



REIDSVILLE
AREA
FOUNDATION

TWENTY
YEARS OF
IMPACT

2022
COMMUNITY
REPORT

TABLE OF CONTENTS



| | |
|-------|-----------------------------------|
| 1 | EXECUTIVE LETTER |
| 2 | OVERVIEW |
| 3 | TIMELINE |
| 4-5 | INVESTING FOR MEANINGFUL CHANGE |
| 6 | BUILDING RENOVATION |
| 7 | CENTERING EQUITY |
| 8-16 | INVESTING IN EDUCATION |
| 17-21 | EARLY CHILDHOOD |
| 22-25 | HEALTH & WELLNESS |
| 26-31 | ENCOURAGING COMMUNITY DEVELOPMENT |
| 32 | CAPACITY BUILDING |
| 33-34 | ORGANIZATIONS TO WATCH |
| 35-38 | COVID RESPONSE |
| 39 | GRANT RECIPIENT LIST |
| 40 | ADDRESS TO THE BOARD |
| 41-42 | STAFF & BOARD MEMBERS |

VISION & MISSION • HOW WE WORK

OUR VISION

We are motivated by a vision of a thriving Rockingham County, where diversity and civility co-exist, and all community members feel valued and supported. We believe every resident should have opportunities to participate in the community's social, economic, and civic life.

We envision a community where residents value public education that begins in early childhood, participate in a thriving local economy, and have opportunities to be active and enjoy both mental and physical wellbeing. We believe that a healthy community is one where members are connected—recognizing and valuing commonalities and differences.

HOW WE WORK

We identify and work closely with community-based organizations, local government agencies, and public institutions that share our vision. These partnerships develop and support programs and initiatives that bring our vision to reality. Additionally, we support efforts to convene community partners around public education, early childhood services, health and wellness, and community development.

Furthermore, we model our values around equity and courageous leadership. We use an equity lens in our work as grantmakers and community partners, ensuring that we see and address disparities. We lead as facilitators, partners, and conveners. We value the diversity within our community and operate in ways that encourage and inspire connections across differences.

WHAT WE DO

We actively pursue our vision through grantmaking, supporting transformative initiatives and strategic projects in early childhood and public education, health and wellness, and community development.

Our goal is to transform and significantly improve the education, health, and quality of life of the people who call Rockingham County home.

We do this by helping our community partners create pathways to success in these areas and building bridges over our residents' obstacles.

EXECUTIVE LETTER

Dear friends, colleagues and community members:

Reidsville Area Foundation celebrates 20 years of service to our community this year. I want to take this occasion to thank each of you—staff, volunteers, Board of Directors, grantees, and neighbors—for your contributions to building a thriving Rockingham County.

When the pandemic hit, we shifted our lives in ways we never imagined to keep our community safe and healthy. Our work is relational, shaped by the experiences and needs of others—their struggles, goals, and resiliency.

Rockingham County rose to the challenge of the pandemic. I am deeply appreciative of the thoughtfulness, compassion, and unconditional support our community organizations continue to show to clients, students, partners, and colleagues.

But I'm not surprised. If the last 20 years of the Reidsville Area Foundation have demonstrated anything, it is that when common values and goals align us, the efforts we make together far surpass anything we can do alone.

The Foundation has played an important role in those efforts over the last two decades, as well as through the pandemic and an overdue movement to confront injustice and inequity. We have been conveners, funders, connectors, and encouragers. Our accomplishments, though, very much reflect the commitment and values of our community, the creativity and inventiveness of organizations across the county, and the persistence and dedication of leaders at all levels.

In this report, and over the next year, we will reflect on our history, achievements, and the profound impact of our work. We will also look forward. In the next 20 years, we commit to building robust relationships and partnerships in the community. We aspire to create transformational change, reduce disparities, and always approach the work of building an inclusive community for all people with compassion, empathy, and a sense of urgency.

Yours in Service,



Dawn Charaba

Dawn Charaba
Executive Director

RAF OVERVIEW

In 2001, Annie Penn Hospital joined Cone Health, inspiring a financial commitment to the health and wellness of Rockingham County residents. The initial commitment of \$28 million formed the Annie Penn Community Trust in 2002. After seven years, leadership restructured the trust into the Reidsville Area Foundation, a private foundation and grantmaking entity separate from the healthcare system.

Each year, the Foundation invests 5% of its total assets into the Rockingham County community. To date, we have awarded 1,290 grants totaling more than \$27 million to organizations serving community members in our current priority areas, human services, and COVID response funds.

Reidsville Area Foundation maintains a strong commitment to projects with long-term impact, sustainability, and collaboration within our focus areas of education, health and wellness, and community development.

RAF TIMELINE

2001

Annie Penn Community Trust formed

Assets: **\$28,453,054**
Grants: **\$0**

2002

First grants awarded to 16 organizations

2008

Launched capacity building grants

Assets: **\$28,202,846**
Grants: **\$1,680,936**

2009

Restructured and renamed Reidsville Area Foundation

Assets: **\$27,251,907**
Grants: **\$1,558,785**

2013

Transitioned to rolling grant acceptance versus annual application

Opened building, downstairs

“Over the years, Reidsville Area Foundation has shifted our grantmaking to get ahead of the curve, to address the root causes of issues. Support to individuals is critical, but we must also be proactive in prevention efforts, assessing long-term impact, and cultivating more effective systems that benefit all people.”
— **Dr. James Burston, RAF Board of Directors**

“It was such a privilege to serve as the Executive Director from 2014 to 2019. The nonprofit sector was exploring different ways of working with the community, shifting to a more relationship-based model that focused on the assets that were already present—our people, natural resources, and our cultural assets—and making the most of them.”
— **Jen Nixon, Past Executive Director (2014 - 2019)**

“We are proud that Cone Health’s commitment to health equity is brought to life through the Reidsville Area Foundation funding in Rockingham County. These grants enable us to partner with our community to create more equitable health care experiences for our residents.”
— **Stokes Ann Hunt, Director Community Outreach for Annie Penn Hospital**



Craig Cardwell served as a founding board member and led the foundation as the organization’s first Executive Director (2002 – 2014).

2014

Nonprofit offices/incubator space available for lease

Changed funding structure to current priorities

2015

Launched collective impact work

Assets: **\$32,282,972**
Grants: **\$1,176,261**

2018

Assets: **\$34,887,006**
Grants: **\$1,264,849**

2020

Established COVID response fund

Established Jonathan Craig Memorial Scholarship

2021

Implemented equity accountability measures for grantee partners

Launched partnership with Racial Equity Institute

RAF STORY: INVESTING FOR MEANINGFUL CHANGE

The Reidsville Area Foundation Endowment Fund is a vehicle for achieving our mission. We take great care to steward these funds and execute our shared fiduciary duty of due diligence and oversight while ensuring the organization is well-managed and its financial situation remains sound.

RAF retains SEI Investments Company to serve as investment manager, focused on designing and implementing a prudent investment strategy to achieve our investment goals.

In addition, Clearview Fiduciary Membership Alliance provides investment education, independent consulting, and ongoing peer analysis of fund performance, risk, and allocation.

“We designed our investment strategy to meet the needs and tackle the challenges of our current community through 5% annual distributions, while also growing the funds for our communities’ future generations.”

— Kirk Smith, RAF Board of Directors

What We Fund

We actively pursue our vision of a thriving Rockingham County in partnership with our grantees. We offer four types of funding opportunities to benefit residents of Rockingham County.

- 1** Funding priority grants comprise most of the Foundation’s giving, and must align with our focus areas of education, health and wellness or community development. Through a combination of programmatic and general operating funds, we support potentially transformative initiatives and organizations that build bridges and create pathways to success for all residents.
- 2** Capacity building grants usually take the form of consulting or technical assistance in board development and education, fundraising, staff training, or other areas that strengthen an organization’s ability to work effectively, be sustainable, or expand services.
- 3** Board designated grants are meeting attendance incentives and initiated by Directors to recognize non-profit organizations without going through the grant application process. Directors accrue \$500.00 per full Board meeting attended. Directors may choose an eligible 501(c) (3) organization, governmental unit, or public institution as a recipient.
- 4** Discretionary grants are smaller grants distributed at the decision of the Executive Director often in the form of rapid response or emergency funding as urgent community issues arise.

