



New Directions

2011 Annual Report to the Community



To all who have donated their time and resources to make Virginia LISC a success in 2011 — **Thank You!**

Ryan Ammann
Bank of America
BB&T Charitable Foundation
In memory of Susan Benesole by John Benesole
Bon Secours Health System
The Cameron Foundation
Capital One
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The City of Richmond
The Richmond Association of Realtors, Inc.
Robins Foundation
Roslyn Farm Corporation
Frances Stanley
Candice Streett
S. Mark Strickler
James and Barbara Ukrop
U.S. Department of Housing and Urban Development
Union First Market Bank
Virginia Community Development Corporation
Virginia Credit Union
Virginia Housing Development Authority
Wal-Mart Stores, Inc.
Wells Fargo

Leveraging your local support

Since 1990, Virginia LISC has raised \$23 million locally attracting \$387 million to invest in Virginia neighborhoods.

\$1 raised by Virginia LISC attracts \$15.64 in investments in the community.



Dollars Raised

Dollars Invested

While we typically associate compasses with navigation, the compass was invented in China during the Han Dynasty (206 B.C. – A.D. 220) and was used to assist Feng Shi practitioners in bringing order and harmony to buildings and places. It was the art and science of placement, linking people to the places in which they spend their time and a way to create supportive environments, and foster change. LISC has had an analogous focus the past year — serving as a compass for our two Neighborhoods Rising communities of Greater Fulton in Richmond and Battersea in Petersburg.

To be more precise, LISC has been part of truly inspiring progress in our two Neighborhoods Rising Communities of Greater Fulton in Richmond and Battersea in Petersburg. Both communities completed plans to revitalize these neighborhoods in accordance with their vision of what can and will happen with their grassroots involvement and the right resources. In *Building Communities from the Inside Out*, Kretzman and McKnight state that significant community development only takes place when local community residents are committed to investing themselves and their resources into their neighborhoods.

LISC provided critical direction to our two neighborhoods and assisted in several regional planning efforts. We convene, collaborate and invest in comprehensive community building efforts, such as Neighborhoods Rising, that strengthen a neighborhood's quality of life. Then we go a step beyond, by providing resources, technical assistance and capital investments to catalyze neighborhood revival efforts.

In 2011, LISC was the critical compass, providing a sense of direction to our two neighborhoods, Greater Fulton's Future and Battersea Rising, as they created and finalized neighborhood plans. Now in 2012, as these plans move into the implementation phase, LISC's role is to connect neighbors to the resources they need to transform their communities into great neighborhoods where people choose to live, work and play. Those resources can come in the form of capital, partnerships, retail/business development, education, training and so much more.

Of particular note in 2012 will be the development of Financial Opportunity Centers to provide financial literacy, job training and development, and wealth building assistance — first to Greater Fulton, followed by Battersea. Additionally, LISC will be focusing on housing and commercial business development with our partners as well as improved access to health care – including mobile health care – for our communities. Our vision is to be the catalyst for healthy, sustainable, vibrant communities across Central Virginia.

Join us on our journey.

Michael Mulvihill
Virginia LISC LAC Chair

Candice Streett
Virginia LISC Executive Director

Program Development



Neighborhoods Rising: completed 2 plans, projects underway in Battersea and Fulton

LISC dedicated resources during 2011 to completing neighborhood plans and building CDC capacity in Petersburg (Battersea Rising) and Richmond (Greater Fulton's Future). Both neighborhoods are working to implement priority projects related to jobs (Financial Opportunity Centers), health care, housing and neighborhood safety (crime).

In Battersea – Petersburg identified Battersea as an area for targeted public investments and has allocated funding for infrastructure and a funded development plan for the High Street entrance into the neighborhood. VHDA granted funds for a housing design book to guide CDC and owner rehabs.



In Fulton – Virginia LISC was awarded a Commercial Corridors of Excellence technical assistance grant for Fulton by the Institute of Comprehensive Community Development. In addition, Virginia LISC is partnering with United Way and the Robins Foundation to support the development of an Financial Opportunity Center (FOC) for Fulton.



