



ReWork
Richmond

2024 Annual Report

Our Mission:

ReWork Richmond's mission is to empower underemployed adults living in Richmond's East End to obtain the skills and necessary support to qualify for and ultimately gain thriving careers.

Our People:

Meet our 2024 staff, a team driven by passion, expertise, and a commitment to excellence.



DEB LAWRENCE
Executive Director



CHANTEL COX
Career Pathways
Director



JANETTE MCGRADY
Partner & Member
Services Manager



JOSH ROCKETT
Career Pathways
Director



PATRICK GRAHAM
Executive Advisor
Part-Time



ReWork has taught me how to think and work smarter. Now I am setting a better example for my daughter.

- MEMBER DT



A Letter to our Stakeholders:

Dear Friends of ReWork:

As ReWork's executive director, I frequently talk about how ReWork's approach to helping East End Richmond families find employment and lift themselves out of poverty is different. And then people ask, "how does it work?" Naturally, a follow up question is, "why does ReWork's unique approach work?"

The answers to both questions are somewhat inter-related but let me start with the "how." ReWork's approach works because it's different. ReWork doesn't merely connect job seekers with a random assortment of openings that require minimal skills and pay a minimum wage. Instead, ReWork takes the time to invest in its program's participants, whom we call "Members," as a means of providing them with the connections necessary to securing viable, long term, career opportunities – opportunities that pay a wage sufficient to support a family. **It's our strategy of investing, to provide job seekers with the actual tools they need to succeed, that makes the critical difference.**

And let me add, ReWork's investment in human potential pays off. **By delivering real social and economic value to our Members, Members and their families not only benefit but so does the larger community as a whole.** Elsewhere in this report, we invite you to review more specific details about the impact ReWork has on its Members, and how we continually measure that impact.

There are a number of answers as to why ReWork is successful. One major factor is the support of our many community partners, who refer potential Members to ReWork, and who are always ready to provide both educational and logistical assistance, as needed. Also included among these partners is

our extensive network of volunteers who help our Members develop valuable career preparedness skills and provide guidance in personal communication and life management disciplines, such as financial planning.

Importantly, ReWork's success is further made possible by the confidence employers have shown in our Members. This confidence is a direct result of our dedicated and knowledgeable staff, who take great pride in ensuring Members receive the exact training they need to meet individual employer demands, and who build mutual relationships with employers that help establish continued hiring opportunities.

Of course, we'd be remiss in not acknowledging the role our Members themselves play in our success. Their hard work and efforts to recommend ReWork to new program candidates, and their willingness to embrace new roles as models for change within their families and the community, are an inspiration that has become a hallmark of ReWork's culture. Quite simply, our Members are our rock stars.

Finally, much of our success is certainly a result of you, our donors – your strong commitment to joining us in our efforts to continue transforming lives and creating economically viable futures for a growing number of East End families. The "how" and "why" I've just referenced are very much a result of your willingness and courage to step outside the box with us six years ago and invest in a new and promising approach to alleviating poverty in Richmond's East End.

We are
both
humbled
and
grateful
for your
support,
all of which
makes our
mission
possible.



Deb Lawrence

Deb Lawrence

*Executive Director
ReWork Richmond*

ReWork Richmond is Different.

2024: Measuring Our Impact

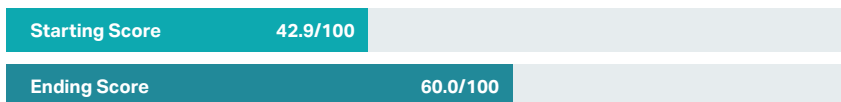
Since its inception, ReWork has focused on measuring how its program transforms the lives of its Members. In 2024, our measurement approach tracked Member progress from two perspectives.



Crisis to Thriving Progress

The first, using the widely respected Crisis to Thriving (CT) continuum, assessed our Members' progress in six critical areas: employment, income, education, housing, childcare and transportation. Upon enrollment, we assign a numeric score in these areas to each member. The scores represent the Members' positions in each area and provide us with a baseline indication of member achievement, which we track quarterly as a means of assessing progress.

The graph below summarizes the combined cumulative scores for 2024, for all Members, in all categories, who have been active program Members for at least one year.



The increase from 42.9–60 represents a **40%** collective increase towards stability.

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Program Economic Value

The second measurement approach assesses our program's wider financial impact on our Members' lives. This past year was the first time we sought to measure ReWork's dollar return to members and the community.

As noted below, our study identified three factors as important indications of ReWork's economic impact on our Members lives:

Member salaries increased **3.05x** over earnings at enrollment.

Subsidies decreased **55%** in dependence on government assistance

Members paid over **4.93x** more taxes than at enrollment.

