Numbers Show FOCs Work!

Virginia LISC Financial Opportunity Centers will be coming to Petersburg and the Northside of Richmond, thanks to recent funding by the United Way of Greater Richmond and Petersburg, The Garland Gray Foundation and the Robins Foundation.

Virginia LISC recently received a $45,000 grant from United Way, which will match private and federal funds to launch an FOC in Petersburg in fall of 2015. The Robins Foundation gave Virginia LISC a $50,000 grant in May to support an FOC in the Northside. Once Virginia LISC secures the balance of funding needed, the Northside FOC will launch.

"These initial funders are critical to gaining community support to open these centers," said Candice Streett, Executive Director of Virginia LISC. "We feel that this national best-practice model is the most effective way to help people achieve family financial stability," she said.

FOC client Colette Jackson agrees, saying that the FOC located in Greater Fulton's Neighborhood Resource Center helped her get back on her feet. "I heard about the FOC through some friends at my church and decided to go," said Jackson, who had been out of work since 2010 when a family tragedy occurred.
Bon Secours and Virginia LISC Launch SEED Round 5

The fifth round of the Supporting East End Entrepreneur Development (SEED) Program is now underway, having opened on May 29, 2015. For those interested, the application is on the Virginia LISC website www.virginialisc.org.

The SEED Program is a small business plan competition seeking businesses looking to start or expand in Church Hill, specifically along the 25th Street and Nine Mile corridor. Designed and administered by Virginia LISC and funded by Bon Secours Richmond Health System and Capital One, the program has resulted in 23 businesses in Church Hill receiving funding and technical assistance.

Entrepreneurs who are interested must fill out the application and include a business plan. The Virginia LISC staff will review the applications and finalists will go before a blue ribbon panel in September to present their ideas. SEED winners will be notified in Oct. Applications are due the Thursday before Labor Day, September 3, 2015.

For questions, contact Killeen King at kking@lisc.org or at 804.358.7602.

Kelly Walker, owner of Chocolates by Kelly, is a 2014 SEED Winner. Kelly used her SEED funding to purchase a chocolate engraver. Since Kelly is a first time recipient, she is able to apply for two more rounds of SEED funding and she intends to do so.

“You can tell that SEED has really helped the commercial district up here because now this is the hot place for businesses to locate," she said.

Stone Brewery Construction Underway, Equipment to Come

Stone Brewing Company’s East Coast production and distribution site is well under construction. Located in the Greater Fulton neighborhood on Williamsburg Road, the $27 million production site with $47 million in equipment is phase one of a two-part plan. Phase two includes an $8 million restaurant which will be at Intermediate Terminal, located on the river next to the production facility also on Williamsburg Road.

Stone Brewing will bring 200 jobs to Richmond’s East End, 88 of which will be in place by the spring of 2016. The company is already working with Greater Fulton’s Financial Opportunity Center to better connect neighborhood residents to these job opportunities.

Virginia LISC Executive Director Candice Streett serves on the Stone Brewing Advisory Council.

“The resident engagement process that LISC launched in Greater Fulton four years ago positioned neighborhood leaders to advocate and market their community, attracting this new corporate partner,” said Streett.
Jackson worked with the Employment Coach at FOC. "They showed me how to work a computer, helped me build my resume and helped me on my job search," said Jackson.

The hard work paid off. Jackson was asked to interview for a job she wanted with Richmond Public Schools, working in the cafeteria. She was called back for a second interview and hired on the spot.

Jackson said she still goes to the FOC from time to time and would recommend it to anyone looking to get into the workforce. "They have a whole lot of different things to offer and the people are really friendly and nice," she said.

Jackson is one of many experiencing the results of FOCs nationwide. National LISC released an in-depth analysis of the FOCs in April.