Knowledge Sharing

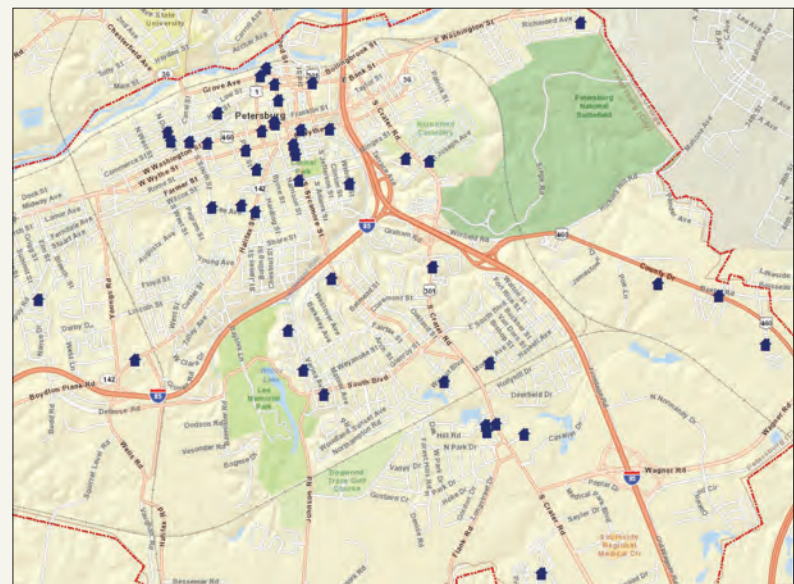


Hull Street Corridor Revitalization Plan

LISC is working with the City of Richmond and Chesterfield County on a TIGER II planning grant through the U.S. Department of Transportation and U.S. Housing and Urban Development. The planning grant will develop an inter-jurisdictional comprehensive corridor revitalization plan for 4.1 miles of Hull Street Road, a commercial and residential corridor. Project highlights include creating a baseline existing conditions report for the City of Richmond and County of Chesterfield on the area and developing connectivity between economic development and protecting affordable housing. It also includes a robust community outreach to the Latino community and a public input planning process to prepare residents for the City's consultant, who will write the transportation plan.

Cameron Foundation's Petersburg Housing Summit

LISC was a key member of the Cameron Foundation's Petersburg Housing Summit planning team identifying and securing the keynote speaker (Greenville, MS mayor), providing mapping and critical data, facilitating workshops, and communicating industry best practices. (Part of a continuing strategy to build community development capacity in Petersburg.) LISC is working with partners on a second Petersburg Housing Summit is planned for June 27, 2012.



Program Development

Supporting East End Entrepreneur Development Program (SEED) Program

Funded by a grant from Bon Secours Health Systems, LISC designed the Supporting East End Entrepreneur Development (SEED) Program.

Launched in June 2011, the program applications were reviewed in

September by a panel of prominent individuals to include Diana Cantor (Chairman of the Virginia Retirement System and wife of Congressman Eric Cantor), Jane Watkins (President/CEO of Virginia Credit Union) and Lisa Hicks-Thomas (Virginia Secretary of Administration). Grants were made to small businesses seeking to locate on the 25th Street corridor to augment economic development strategies important to the city, CDC community and Bon Secours Health System.



Grants and Loans

NFL Grassroots

- The City of Richmond finished its Oakwood Field in Church Hill for which a dedication ceremony with the Washington Redskins is being planned. The NFL Grassroots also awarded an NFL grant for a field in Fulton which will be completed in 2012.

- Good Shepherd and the City of Petersburg held its ribbon-cutting ceremony on May 21 for the revamped Albert Jones Field, dedicating its new goal posts, bleachers, scoreboard and PA system. The Washington Redskin's Mark Moseley and General Manager Bruce Allen participated in the event.



Financial Services

A \$300,000 "kitchen upfit" loan to the historic Hippodrome Theatre. Since it opened in October (our neighborhood roll out was one of the first events), the Hippodrome has been the site of major events.



LISC hosted the Neighborhoods Rising Celebration Plans Roll Out in October 2011 at the recently completed Hippodrome Theatre. The event was attended by two Mayors, government officials, CDC partners, philanthropic and corporate leaders and residents.

AmeriCorps

Guided AmeriCorps members on two events in Fulton: Martin Luther King Day, with education on the Earned Income Tax Credit and GROWRichmond on May 7, a Financial Literacy Fun Festival that included several bank partners. Each event drew more than 100 residents from east Richmond.



Halifax Partnership

In 2011 LISC established, convened and facilitated the Halifax Partnership, a group of CDC's taking a collaborative approach to the revitalization of the Halifax neighborhood in Petersburg by providing a forum for addressing competition among the CDCs for limited funds.



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Local Advisory Committee 2011

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Mr. S. Mark Strickler, Henrico County

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About Virginia LISC

Local Initiatives Support Corporation (LISC) is a national nonprofit organization with local priorities committed to helping neighbors build communities.

We work with local community development organizations to help transform distressed urban neighborhoods into healthy communities that are great places to live, work, do business and raise families.

You may visit us on the web at

www.virginialisc.org or on Facebook (VALISC).

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