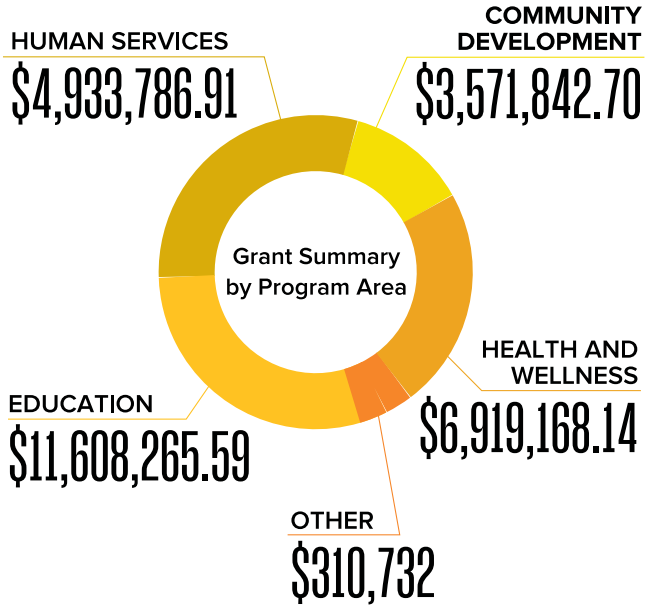
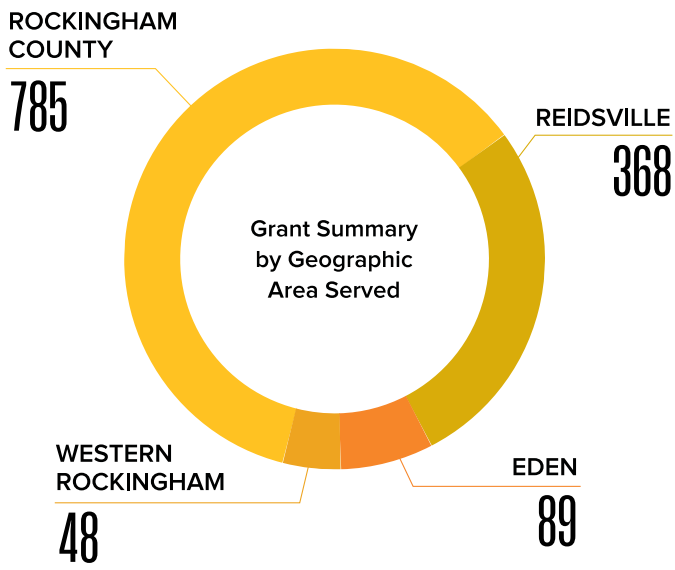
**We do not provide grant funding to individuals or religious organizations.*

\$27,343,795.34 TOTAL GRANT AMOUNT



TOTAL GRANTS **1,290**

GRANTEE PARTNERS **137**



Top Initiatives by Funding Amount

**denotes multiple grants*

| | | |
|----|--|-------------|
| 1 | Rockingham County Schools School Health Initiatives* | \$4,225,648 |
| 2 | Rockingham County Schools Mobile Learning & Technology Grants* | \$2,323,527 |
| 3 | Rockingham County Government Broadband Initiative | \$1,500,000 |
| 4 | Multi-Agency Prescription Assistance RCDHHS, ADTS, and Salvation Army* | \$1,344,685 |
| 5 | Reidsville High School International Baccalaureate Program* | \$1,291,398 |
| 6 | Rockingham Community College Simulated Hospital | \$1,270,000 |
| 7 | Rockingham Community College Rockingham Promise | \$1,077,271 |
| 8 | City of Reidsville Community Infrastructure Projects* | \$711,819 |
| 9 | New Reidsville Housing Authority North Star Children's Initiative* | \$581,910 |
| 10 | Dan River Basin Association Outdoor Recreation Initiatives* | \$519,242 |

RAF STORY: BUILDING RENOVATION

The historic building at 124 South Scales Street in Reidsville has been many things over the past 113 years. But since 2013, it has served as headquarters for the Reidsville Area Foundation. Undergoing a year of first-floor construction in 2013 and second-floor renovations in 2016, the space boasts 9,275 square feet of Foundation meeting and office space, plus an incubator hub for community innovation through nonprofit offices, community meeting areas, and conference space. Before 2013, the organization was housed within Annie Penn Hospital, followed by leased space in the Wells Fargo Building on Main Street in Reidsville.

Many of our community members, specifically Black residents, were historically denied access or given limited accommodation to the space in its many retail iterations in past years.

We work to reconcile this past and strive to create a space for learning and growth for all residents that reflects inclusivity and equality.



RAF STORY: CENTERING EQUITY IN OUR WORK



We commit ourselves to creating a diverse, inclusive, and equitable environment where everyone feels respected and valued regardless of gender, age, race, ethnicity, national origin, sexual orientation or identity, disability, education, religion, or any other bias. We respect that diverse life experiences bring value to our board and leadership.

Inequities exist across systems that disproportionately impact outcomes. We've seen it since our founding. That's why we strive to align diversity, inclusion, and equity with our vision and mission. Our communities, students, and

residents do not all share the same life experiences or the same needs. But our county becomes stronger together if we all have access to real opportunities for health, education, employment, entrepreneurship, and success.

In 2016, we collaborated with Rockingham County Partnership for Children to significantly increase our intentional efforts to build a path to prosperity for all residents and remove barriers to opportunity for marginalized communities.



The Roadmap to Wellness Initiative looked at the physical, emotional, and mental health wellbeing of young children in our county, with an explicit focus on families of color living in conditions of poverty. This work set many innovative initiatives in motion, including the Rockingham County Racial Equity Learning Community (2016).

Equity work is difficult. It is challenging and can be uncomfortable. However, equity work is also eye-opening, empowering, and exciting.

In 2021, we formed an internal Racial Equity Committee and enlisted the support of the Racial Equity Institute to build a culture of equity accountability with our grantee partners. Together, we explore what equity accountability means to our collective work and ensure we both understand and meet the diverse, specific needs of individuals served through funded projects.

WE STRIVE TO:

- Create new, no-cost learning opportunities to build cultural competency;
- Use disaggregated data to better inform decision making;
- Increase resources for underrepresented constituents;
- Eliminate barriers within the grantmaking process;
- Develop equitable internal policies and practices;
- Advocate for public policies that promote diversity, equity and inclusion

“The Racial Equity Learning Community has been a steadfast force of change since 2016 – collectively advocating for racial and social justice and helping to move the equity needle forward to reshape institutions, agencies, schools, homes, and individuals throughout Rockingham County and beyond.”

— **Tango Moore, RAF Grants Manager and Racial Equity Learning Community Member**

INVESTING IN EDUCATION

“I am proud of the education-based grants that the Reidsville Area Foundation has given over the years. We are committed to providing opportunities for all students in Rockingham County Schools that will help broaden their experiences and enhance their views of themselves, our community, and the world.”

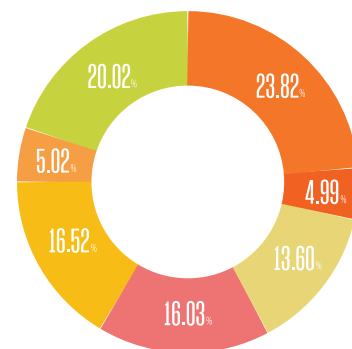
— Cheri Barrett, Board Chair

Education funding aims to increase support for public education. Reidsville Area Foundation supports curriculum enhancements and professional development opportunities in traditional public schools in Rockingham County. We also fund place-based initiatives to connect families and communities to schools to encourage the social and academic success of students in specific geographical areas.

TOTAL AMOUNT \$ **11,608,266**

383
EDUCATION GRANTS

TOTAL ORGANIZATIONS **34**



- CURRICULUM & INSTRUCTION
- GENERAL OPERATING
- EDUCATIONAL EQUIPMENT AND FACILITIES
- COMMUNITY EDUCATION PROGRAMMING
- STUDENT SUPPORT SERVICES
- PROFESSIONAL DEVELOPMENT/CAPACITY
- STUDENT FOCUSED TECHNOLOGY

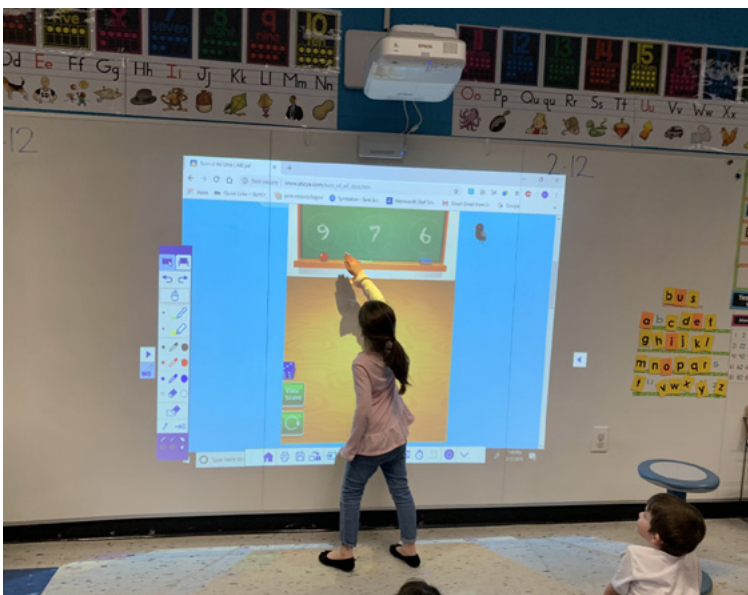
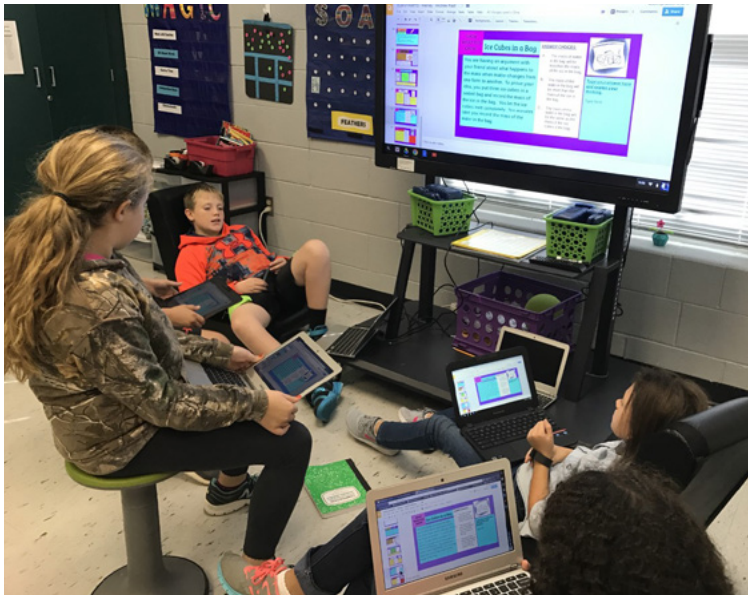
INVESTING IN EDUCATION

