end, with additional candidates in the wings. Career placement for members, a key indicator of our impact, has also reached an important milestone as our relationships with Richmond employers is strong. These employers have a passion for our mission and are matching our members with open positions within their organizations.

Our Good Neighbor Network, made up of volunteers willing to provide support in employment related personal and financial coaching, resume writing and workplace interview preparation, has provided the lift necessary to secure meaningful employment opportunities. And, this year saw an expansion of our collaborative relationships with trusted community service partners, who have helped our members overcome logistical hurdles that are frequent obstacles to securing sustaining careers.

The past year also saw us develop our first strategic plan, provisions of which will provide an operational roadmap for future initiatives and help ensure that we remain accountable for achieving our vision while adhering to the values that uniquely distinguish our service approach. And we ended the year by moving into our own office space at 2123 Fairmount Avenue, in the heart of the East End.

Importantly, this year decisively demonstrated the financial viability of our model, and the ability to attract new members and connect them to Richmond employers. Our performance data from 2021 is most encouraging and demonstrates the validity of our program, along with our ability to measure the success of each member. Using our proprietary numeric value **Stability Measurement** tool to capture metrics and data for each member, we are able to evaluate the progress members are making along their individual pathways towards meaningful employment.

In sum, for calendar year 2021, there was a cumulative 45% advancement in the areas of employment, income, education, housing, child-care and transportation for all members who have been enrolled with ReWork for at least one year. For more information about how we measure member progress and the outcomes of our programs, please visit our website and click on “results measurement.”

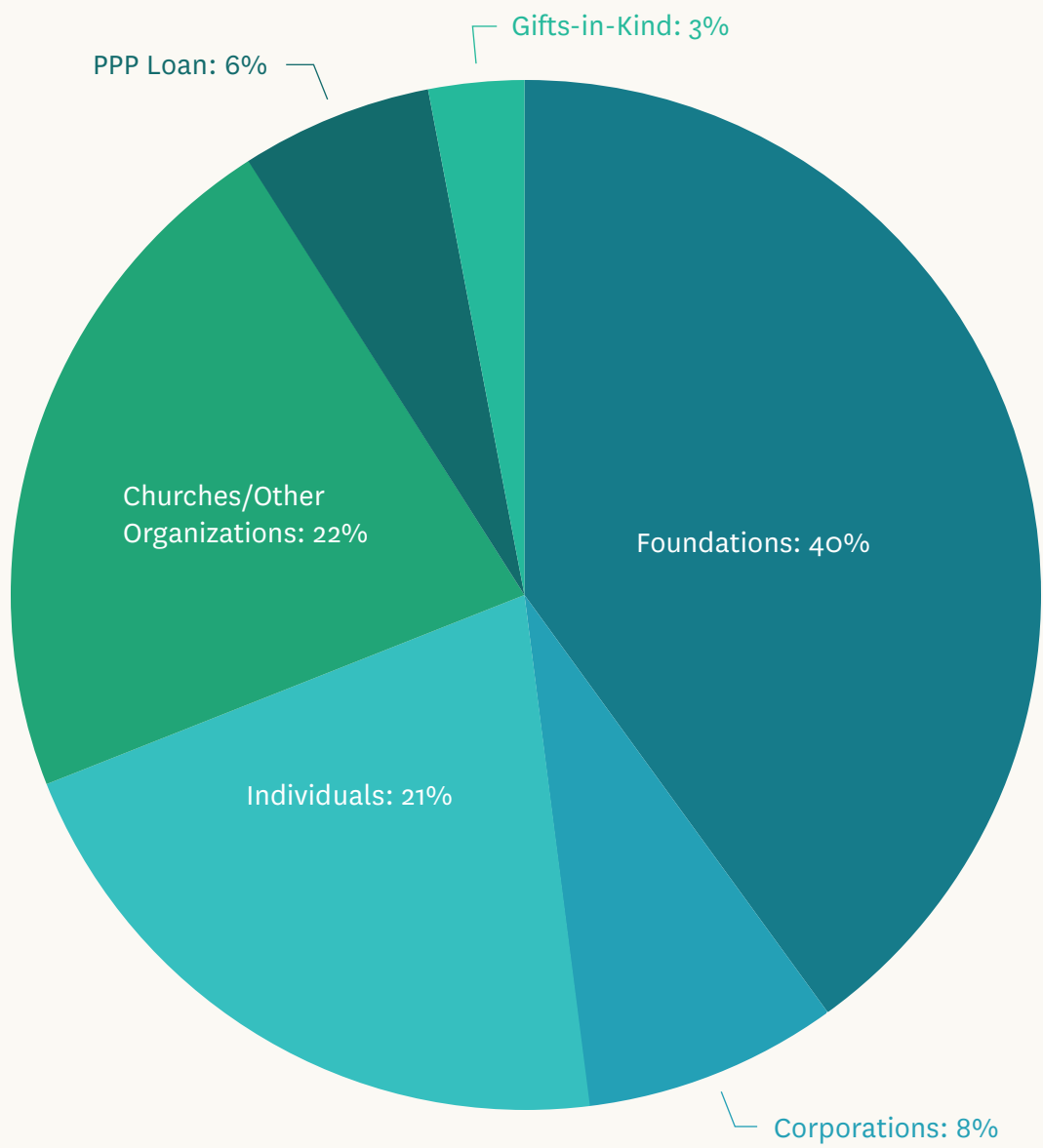
Moving forward, 2022 will likely continue to present challenges, but we believe our proven experience preparing our members to meet the needs of Richmond employers, together with the productive partnerships we’ve established with volunteers and community resources, positions us to continue successfully lifting East End families out of poverty.