Amid all the numbers, several conclusions in this latest report are worth noting. **For people who accessed an integrated set of services at LISC FOCs: 74 percent found jobs, 78 percent remained in those jobs and 76 percent improved their net incomes.**

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## Virginia LISC New Staff Members

Ebony Walden is the new Program Officer responsible for the Building Sustainable Communities work and managing our Financial Opportunity Center network. Ebony most recently served as the coordinator for a regional transportation initiative, RVA Rapid Transit. Prior to that, Ebony worked for nine years as a Senior Planner in Charlottesville Virginia. She also served as the Program Coordinator for the city's resident leadership academy and drafted Charlottesville's first Community Engagement Policy. She holds a Bachelor of Science in Business Administration, Marketing & Management from Georgetown University and a Master of Urban & Environmental Planning from the University of Virginia.

Schirra Hayes is the new Loan Officer at Virginia LISC. He is responsible for our real estate and small business lending. He comes to us from Virginia Commonwealth University’s Real Estate Foundation where he worked as Real Estate Manager for two years. Before that, he worked as Real Estate Development Officer at Community Housing Partners and earlier at Better Housing Coalition where he served as the Homeownership Program Manager. He also worked for five years for a private real estate development firm. Schirra holds a Bachelor of Science in Real Estate and Urban Land Development from Virginia Commonwealth University.

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### LISC Provides Loan to Virginia Supportive Housing

Virginia LISC provided a $3.3 million construction loan to Virginia Supportive Housing for the renovation of 39-unit apartment building located on Hull Street in Richmond. VSH converted the former Budget Motel into apartments 15 years ago. The renovations happening now will widen the existing building to make units more accessible for those with disabilities. The renovations are projected to be completed by February 2016.

"With this project, we needed a partner who could step in on short notice when another lender was unable to move forward, and LISC was able to do that," said Deputy Executive Director Kathy Talley.

Five of the apartments will be made fully handicap accessible with roll-in showers, roll-under sinks and front controls for ranges. VSH provides transportation and case management services for residents in these apartments.
Date: October 1, 2015  
Time: 5:30-8 p.m.  
Location: The Hippodrome  
528 N. 2nd Street, Richmond, VA 23219  
RSVP: to Killeen King, kking@lisc.org  
Tickets: $50 per person

Join Virginia LISC in celebrating our 25 years working in the Richmond and Petersburg communities. Come enjoy live music and hors d’oeuvres as we honor our corporate, philanthropic and neighborhood partners from throughout the years. We hope to see you there!

Featuring Keynote Speaker  
U.S. Senator Tim Kaine

2015 Honorees: The Cameron Foundation, Better Housing Coalition and Capital One

Thank you to all of our sponsors!

Platinum: Virginia Housing Development Authority  
Gold: Wells Fargo Bank, Capital One  
Silver: Padilla/ CRT, Dominion Resources, The Delaney Bay Fund  
Bronze: Fulton Bank, WoodForest Bank, Richmond Association of Realtors and Williams Mullen

Local Advisory Committee

Chair: Michael Mulvihill, Executive Vice President, Padilla/ CRT  
Vice Chair: Cindy Mims, Community Development Officer, WoodForest National Bank  
P. Rodney Blevins, Vice President, Dominion Virginia Power  
Regina Chaney, Housing Education Specialist, H.O.M.E., Inc.  
Peyton Cox, Director of Development, Purcell Construction  
Susan Dewey, Executive Director, Virginia Housing Development Authority  
Chad Eisele, VP and CFO of US Branded Partnership Card, Capital One  
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J. Conrad Garcia, Partner, Williams Mullen  
Laura Lafayette, Chief Executive Officer, Richmond Association of Realtors  
Corey Lane, Account Supervisor, The Martin Agency  
Penny J. McPherson, Vice President & Senior Community Development Officer, Wells Fargo Bank  
Beth Merchant, Vice President Health Services, Bon Secours Richmond Health System  
Brian Rountree, Senior VP & Market Manager, Bank of America  
Brent Smith, Associate Professor, Virginia Commonwealth University  
S. Mark Strickler, Director of Community Revitalization, Henrico County  
Oliver Way, Central Virginia President, Fulton Bank  
Edward Winks, President, Winks & Snowa Architects  
C.F. Younger, Jr., Distribution Channel Marketing Specialist—Mid Atlantic Region, Nationwide

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Virginia LISC  
Helping neighbors build strong communities