INNOVATIVE CLASSROOMS

We've partnered with Rockingham County Schools for two decades to equip and infuse classrooms with digital learning tools. Innovative, technology-rich classrooms build 21st-century skills, significantly increasing student engagement, motivation, and learning.

The Mobile Learning Initiative, a partnership between Rockingham County Schools, Golden Leaf Foundation, and RAF, launched in 2011. The project aimed at providing mobile learning devices for every high school student.

Since then, our digital education initiatives have included Activboards for all RCS classrooms; laptops for all RCS classrooms teachers; wireless upgrades for 14 schools; sound amplification systems for all RCS schools; assistive technology for students with learning disabilities; science classroom technology; iPads for preschool and music classrooms; "Walking classroom" technology, and teacher internet hotspots for home access.



“The Reidsville Area Foundation truly defines what it means to be an educational partner. RCS and RAF began working together in year one and the partnership is stronger than ever now twenty years later. The many innovative programs in RCS would not have been possible without the support of the Foundation. RCS became the leader in classroom technology ahead of other school systems due the financial support by the Reidsville Area Foundation. Our school system was the first to provide classroom technology for all teachers and the first system to provide 1:1 mobile devices for all our high school students. RCS seniors have received over \$275 million in scholarships in the past 14 years because of the RAF support for the Carolina College Advisor program. Teachers applied for classroom scholarships for improving student learning through the G.E.M. grant funding. Fundamentally, the Principal’s Fund sponsored each year by the Foundation has enriched thousands of lives through the financial support for attending field trips, participating in band and other extracurricular activities. Every child has an opportunity and lack of resources should never be a barrier to participation.”
— **Dr. Rodney Shotwell, Superintendent, Rockingham County Schools**

INVESTING IN EDUCATION



College Advising Corps

In response to changing economic and educational environments, community leaders across Rockingham County heightened the profile of public education in our community. Rockingham County Education Foundation cast a vision of increasing the county's educational attainment levels to rank among the top five rural counties in North Carolina.

The result is the College Advising Corps start-up now featured in our high schools. After researching different models, the County was inspired by the mission of the University of North Carolina College Advising Corps and launched a partnership in 2008. The model prioritizes helping low-income, first generation, and underrepresented students through integrated support in our five public high schools.

Recent graduates of UNC serve as College Advisors and address non-academic barriers to student achievement and success. They not only help our high school students apply for college admission, scholarships, and financial aid, but they also serve as sports coaches, mentors, club leaders, and student advocates.

The impact these advisors continue to have in our schools is tremendous. They have become an integral part of our school communities. At the same time, the program helps foster a college-going culture within Rockingham County schools, which is one of the best predictors of whether students will pursue higher education at all.

Rockingham County Education Foundation and Reidsville Area Foundation partner to provide sustainable funding for this work.

INVESTING IN EDUCATION

Each year, College Advisors work to achieve the following within Rockingham County schools:

Meet with at least 90% of high school seniors in either one-on-one or group settings

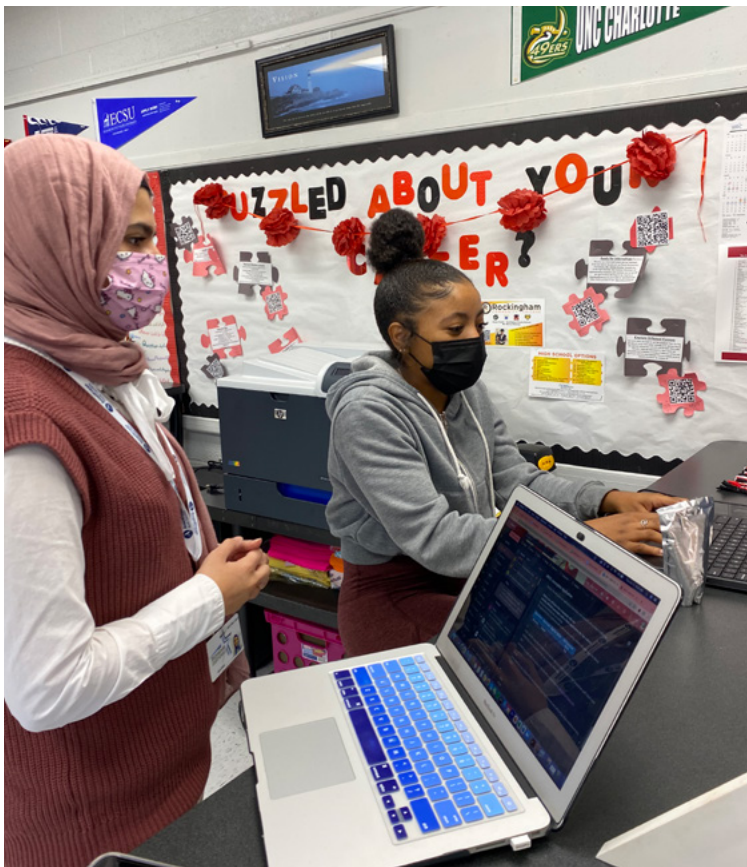
Host four financial aid nights at each Rockingham County high school

Achieve at least a 52% FAFSA submission rate for high school seniors countywide

Ensure at least 65% of seniors submit a minimum of one college application, with 20% of seniors applying to three or more post-secondary institutions

KEY OUTCOMES

- Promoting a **college-going culture** within Rockingham County Schools
- Increasing **college access, exposure, admittance, and financial aid attainment** for low-income and first-generation students
- Raising overall graduation rate by **26%** and college-going rate by **25%** since 2008, **with over \$231 million in scholarships offered** to our students



“I believed kids in this county needed more individualized guidance about the college process. Inspired by a similar initiative in Stuart, Virginia, we created the College Advising Corps. Since its start, we have not only increased the number of our students going to college, but we’re helping students identify the right college for their interests and aspirations from the start. It’s been, in my mind, the Foundation’s greatest success.”

— **Edwin “Ed” G. Wilson Jr.,
Past RAF Board Member, North Carolina
Senior Resident Superior Court Judge**

“My time at Reidsville High School has been wonderful. It is an honor to serve such resilient, intelligent, and hard-working students.”

— **Elizabeth Wood, College Advisor
at Reidsville High School**

INVESTING IN EDUCATION

INTERNATIONAL BACCALAUREATE PROGRAM

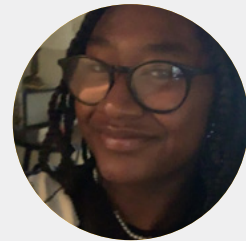
The IB Program at Reidsville High School is a part of a leading international education program to develop inquiring, knowledgeable, confident, and caring young adults. As the fifth IB school in North Carolina, the program at Reidsville High has grown from an initial cohort of 12 students to now over 400 students.

The program provides a framework of learning that encourages students to become creative, critical, and reflective thinkers. It fosters the development of skills for communication, intercultural understanding, and global engagement; all essential qualities for young people who will become global leaders.

Since 2003, we've partnered with Reidsville High School to support the Diploma Program, an expansion of offerings for IB students. The Diploma Program includes specific programming for 9th- and 10th-graders under its Middle Years banner, and it provides Experiences in Humanities trips that enable students to connect their studies in traditional subjects with the real world.



STUDENT SPOTLIGHT: ASYA WISE



I knew that I wanted to join the IB Diploma Program when I began high school. Now, in my final year, I can say that IB was rigorous and challenging but fulfilling and beneficial in my life as a young student.

We encountered a holistic and interdisciplinary approach to every subject in the program. With the two-year individual core and elective classes, I learned the material thoroughly. With Theory of Knowledge, an additional required IB course, I reflected on myself and knowledge itself through the whole process. The extended essay and internal assessments tested my knowledge of the subjects; allowing me to combine my understanding of course material and personal interests into an approach that catered to me while challenging my mastery.

I have developed an array of skills that will follow me throughout my college experience and future career.