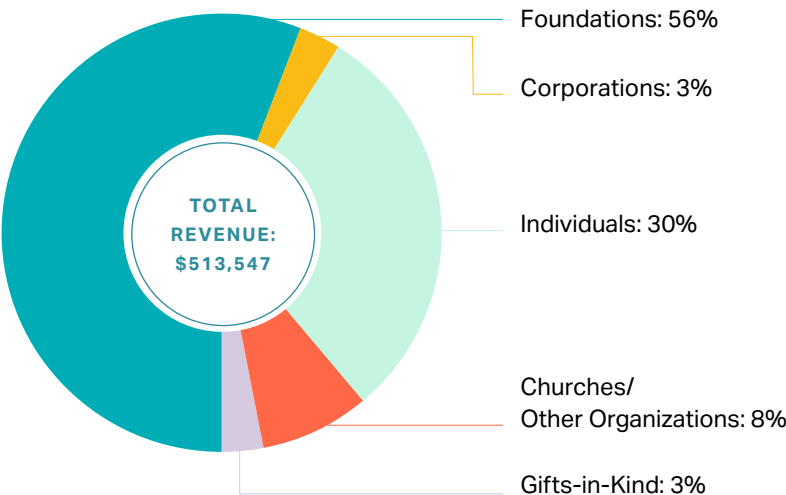
The above is based on 30 months being the average number of months for a member to attain a measure of stable in the crisis to thriving model and attain earnings at or near a sustaining wage.



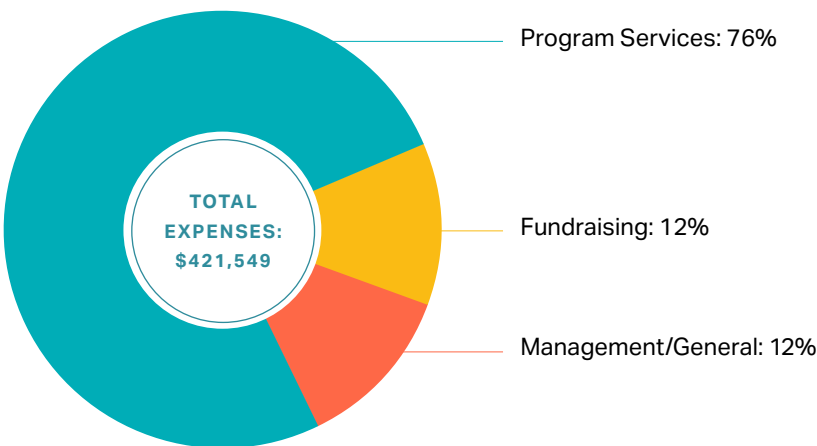
Our measurement tracking shows the economic value of investing in human potential. It reveals the community's financial return from a more stable workforce earning higher wages and paying more taxes. Additionally, reduced reliance on government assistance brings meaningful emotional benefits to our Members.

2024 Budget

Revenue By Category



Expenses By Category





100+

Members Enrolled Since
Inception

93%

Members Who Advanced
Along Crisis-to-Thriving
Continuum

92%

Members Who Are
Employed

60+

Community & Employer
Partners

“

I've gained a lot more confidence when it comes to my career mindset, and I feel more empowered managing my finances. I'm committed to staying on track and working toward a better future.

- MEMBER SC

”

Our Community Partners:

ACTS	Dominion Energy	SOAR 365
Admiral Security	Dream Academy	Sprout School, RVA
Anna Julia Cooper School	Envera Health	St. James's Children's Center
Apple Spice Junction, Richmond	Estes Express	St. James's Episcopal Church
Atlantic Constructors	FedEx	St. John's Episcopal Church
Better Housing Coalition	Genesis Properties	St. Joseph's Villa
Bon Secours	Jay Paul Photography	St. Peter's Episcopal Church
Boys and Girls Club	Local UA 10	St. Stephen's Episcopal Church
Capital One	Markel Corporation	The Market @ 25th
Career Works	Marks and Harrison	Tredegar Corporation
Carol Adams Foundation	Neighborhood Resource Center of Greater Fulton	UP RVA
Challenge Discovery Projects	Network2Work RVA	Urban Hope
ChildSavers	New Market Corporation	VA ABC
Colonial Webb	Office of Community Wealth Building, City of Richmond	VCU Health
Community College Workforce Alliance	Peter Paul	VCU Pathways
Communities in Schools, Richmond	Primis Bank	Xponent21
Diversity One	Prospect Blue	YWCA Richmond
	RISE Richmond	
	Rotary Club of Richmond	

Our Funders:

FOUNDATIONS:

Angell Foundation
Community Foundation for a greater Richmond
Estes Foundation
Wilbur Moreland Havens Foundation
Herndon Foundation
William R. Kenan Jr. Charitable Trust
Mary Morton Parsons Foundation
Rotary Club of Richmond
Bob and Anna Lou Schaberg Foundation

CORPORATIONS:

Altria Give Together
Dominion Energy
Ping Identity
TowneBank

CHURCHES:

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

Additionally, ReWork Richmond is very grateful to our individual donors in 2024 who helped make our mission come to life and improve lives in the East End of Richmond.

Our Board of Directors:

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The Communications Collaborative, LLC

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Executive Director, St. James's Children's
Center



ReWork Richmond is different. Instead of placing individuals in minimum wage positions offering limited upward opportunity, ReWork is strategically structured to accompany its Members on the long walk to living-wage employment by providing a comprehensive range of personal support and employment sourcing services.

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Richmond

ReWork Richmond

**Rethinking the path to
meaningful employment.**

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