We thank you for this opportunity and are ever grateful for your interest and support.

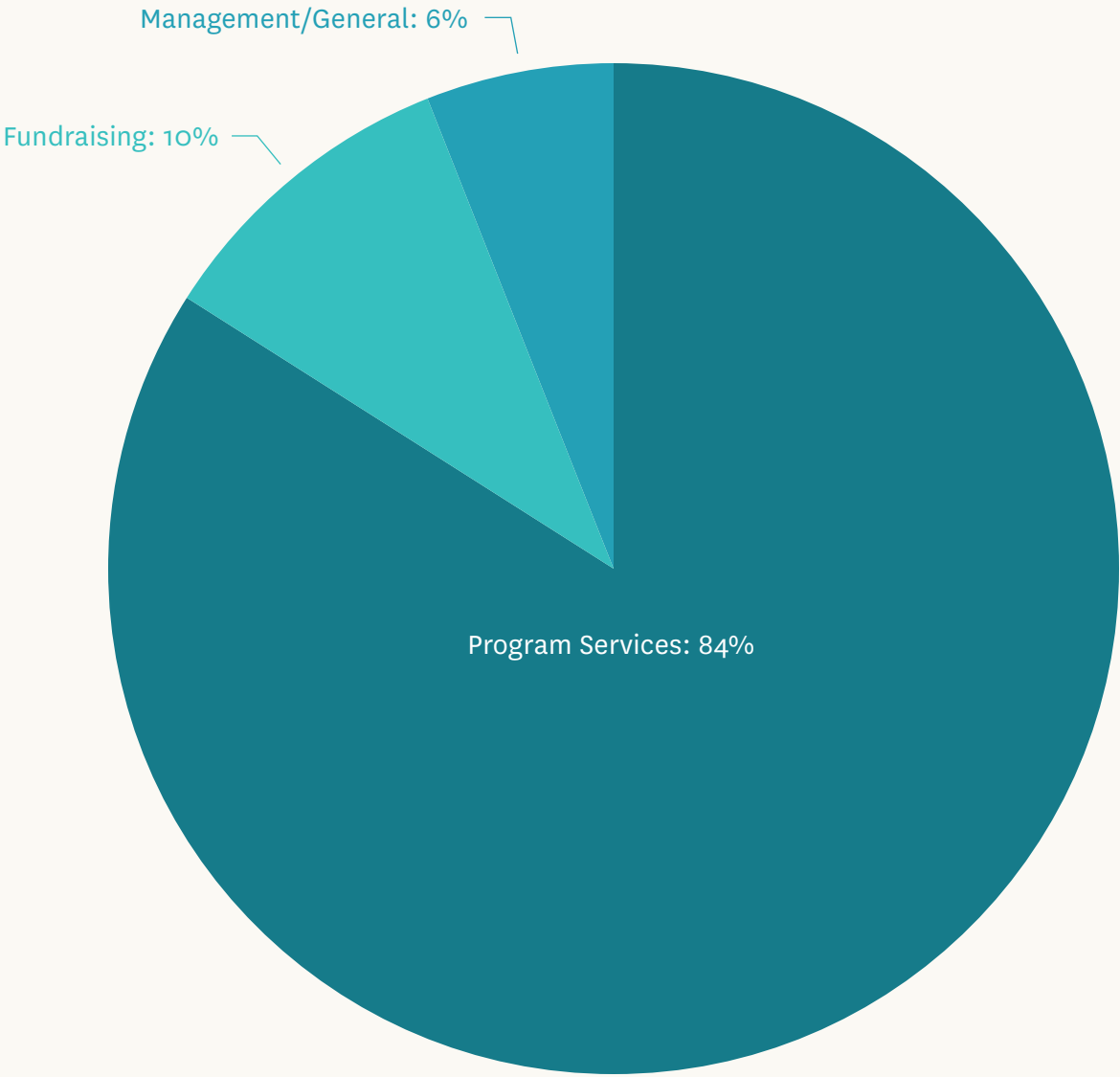
A handwritten signature in cursive script that reads "Deb Lawrence".