KEY OUTCOMES

Today, over **95% of RHS-IB graduates receive acceptance to their first choice** of colleges and universities, with over **32% awarded full academic scholarships.**

INVESTING IN EDUCATION

Number of People Served:

Since 2012, the International Baccalaureate Program has enrolled:

602 AND **144**
COURSE CANDIDATES DIPLOMA CANDIDATES

Course Candidates enroll in their 11th grade year and receive scores for each IB course completed. Alternatively, Diploma Candidates complete the entire IB program of classes and core work.

SINCE ITS
INCEPTION IN 2017,
THE IB MIDDLE
YEARS PROGRAM
HAS ENROLLED **2,680** STUDENTS

IB Program at RAF

Each month, International Baccalaureate students travel to the RAF office for continued Experiences in Humanities study. Students explore concepts of social-emotional health, connected learning, and community building.

Over the past two years, students have engaged in compassion philanthropy, carefully researching, vetting, and donating to local organizations that align with their shared passions.

Award recipients include: Help Incorporated, Rockingham County Education Foundation, Rockingham County Partnership for Children, NC 100, Rockingham County Arts Council, Dan River Basin Association, Rockingham Together House, and the YMCA.



INVESTING IN EDUCATION

NEW REIDSVILLE HOUSING AUTHORITY

The New Reidsville Housing Authority - North Star Children's Initiative* provides a pipeline of services for children from birth through high school completion. The project aims to support the whole child by building strong families and making resources and services readily available, so the children feel nurtured and encouraged to reach their full potential. Activities include weekly playgroups, tutoring and mentoring, summer camps, enrichment opportunities, broadband, and medical access.

**This initiative began in 2014 and is a small-scale model of the Harlem Children's Zone and Durham Children's Initiative.*

Number of People Served: Average of 60 students annually.

KEY OUTCOMES

- Of the five 2020-21 high school seniors residing at Park View Village, **all graduated and three enrolled in college.**
- A graduate of the NSCI came back to PVV to serve as a summer intern through the Z. Smith Reynolds Nonprofit Internship Program.
- We **increased preschool enrollment by targeting families with children** ages 2-4 years old to expose them to preschool activities and preschool education options.
- Parents reported that these activities helped **improve their child's social skills**, helped their **children follow directions**, and **increased verbal skills.**

"I'm proud to say I'm a part of our Mom-Squad. My child has been involved in activities such as backpack events, swim and tennis lessons, cooking classes, the internet safety program, and more. NSCI provides my child with things that I may have not been able to teach her and helps her learn new things. I do appreciate everything the program offers my child, and I hope it can continue to work with our children."
— **Crystal Stout, NRHA Participant and mother of three children**



INVESTING IN EDUCATION

ROCKINGHAM PROMISE

Rockingham Community College, Rockingham County Schools, and Reidsville Area Foundation partnered to launch Rockingham Promise, a comprehensive program providing career coaching, dual enrollment courses, and transportation. The program launched in 2019, enabling high school students to take college courses on their high school campuses, earn college credits, and qualify for tuition-free scholarships at Rockingham Community College.

233 STUDENTS

Earned more than three college credits in the areas of math, Spanish, communications, or sociology

86%

EARNED COLLEGE CREDIT FOR AN RCC COURSE ON THEIR HIGH SCHOOL CAMPUS

“Our Rockingham Promise partnership with the Reidsville Area Foundation and Rockingham County Schools is a major step in transforming opportunities for students in our county. Being able to offer college courses on the campuses of all of our county high schools breaks down many barriers for students. Creating the Rockingham Promise scholarship as part of the initiative to provide tuition-free education is a great reward for academic excellence and incentivizes continuing students’ education. We think this will make a major difference in addressing workforce issues in our county.”

— Dr. Mark Kinlaw, President, Rockingham Community College



INVESTING IN EDUCATION



PRINCIPAL'S FUND

Nearly 60% of children in Rockingham County live below the poverty line. The Principal's Fund is a long-standing program that helps meet students' immediate, basic or educational needs paramount to their success.

School-based teams identify and respond to students' needs and ensure equitable access to opportunities, resources, and tools to thrive.

Partnership funding from Rockingham County Education Foundation and Reidsville Area Foundation has helped students access extracurricular activities, graduation support, clothing, and other essential items.

"The Principal's Fund allows me to meet the needs of my students expeditiously, like supporting a family that did not have adequate heating during frigid temperatures. We also assisted a student and family during their tragic losses from a house fire. Principals across the district can share similar stories. We value these funds as a way to take care of immediate needs of students in ways that very much impact kids' school experiences."

— Laura Carter, Rockingham County High School Principal

Number of People Served:
Since 2012, the principal's fund has served an average of 1,200 students and families annually.



EARLY CHILDHOOD

Each experience a baby has forms a synapse, or neural connection, in the brain. In their early years, babies form one million synapses per second, resulting in 90% of their brains developing by the time they're five years old.

Every dollar spent on early childhood education yields a doubled investment. Early learning investments are essential to Rockingham County's future. Here's how we're helping.



“Investments in quality early learning opportunities can prevent the achievement gap, improve health outcomes, strengthen our workforce, and grow our economy. Reidsville Area Foundation decided to invest in Early Childhood Education for three primary reasons.

Most importantly, existing research convinced us that high-quality early childhood education was the most impactful target in moving the needle on human educational attainment. Second, we connected with local partners to advance initiatives on multiple fronts. And finally, we are uniquely positioned to offer ‘generational’ initiatives that may not necessarily bear fruit for many years to come. Our infinite time horizon and independent financial structure free us to pursue long-term projects.”

— **Lee Niegelsky, Past RAF Board Member**

Utilizing RAF funding, Rockingham County Partnership for Children was able to launch numerous countywide, cross-sector partnerships aimed at changing the early childhood landscape in Rockingham County. These initiatives helped us gain a deeper understanding of the importance of early childhood literacy and social-emotional development. We have been able to elevate family voice and center equity in our work, resulting in a well-connected, collaborative early childhood system.

— **April Cox, Director, Rockingham County Partnership for Children**

EARLY CHILDHOOD

DOLLY PARTON'S IMAGINATION LIBRARY

Dolly Parton's Imagination Library, spearheaded locally by the Rockingham County Partnership for Children, provides age-appropriate books monthly to enrolled Pre-K children. The Imagination Library exists to expose all children, especially disadvantaged children, to books to prepare them to enter kindergarten.

Number of People Served: 8,622 and counting!

KEY OUTCOMES

- Over **3,100 children** are currently receiving books at no cost to their families.
- Since 2012, a total of **5,520 early readers/preschoolers** in Rockingham County have graduated from DPIL on their 5th birthday.
- Babies born at UNC Rockingham Healthcare who are Rockingham County residents are **enrolled at birth** and receive their first book in the hospital.
- Once enrolled, **children continue receiving books until their 5th birthday creating a home library** of up to 60 books for each participating child.
- As of June 30, 2018, the program has **provided 144,898 books in Rockingham County**.
- Survey data shows a **21% increase** in the number of **families reading to their children** more than five times/week after enrollment, a **29% increase** in parents reporting their **child(ren) look at books more often on their own**, and a **23% increase** in children **asking to be read to more often**.

“Dolly Parton’s Imagination Library has been a big hit with our family. My children have loved getting their books each month. My son no longer gets the books, but he remembers them, and when his little sister gets one, he talks to her about the book, what he liked about it, and how he remembers getting that book too. Our family loves storytime and reading together, and the monthly books add to that great experience of sitting down together, cuddling up in the recliner, and seeing what this book will be about.”

— **Kayla Ortiz, Rockingham County Schools Head Start**

“Dolly Parton’s Imagination Library is a blessing to our Rockingham County families with young children. The Library provides a tangible resource with immeasurable worth and value to the minds of our youngest community members/residents.”

— **Michele Cheek, Rockingham County Schools Early Learning Head Start, Family Services Manager**



EARLY CHILDHOOD

KIDSREADY ROCKINGHAM

KidsReady-Rockingham supports early childhood systems by bringing together and activating resilient communities of diverse individuals/organizations to build communities that can overcome challenges and reduce the impact of trauma.

Our collective impact is greater when we ensure all voices are heard, creative solutions are proposed, and communities are supported. The initiative combines the strength and resources of partner organizations to improve child well-being, with a particular focus on children prenatal to age five.

KidsReady Rockingham builds on previous initiatives, including Roadmap to Wellness (2016) and Securing Tomorrow Rockingham Invests in and Values Education (STRIVE, 2011).

The Family Stakeholder Advisory Council, a key component of the KidsReady Rockingham work, brings together parent leaders that share lived experiences, brainstorm strategies for change, and amplify the voice of local families. To inform community decision-making, the group's 2021 priorities centered around racial equity, quality early learning opportunities, increased services for children with special needs, and quality, accessible healthcare.

“ Key Takeaways from Families: ”

THE NEED TO BETTER AND THE DESIRE TO IMPROVE OUR CHILDREN'S HEALTH AND DEVELOPMENT IS A WORK IN PROGRESS, AND THE VOICES OF ALL WILL HELP WITH THE PROGRESSION

I LEARNED HOW TO BEGIN CREATING STRATEGIES TO FIX PROBLEMS IN SOCIETY

FAMILIES ARE A VITAL PART OF MAKING CHANGE WITHIN OUR COMMUNITY

I LIKE THAT MY VOICE CAN BE HEARD AND POTENTIALLY CAUSE A CHANGE

IT MAKES YOU THINK ABOUT WHAT IS REALLY KEEPING THIS COUNTY FROM MOVING FORWARD WITH BETTER INFANT AND TODDLER CARE

ENGAGED IN WORK

- Six core Leadership Team meetings were held during the first year of the grant.
- Four Community Stakeholder meetings were held in the first year of the grant.

KEY OUTCOMES

- Increase in **community engagement and collaboration**
- Increase in **meaningful conversations** on the needs of children and families
- The co-creation of programmatic solutions to **build community resilience**

EARLY CHILDHOOD

PARENT RESOURCE CENTERS

With over 50,000 items available for checkout, the Parent Resource Centers of Eden and Reidsville are instrumental in providing guidance, quality educational materials, and experiences that shape a child's early learning experience and help parents become their child's best first teacher.

The Centers, founded in 1998, are funded through Rockingham County Title I funds and generous donations from community individuals and agencies. RAF has provided funding for general operating, tutoring services, and education resources.

Core programming includes Tots in Training, Rockingham County Reading Festival, and the Summer Reading Program.

KINDERGARTEN READINESS

Preschool Packs, a new initiative launched in 2020, builds early literacy and pre-kindergarten skills and helps establish a school-family relationship before Kindergarten entry. Backpacks, intended for all Rockingham County students headed to Kindergarten, include materials to help build communication, critical thinking, pre-literacy, and motor skills.



Number of People Served:

2100

FAMILIES
ARE SERVED
ANNUALLY
WITHIN
THE CENTERS

572
BACKPACKS
DISTRIBUTED

AS PART
OF NEW
PRESCHOOL
PACKS
INITIATIVE

EARLY CHILDHOOD

FAMILY FORWARD ROCKINGHAM

The Family Forward Workplaces Rockingham is a collaborative, pilot initiative between Reidsville Area Foundation, Family Forward NC, Reidsville Chamber of Commerce, and the Rockingham County Partnership for Children to improve children’s health and well-being and keep Rockingham County’s businesses competitive.

The three-phased initiative works with companies through education and engagement, human resource coaching, and funding for family-friendly policy adaptation to improve workplace productivity, recruitment, and retention, grow a strong economy, and support children’s healthy development.



“Engaging in conversations and initiatives that support efforts in workforce development and growing our local economy is the mission of our organization. The Reidsville Chamber is proud to be part of this innovative initiative that has the power to change the local workforce through organizational policy and creating family-friendly workplaces to invest our children and young families.”

— **Diane Sawyer, Reidsville Chamber of Commerce President**

HEALTH & WELLNESS

“We are committed to measurably improving the health of our community and tackling public health challenges. We do this by supporting community-based initiatives that provide culturally sensitive services and are also aimed at addressing the social determinants of health.”
 — Dr. Tiffany Morris, RAF Board of Directors Member

As a health legacy foundation, our focus is to improve the health and wellness of Rockingham County residents. Priority is given first to projects aimed at strengthening the network of care and coordination of safety net services for uninsured and underserved residents, then collaborative initiatives aimed at preventing childhood obesity and chronic disease.

301
HEALTHCARE GRANTS

TOTAL AMOUNT \$ **6,919,168.14**

1.55%
PROFESSIONAL DEVELOPMENT/
CAPACITY/NEEDS ASSESSMENTS

43

9.32% CHRONIC DISEASE
PREVENTION AND
MANAGEMENT
11.60%

53.78%
SCHOOL HEALTH INITIATIVES

9 47%

6.99% GENERAL
OPERATING

7.30% COUNSELING AND
MENTAL HEALTH
SERVICES

HEALTH & WELLNESS

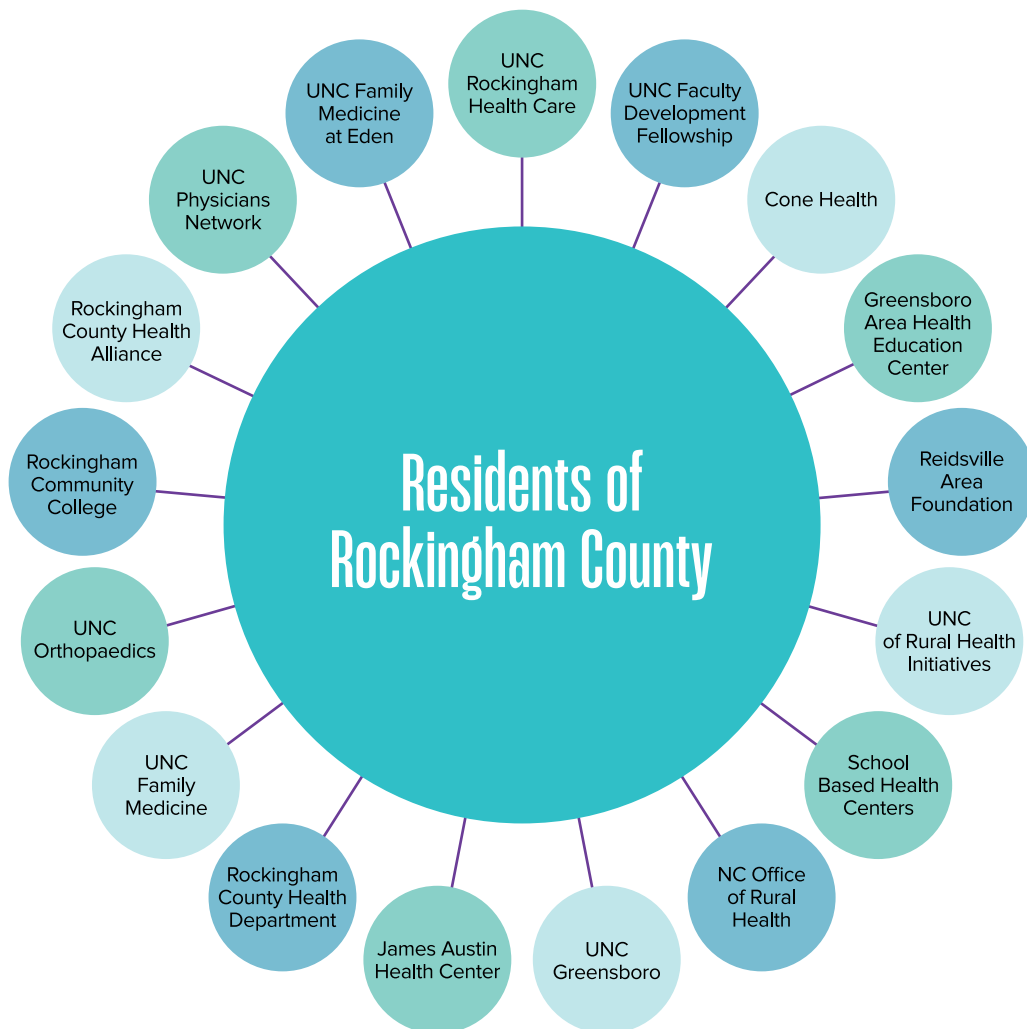
ROCKINGHAM PRIMARY CARE INITIATIVE

The Rockingham Primary Care Initiative (Rock PCI) aims to improve the health and wellbeing of the community by improving access to equitable patient-centered primary care and creating a robust pipeline of primary care providers for the future. Initiated in 2018 with funding from the General Assembly and state-level funders, it is a space where over 50 individuals from more than 20 organizations/programs have come together for cross-agency connection and communication.

Like so many rural NC counties, Rockingham County has an aging population. We're experiencing an increasing prevalence of chronic disease with persistent disparities in health care outcomes and an ongoing shortage of primary care providers.

Grounded in the data and identified priorities of the Rockingham County Community Health Assessment (CHA), the coalition recognizes that the creation of robust primary care infrastructure with strong ties to community partners working to address the upstream social determinants of health is critical to improving community health and health equity. This work must be undertaken collectively to achieve impact.

To join the Rock Primary Care Initiative, contact Marni Holder at the UNC Department of Family Medicine for more information at marni_holder@med.unc.edu.



“Rock PCI is helping UNC Rockingham Health Care look down the road to prepare today for physicians and other healthcare staff who will retire in the coming decade. We’re targeting our youth, fostering a college or skills training culture, and creating healthcare career awareness to grow our future workforce by working hand-in-hand with a coalition of community partners.”
— Myla Barndhardt,
UNC Rockingham

HEALTH & WELLNESS

SIMULATED HOSPITAL

Rockingham Community College renovated the ground floor of the N. Jerry Owens Jr. Health Sciences Building to serve as a simulated hospital. The state-of-the-art facility provides a realistic hospital setting for medical programming students to engage, build confidence and practice their skills. The Simulated Hospital offers examination rooms, a trauma and emergency department, skills labs, patient care areas, an ICU/birthing center and a surgery/trauma department site.