Deb Lawrence

Executive Director
ReWork Richmond



2021 Budget:
Revenue by Category



2021 Budget:
Expenses by Category

BOARD OF DIRECTORS

Dr. Ronald Carey, Chair
Retired Assistant Superintendent
of Elementary Education, Richmond
Public Schools
Gussie Bannard, Vice Chair
Retired Head, St. Catherine's School
Torey Edmonds, Secretary
Community Intervention Coordinator,
Virginia Commonwealth University
School of Medicine/Division of
Epidemiology Healthy Communities
for Youth
The Rev. Melvin Shearin II, Treasurer
Pastor, Great Hope Baptist Church
Carol Adams
Law Enforcement Officer and Founder
of the Carol Adams Foundation
Nancy Harrison
Retired Banker and Community
Volunteer
Wayne Johnson
Analyst, Maconit Inc.
T. Justin Moore III
Managing Partner, T.J. Moore, PLC
Pamela O'Berry
Attorney, Sands Anderson
Delores Q. Smith
Development Consultant
Frederick Thompson
Communications Collaborative
The Rev. Amelie Wilmer
Rector, St. John's Episcopal Church

COMMUNITY PARTNERS

ACTS
Anna Julia Cooper School
Bon Secours
Boys and Girls Club
Capital One
Carol Adams Foundation
Challenge Discovery Projects
Church Hill Activities and Tutoring
ColonialWebb
Community College Workforce
Alliance
Dominion Energy
Envera Health
Estes Express
First Presbyterian Church
Markel Corporation
Neighborhood Resource Center of
Greater Fulton
Network2Work RVA
Office of Community Wealth Building,
City of Richmond
Peter Paul
Richmond Opportunities Inc.
Rotary Club of Richmond
Sprout School, RVA
St. James's Children's Center
St. James's Episcopal Church
St. John's Episcopal Church
St. Peter's Episcopal Church
St. Stephen's Episcopal Church
The Market at 25th
UP RVA
Urban Hope
VCU Health
VCU Pathways
Virginia Family and Fatherhood Initiative
Xponent21
YWCA

2021 FUNDERS

Foundations:

Angell Foundation
Community Foundation
Estes Foundation
Herndon Foundation
Virginia Sargeant Reynolds
Foundation
The Richmond Rotary
Robins Foundation
Anna Lou and Bob Schaberg
Foundation
TowneBank Richmond
Foundation

Corporations:

Dominion Energy
Markel Corporation
Riverfront Investment Group
Swedish Match

Churches:

St. James's Episcopal
St. John's Episcopal
St. Stephen's Episcopal

ReWork Richmond is very grateful to our individual donors in 2021 who helped make our mission come to life and improve lives in the East End of Richmond.

The background of the entire page is a photograph of a brick wall covered in abstract, colorful geometric paint. The colors include orange, black, white, teal, yellow, pink, and purple. Sharp black lines form various geometric shapes like triangles and polygons across the wall. A solid teal rectangular box is positioned on the left side of the image, containing the title and subtitle text.

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Path to Meaningful
Employment