Funding from Reidsville Area Foundation, Annie Penn Hospital, UNC Rockingham Healthcare and community partners made this project possible.



“Rapid advancements in medicine have greatly accelerated the need for high-quality healthcare simulation. The Simulated Hospital at RCC provides students the competitive advantage and benefits of experiential learning.”

— **Dr. Lafayette Judkins, Reidsville Area Foundation Board of Directors**

“Learning in this environment allows students to learn from mistakes without hurting a patient. In addition, better learning outcomes will result since both students and faculty will be able to review videos made in the classroom.”

— **Elizabeth Hasanaj, a first-year nursing student at RCC**



Number of People Served:

Since 2014, RCC's Owens Health Sciences department has taught 2,115 curriculum students and 2,800 continuing education students. To date, nearly 5,000 Health Sciences students have trained within the walls of the college's Simulated Hospital for various careers in healthcare.

HEALTH & WELLNESS

STUDENT HEALTH CENTERS WITHIN THE HIGH SCHOOLS

The Rockingham County Student Health Centers, established in 1994, are a teen-friendly safety net committed to providing affordable, accessible physical and mental healthcare to all students enrolled in the county's four traditional high schools.

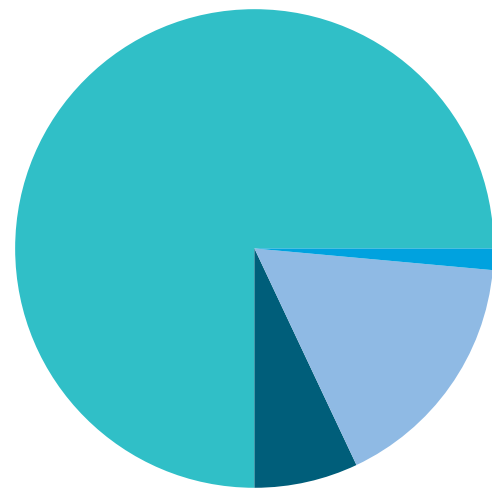
A multidisciplinary team of UNC Rockingham Healthcare providers staff the Centers with specialists from Annie Penn Hospital, the Health Department, and Rockingham County Schools rotating through the clinics weekly.

Number of People Served:

25,068+ STUDENTS SERVED SINCE 2007

IN THE 2020-2021 SCHOOL YEAR

441 STUDENTS SERVED
46% HAD MEDICAID, HEALTH CHOICE, OR NO INSURANCE



74.6% | WHITE, NON-HISPANIC
16.8% | BLACK, NON-HISPANIC
7.0% | HISPANIC
1.5% | ASIAN



Sarah, a Rockingham County Schools senior, knows firsthand the benefit of having access to a mental health counselor at the Student Health Center. Initially referred to the Center during her sophomore year for concerns related to depression, anxiety, poor school performance, and family stress, Sarah continues to work on increasing chronic stress coping skills and identifying goals that are important to her. One such goal is graduating high school. Her mental health counselor was also a key resource for her when she experienced the death of an immediate family member during her junior year. With limited access to health insurance, food, and reliable transportation, Sarah has benefited from the support of the Student Health Center throughout her high school career and is on track to graduate this year.

**Name changed to protect confidentiality.*

ENCOURAGING COMMUNITY DEVELOPMENT

Like many rural areas, our county has struggled to bounce back from the economic recession and ever-changing economic landscape. Yet, one of our greatest assets—our people—has the vision, knowledge, and skills to build a stronger, more resilient community.

Community development funding is focused on building a more diversified, more robust economy and making our communities more livable for residents. Together, we are becoming healthy and vibrant places again.





Community Development is an important and integral part of the Foundation's investment in Reidsville and Rockingham County. These projects benefit broad segments of our population enhancing and contributing to quality of life and economic development of our communities. They reflect collaboration with city and county governments and other community based organizations.

— Skip Balsley, Past RAF Board Member

ENCOURAGING COMMUNITY DEVELOPMENT

GREENWAYS AND TRAILS

With four rivers, three lakes, more than 20 public parks, six bike routes, and over 20 miles of walking trails in Rockingham County, our abundant natural resources make prioritizing and investing in outdoor recreation infrastructure easy.

We understand the enormous return on outdoor recreation opportunity investments – in economic vitality, health and wellness, and quality of life for our residents and visitors.



“We have worked side-by-side with the Foundation to ensure local families and children have equitable access to clean water through stewardship programs, opportunities to improve health through outdoor recreation, and academic achievement through environmental educational programming.”
— **Tiffany Hayworth,**
Director - Dan River Basin Association



ENCOURAGING COMMUNITY DEVELOPMENT

SQUARE ONE JUSTICE CENTER

Survivors of domestic violence, sexual assault, child abuse, human trafficking, and elder maltreatment, as well as their families, will soon have access to the SquareOne Family Justice Center, a 10,800 square foot, newly constructed 24-hour facility equipped with a medical room, emergency shelter, and local service partner space.

Help, Incorporated: Center Against Violence is the lead partner in a multidisciplinary team response to ensure quality wrap-around services in education, legal consulting, counseling, healthcare, workforce, and basic needs.

Rockingham County donated land for the project, and Help, Incorporated used funding from Reidsville Area Foundation to match a gift from The Sunshine Lady Foundation.



“The SquareOne Justice Center will be a beacon for help, hope and safety to victims of violent crime. RAF chose to be an early supporter of this invaluable health and human service because it recognized the impact that providing critical services immediately and under one roof can have on a victim of trauma. Now it’s all there in one place.”
— Belinda Foster, Reidsville Area Foundation Board of Directors

ENCOURAGING COMMUNITY DEVELOPMENT

PARTNERSHIP WITH THE CITY OF REIDSVILLE

Large-scale initiatives serving all of Rockingham County form the majority of funding. But projects specifically serving the Reidsville community and the Annie Penn Hospital service area are integral to our core funding strategy. A minimum of two-thirds of our Board of Directors must live in Reidsville, bringing valuable insight into the needs, challenges and opportunities of area residents.

The City of Reidsville and RAF have partnered on 38 grants benefiting residents. Key infrastructure investments include funding support for Market Square, the Senior Center, Trail and Greenway projects and the Teen Center. In addition, Reidsville residents benefit directly from health and safety programming, EBT expansion to the Farmer's Market, equipment for first responders, as well as Team Reidsville masks and PPE supplies to mitigate COVID risks.



“Funding for the Market Square Farmer’s Market allowed us to employ a market operations manager, upgrade payment offerings, and accept EBT/SNAP services. These initial dollars opened many more opportunities for the market, including Rural Advancement Foundation International (RAFI) funds to double our customers’ EBT benefits and a \$50,000 USDA marketing and promotions grant. Our market provides our residents and visitors with access to fresh, local food as well as giving our farmers, bakers, and artisans a means to sell their products.”

— Judy Yarbrough, Reidsville City Marketer

ENCOURAGING COMMUNITY DEVELOPMENT

CONNECTING ROCKINGHAM COUNTY

The COVID-19 pandemic brought to light what those in the world of government, community-based organizations, and businesses already knew: access to the Internet is critical to modern life, and many of our residents do not have reliable and affordable access.

Through a BAND-NC grant, the Piedmont Triad Regional Council (PTRC) partnered with 27 individuals across 17 Rockingham County agencies to develop a plan to evaluate and satisfy the broadband needs of the community.

Efforts were (and continue to be) specifically intended to address the issues of broadband availability, access, and adoption. The vision of the Coalition is that all Rockingham County residents will have full access to quality broadband and the knowledge and skills needed to participate fully in our society, democracy, and economy regardless of socio-economic status.



“Broadband is one of the most important infrastructure considerations when a resident or business looks to locate in a county. We have been exploring the ability to provide broadband for years and decided it was time to team up with Rockingham County agencies and develop a collaborative strategy to make a seemingly unattainable goal a reality. Over the next two years, quality, high-speed broadband will be available to the vast majority of the county. We will be the first North Carolina county to proactively address broadband needs with local government serving as the driver, rather than a service provider.”

— **Lance Metzler, County Manager**

In October, the plan was presented to the Rockingham County Board of Commissioners and the Reidsville City Council. Soon after, Rockingham County Government launched Connect Rockingham. This \$12 million infrastructure expansion project will equip more than 3,000 residential or small businesses with broadband within the next two years, with Reidsville Area Foundation, Rockingham County Schools, and Rockingham Community College signing on as funding partners.

Reidsville Area Foundation and Impact Alamance jointly funded NC100’s Digital Navigation and Inclusion project aimed at providing individualized or small group assistance to community members who need affordable home internet service, affordable internet-capable devices, and coaching in introductory digital skills to become effective home internet users in both Rockingham and Alamance Counties.

CAPACITY BUILDING

Capacity building is an investment in an organization's infrastructure to increase effectiveness and sustainability. Capacity-building grants span all of our funding priority areas - education, health and wellness, community development – and usually take the form of consulting, technical assistance, board development, or needs assessments.

“As a Partnership Manager for MDC Rural Forward, working with grantees of the Reidsville Area Foundation has been a great experience! Capacity building services are needed for many nonprofits and having a scheduled time where leaders can focus solely on the growth of their organization is extremely beneficial. Focus areas of the sessions included financial diversity, board development, updating internal policies, and more. One of the best things about our sessions is that leaders get a chance to be real and honest about their needs. We look forward to our continued work with the Reidsville Area Foundation.”

— **Hetal Patel, Program Manager,**
MDC Rural Forward



RURAL FORWARD PARTNERSHIP

We launched a partnership in the summer of 2020 with Rural Forward NC to offer capacity-building consulting to interested grantee partners. Participating organizations receive three 60-90 minute sessions with a Rural Forward staff member. Through strength-based approach “coaching calls,” 10 grantee partners have identified their most pressing needs and developed a design for moving forward and making intentional progress on their agency goals.



Nonprofit founders are unique, often emerging to enact new, innovative solutions and strategies to address community issues. Many risk their time, personal money, and sweat-equity to start and build successful organizations.

NC100 has been instrumental in helping RAF identify and develop strong connections and relationships with many new, emerging nonprofits. Their team embodies the characteristics of trust, respect, and authenticity—critical pieces in building a strong, nonprofit network.

We have truly enjoyed getting to know these seven emerging nonprofits and are honored to support their infrastructure and growth.

“Funding, thought partnership, and relationship brokering from the Reidsville Area Foundation helps NC 100 evolve as a solid and trusted resource for communities in Rockingham County (and beyond) across many lines of difference, including Black American and other historically marginalized and underutilized communities. Our networks would not be nearly as strong or as diverse without RAF.”

— **Merald Holloway, Director, NC100**

“Over the years, Rockingham County DHHS and Reidsville Area Foundation have partnered as change agents on over forty projects to build capacity and deliver vital community programs and services, particularly to our residents living at or below the poverty line or otherwise disenfranchised. I know with certainty our collaborative efforts have improved education, livelihood security, and health outcomes.”

— **Felissa Ferrell, Director, Rockingham County Health and Human Services**

7 Upcoming and Noteworthy Nonprofit Organizations to Watch

NC100

Established 2018

NC 100 focuses on mapping and identifying opportunities to enrich 100% of our communities, using strategies influenced by experts inside and outside of Rockingham County, building new platforms for collaboration, and accelerating change.

LATINX LIFE

Established 2018

Latinx L.I.F.E. (Latinas Empowering Higher Education) helps Hispanics/Latinos in North Carolina navigate education & health, enhance self-advocacy, & supply them with workforce development tools.

THE DANCING GOAT

Established 2021

The Dancing Goat provides free, used, durable medical equipment to those in need, focusing on seniors and the disabled.

REIDSVILLE TIGERS YOUTH FOOTBALL AND CHEER

Established 2016

Reidsville Tigers Football & Cheer provides a structured environment where youth gain leadership skills, learn the importance of education, and explore the meaning of hard work.

PINK BUTTERFLY GROUP

Established 2021

PBG is a mentor program geared toward young girls between the ages of nine and seventeen that promotes positivity and community outreach. Programs focus on health literacy, empowerment, equity, and lifestyle enrichment.

GOOD STEWARDS OF ROCKINGHAM COUNTY

Established 2014

Good Stewards is a small grassroots group dedicated to protecting and caring for the right to clean land, air, and water through science based community advocacy.

PIEDMONT FOLK LEGACIES – PIEDMONT INSTRUMENT CLASSES FOR KIDS (PICK) PROGRAM

Established 2019

The PICK Program is an after-school instrument instruction class in banjo, fiddle, and guitar. Emphasis is placed on teaching the cultural relevance of the string band tradition in the Piedmont South to the development of American music, and the importance of carrying this music forward for future generations.

COVID RESPONSE

The Coronavirus continues to impact our economy and commerce, government, schools, and businesses. It also brought about significant changes in how nonprofits and foundations operate. Reidsville Area Foundation's top priority is the health and wellbeing of our community. We see our role as helping our community partners by supporting local response efforts and building bridges over obstacles for residents.

The Foundation made intentional efforts to connect with grantee partners as well as community and government leaders to understand how the virus impacted their work. This provided us with valuable guidance on how to mobilize, pivot our work, and create a funding support structure for organizations highly affected by COVID.

We launched a COVID-19 Emergency Response Fund that allowed us to deploy funds rapidly through an expedited application process. The "pandemic pivot" also called for a modification of our grantmaking practices, including reducing application requirements, more flexible reporting, and providing additional funding support to grantees within our portfolio to assist with general operating costs.



COVID RESPONSE

SMALL BUSINESS GRANTS

At the pandemic's start while facing a prolonged stay at home order, many of our micro-businesses - businesses with less than 10 employees - experienced significant hardships. Citizens Economic Development, Inc. (CED) launched a COVID-19 Micro-business Impact Grant of \$2,500 per approved business to help bridge the gap these companies - restaurants, hair salons, and boutiques - faced ahead of federal government assistance. Combined funds totaling \$104,600, from 10 local organizations and lending institutions supported 84 small business grants.



“Distributing these grant funds to our small businesses gave many of our small business owners a sense of hope, which for a brief moment they had lost. These grants not only provided business owners the funds they needed to put towards their monthly bills but for many are what ultimately kept them afloat. Our office could not be happier to support our small businesses during this time; they truly are the heartbeat of our local economy.”

— **Leigh Cockram, Economic Development Director**



“Thank you so much for the opportunity you guys are giving the small businesses of Rockingham County. You have no idea how much this grant means to me. Once again, thank you so much for this opportunity, it is greatly appreciated!”

— **Eden Business - K Harris**

“Thank you for allowing us the opportunity for the grant and keeping us afloat during this pandemic.”

— **Annette Dunlap - The Massage Spot**



COVID RESPONSE

FOOD ASSISTANCE

Addressing food insecurities was critical during the pandemic, with a specific focus on the needs of children and immune compromised individuals. Reidsville Area Foundation provided 27 grants to organizations on the front lines.

Rock Aid, a free, online benefit concert featuring local musicians, launched to raise funds for families during these unprecedented times. The event, sponsored by Rockingham County Arts Council, the Dan Riverkeeper, the Rockingham County Education Foundation, Piedmont Folk Legacies, and Reidsville Area Foundation, raised \$13,506 with 100% of donations going directly to food purchases for students and families with children in need.

During the pandemic, boxes of fresh and shelf-stable food were delivered to three Rockingham County School distribution sites. Food and supplies were also delivered through nonprofit agencies and church community networks. Extending well beyond the concert, the network of partnering agencies continues to meet the immediate food needs of local families.

“The COVID-19 shutdown took our communities by surprise. Suddenly, parents couldn’t go to work, students were out of school and not getting those meals, and we just knew we needed to step up and help kids. The idea for a Facebook live concert came from Joe Dexter of Dexter Media, and he really was the powerhouse behind all of it. Reidsville Area Foundation, Piedmont Folk Legacies, Rockingham County United Way, and Good Stewards of Rockingham all came together to pull this event off with just six weeks of planning. It was an incredible moment and an example of Rockingham County pulling together.”

— **Jenny Edwards,**
RCAC Director



COVID RESPONSE

HEALTHCARE ADAPTATIONS

Our safety-net healthcare providers—those serving uninsured and low-income residents—faced great financial, workforce, and technological pressures during the pandemic. RAF funding helped make clinics safer, provided respirators to emergency responders, and teleconferencing adaptations for domestic violence survivors. We partnered with Rockingham Community College, LatinX Life, and RCDHHS to combat medical information and build awareness and community trust in medical providers.

In July 2020, a small team of community partners—City of Reidsville, Chamber of Commerce, James Austin Health Center, and Reidsville Area Foundation—began working to examine best community awareness practices from around the country and brainstorm possible local strategies. The *Team Reidsville Together Mask Up Campaign* launched to use individual, group, and community strategies to motivate change and modify behaviors to keep our community safe and slow the spread of COVID. The City of Reidsville launched

a series of PSAs and multi-channel content to provide critical and urgent messages to Reidsville citizens; Reidsville Chamber of Commerce and James Austin Health Center spearheaded a campaign for local businesses, nonprofits and associations, providing 1) coaching by a James Austin public health consultant on safely reopening; 2) decals and materials to demonstrate they are a “COVID safe” business; and 3) bags supplying masks, hand sanitizers, magnets and other supplies for employees.

The Reidsville Police Department delivered masks and hosted “popsicle parties” to the Reidsville Housing Authority, Marcellus Place, Cambridge Apartments, and other residential communities where many residents lack consistent transportation. The City hosted three drive-through mask giveaways, distributing over 15,000 masks to community members, while also making masks available at venues throughout the city—fire and police departments, Chamber of Commerce, Market Square, and local community-based organizations.

Quotes From Grantee Partners About RAF’s Pandemic Response



RAF was the one grantor that reached out to us to see what our needs were and offer guidance and suggestions.
— **Student Health Centers**

RAF did a great job in helping us in a time where we thought we would have to close down. With their contribution, we were able to get people housed and keep the families together.
— **Home of Refuge Outreach**



Thank you for meeting our needs so we could respond quickly and effectively to the crisis!!
— **Kathleen Simpson, REMMSCO**

We greatly appreciate the support of the RAF. We would not have been able to offer child care to essential staff without grant funding as well as the partnerships that the RAF helped us to build.
— **YMCA**



GRANT RECIPIENT LIST

Aging, Disability & Transit Services of Rockingham County
Alamance-Caswell-Rockingham LME
American Red Cross, Rockingham County Chapter
The Barry L Joyce Cancer Support Fund, Inc.
Behavioral Healthcare Resource Institute
Best Friends of Rockingham County, Inc.
Boys & Girls Club of Eden
Camp Carefree, Inc.
Cardinal Innovations Healthcare Services
Care Share Health Alliance, Inc.
Cedar Grove Institute for Sustainable Communities
Children's Home Society of NC, Inc.
Citizen's Economic Development, Inc.
City of Eden
City of Reidsville
Communities in Schools of North Carolina Service Group, LLC
Community Foundation of Greater Greensboro
The Community Foundation of the Dan River Region
Co-operative Christian Ministries
Corporation for Enterprise Development
Dan River Basin Association
The Dancing Goat DME
Daymark Recovery Services, Inc.
Diabetes Task Force of Rockingham County
Dusty Joy Foundation
Eastern Triad HIV Consortium
Eden Family YMCA
Eden Rescue Squad
Enroll America
Exceptional Readers become Leaders
Exponent Philanthropy
Family Life Center
The Fine Arts Festival Association of Rockingham County
Free Clinic of Rockingham County
Friends of the Reidsville Public Library
Good Stewards of Rockingham
Grantmakers in Health
Greater Reidsville Habitat for Humanity
Hayes-Taylor Memorial YMCA Achievers Help Inc. Center Against Violence
Home of Refuge Outreach, Inc.
Hospice of Rockingham County, Inc.
Hospital Hospitality House of Winston-Salem
Judicial District 17A Juvenile Court
Junior Achievement of the Triad, Inc.
The Last Dons

Lawsonville Avenue Elementary School
Lillian H McLaurin Good Neighbor Association
Madison-Mayodan Recreation Commission
Madison-Rockingham Rescue Squad, Inc.
Mayodan Arts Center
Men In Christ, Inc.
Moses Cone Health System - Annie Penn Hospital
Museum & Archives of Rockingham County
NC Institute of Medicine
National Multiple Sclerosis Society Central NC
NC 100
NC Agricultural Foundation
NC Center for Nonprofits
NC Center for Public Policy Research
The New Reidsville Housing Authority
North Carolina Community Foundation
North Carolina Dental Health Fund
North Carolina Network of Grantmakers
NW Rockingham Community Ministries
Old North State Council of the Boy Scouts of America
Operation Xcel Promoting Excellence in Communities Education and Leadership
Partnership 4 Community Care
Piedmont Conservation Council
Piedmont Folk Legacies, Inc.
Piedmont Land Conservancy
Piedmont Triad Regional Council, Rockingham County
Pink Butterfly Group
Playworks Education Energized
Prevent Blindness North Carolina
Project Fit America
RAMM Scholarship Fund
Rockingham County Schools
ReDirections of Rockingham County
Reidsville Downtown Corporation
Reidsville Family YMCA
Reidsville Outreach Center
Reidsville Public Library
Reidsville Rescue Squad, Inc.
Reidsville Soup Kitchen, Inc.
REMMSCO (Reidsville Eden Madison Mayodan Stoneville and County), INC.
Rockingham Community College
Rockingham County Cooperative Extension
Rockingham County Arts Council
Rockingham County Business & Technology Center
Rockingham County Champions for Education
Rockingham County Day Resource Center

Rockingham County Department of Health and Human Services
Rockingham County Education Foundation
Rockingham County Emergency Medical Services
Rockingham County Government
Rockingham County Healthcare Alliance, Inc.
Rockingham County Help for Homeless, Inc.
Rockingham County Literacy Project, Inc.
Rockingham County Local Food Coalition
Rockingham County Mental Health Center
Rockingham County Partnership for Children, Inc.
Rockingham County Partnership for Economic Development and Tourism
Rockingham County Reading Association
Rockingham County Robotics
Rockingham County Sheriff's Department
Rockingham County Tennis Association
Rockingham County Youth Services
Rockingham Pregnancy Care Center, Inc.
Rockingham Rescue Mission
Rolling Ridge Riding, Inc.
Ronald McDonald House of Chapel Hill
Ronald McDonald House of Winston-Salem, Inc.
Rural Economic Development Center, Inc.
The Salvation Army & Its Components
Second Harvest Food Bank of NW NC
Southeastern Council on Foundations
Special Olympics North Carolina
St. Thomas' Episcopal Church
The Latinx Life
Theatre Guild of Rockingham County
Town of Madison
Town of Mayodan
Town of Stoneville
Triad Adult and Pediatric Medicine, Inc.
UNC Center for Health Promotion & Disease Prevention
UNC Rockingham Health Care
United Methodist Agency
United Way of Rockingham County
UNC - Carolina College Advising Corps
The University of North Carolina at Greensboro
Upper Piedmont Research Station
Virginia Polytechnic Institute and State University - Office of Sponsored Programs
Western Rockingham County Family YMCA
Yanceyville Road Volunteer Fire Department, Inc.
YMCA of Greensboro
YMCA of Reidsville

ADDRESS TO THE BOARD

Dear fellow Board members, past and present,

I want to take a moment to share some observations and thank you for the many ways you contribute to our mission, where diversity and civility co-exist and all members of the community feel valued and supported.

As I reflect on the past nine years of my service, I am struck by two things: 1) how transformative initiatives have impacted our community; and 2) the effective commitment of past and current board members. This is evident in the diversity of programs funded by the Board, where we discussed with vigor the merits and impact of each initiative. It continues to be true in the uncertain times of the COVID-19 pandemic, where we, like others, mobilized to address the critical needs of our community partners rapidly.

I have seen that same kind of thoughtful, collaborative work in creating an equitable community where everyone has access to what they need to achieve real opportunities for health, education, employment, entrepreneurship, and success.

My deep thanks to all of you for your commitment to the hard work involved in continually creating a healthy and vibrant community. I have been blessed to get to know many of you personally, and I thank you for your friendship and the opportunities I have had to learn from you and your work.

I'm fortunate to have been able to observe the work of RAF and can report with pride and gratitude the admirable work you're doing.

With sincere thanks,



Ann Dalton Willis
*President, Roman and Annie Martin
Memorial Scholarship Fund, Inc.,
RAF Board of Directors Member*

CURRENT BOARD MEMBERS



Cheri Barrett
Chair
2015 - Current



Tiffany Morris, Ph.D.
Vice Chair
2017 - Current



James L. Burston, Ph.D.
Secretary
2003 - Current



Kirk Smith
Treasurer
2020 - Current



Lafayette Judkins, DDS
2007 - Current



Ann D Willis
Executive Committee
2013 - Current



Belinda Foster
Executive Committee
2017 - Current



Nadine Jansen
2020 - Current



David French
2021 - Current



Lisa Penny
2021 - Current



Sam Lindsey
2021 - Current



Erselle Young
2022 - Current



Armenous Adams
2022 - Current

CURRENT STAFF MEMBERS



Dawn Charaba
Executive Director
dcharaba@rafoundation.org



Tango Moore
Grants Manager
tmoore@rafoundation.org



Bobby Jones
Office Manager
bjones@rafoundation.org

PAST BOARD MEMBERS

Jacob B. Balsley, III*, 2001 - 2020

R. Craig Cardwell*, 2001 - 2014
(Served as Executive Director)

Bill Apple*, 2001 - 2003

Ernie Sewell*, 2001 - 2004

Barry Dodson*, 2001 - 2004

Edward L. Hawkins, M.D.*, 2001 - 2007

Gerald K. Hill, M.D.*, 2001 - 2007

J. Wayne Keeling, M.D.*, 2001 - 2019

Barbara L. McMichael*, 2001 - 2008

Robert L. Watt, III*, 2001 - 2010

Barbara L. Johnson, 2002 - 2010

Larry K. Johnson, 2002 - 2009

Glenn L. Martin, 2004 - 2011

Leon S. Niegelsky, Jr., 2004 - 2021

Malcolm M. Clark, 2005 - 2014

Mary R. Fagan, 2005 - 2013

Joe M. Walker, Jr., 2005 - 2012

Kathleen N. Halm, 2007 - 2013

Scottie M. Penn, 2009 - 2018

Donna S. Rothrock, 2009 - 2018

Edwin G. Wilson, Jr., 2011 - 2019

Victor Armstrong, 2012 - 2014

Jonathan W. Craig, 2013 - 2020

Kenneth Norman, 2012 - 2020

Mary Shepherd, 2015 - 2019

Wendy Walker, 2017 - 2020

***Denotes Founding Board Members**



124 S. Scales Street
Reidsville, NC 27320
(336) 634-1669
www.rafoundation.org