

Office of Community Wealth Building Impact Report

City Council Informal Meeting

Mayor Danny Avula

October 14, 2025



OFFICE OF
**COMMUNITY
WEALTH BUILDING**

OCWB's Past



Where we were 10 years ago

2015

Number of people
living in poverty:
51,828

Number of children
living in poverty:
15,303

Poverty rate:
25.5%

Where we stand today

2015

Number of people
living in poverty:
51,828

Number of children
living in poverty:
15,303

**Poverty rate:
25.5%**

2023

Number of people
living in poverty:
40,994

Number of children
living in poverty:
11,109

**Poverty rate:
18.8%**

20.9% decrease

27.4% decrease

OCWB's Contributions

Since 2014, OCWB programs have been responsible for:

- 2,420 job placements
- Average wages of placements:
 - \$9.95 in FY16
 - \$19.46 in FY25
- 110 individuals supported to receive high school diploma through alternative education
- 379 participants at Richmond Adult Technical Center
- 1,119 individuals trained through the Community College Workforce Alliance



Program Snapshot

Youth Works RVA
(formerly known as Mayor's Youth Academy)

Program Highlights

- **2,160** summer work experiences for young people in Richmond since **2019**
- **703** youth served this summer – the largest in the program’s history.
- In **2024**, won a national award for “**Program of the Year**” from the National Association of Workforce Development Professionals

	Richmond	U.S.
2015	12.0% (1,442 youth)	7.6%
2023	5.3% (638 youth)	6.8%

Number and percent of "Opportunity Youth" in Richmond City and U.S.
(residents ages 16-19, not in school nor employed)

Poverty is not the ultimate measure

In Crisis	At Risk	Safe	Stable	Thriving
<p>No Income or assets</p> <p>No skills or credentials</p> <p>Homeless or unstable housing</p> <p>No or unreliable transportation or child care.</p> <p>Safety and mental health risks are high</p> <p>Addictions and/or Legal Problems</p>	<p>Seeking job or temp/seasonal job or other legal income</p> <p>Temporary or transitional housing</p> <p>Transportation and child care available, but not affordable or reliable</p> <p>Seeking GED or vocational training</p>	<p>Employed in semi-stable job</p> <p>Housing is stable and is affordable (maybe with subsidy)</p> <p>Transportation and child care are generally reliable and affordable</p> <p>Has high school diploma, GED, or vocational training</p>	<p>Permanent & stable job paying living wage</p> <p>Housing is stable & and is affordable without subsidy</p> <p>Transportation and child care are reliable and affordable</p> <p>Career & educational plan in place; active & ongoing learning</p>	<p>Permanent, stable employment sufficient to build assets</p> <p>Housing is permanent & affordable without subsidy</p> <p>Transportation and child care are reliable and affordable</p> <p>Education and career plan being implemented</p>

OCWB's Present



Current Programs

Career Services & Business Solutions	Helps Richmond residents get living-wage careers by providing training, removing barriers, and offering 1:1 and small group job supports	AmeriCorps: RVA Health Corps & RHOPES	Places service members to work in community health, addiction recovery, and environmental remediation, leading to career paths
Youth Works RVA (formerly Mayor's Youth Academy)	Provides paid summer jobs for youth that help them develop their career aspirations	Wealth Building	Provides resources that help people manage their money and credit. Helps people start nonprofits & business (with OMBD)
Youth Engagement Services: Forward	Serves "opportunity youth" (age 18-24, neither employed nor in school), placing them in apprenticeships and developing their soft skills	Richmond Resilience Initiative	Provides \$500 / month for 2 years to families that make too much money to receive public benefits but too little money to make ends meet.
Youth Councils	Assists Richmond high school students develop their leadership skills	Social Impact	Leads time-limited projects based on requests received from communities that lack wealth

FY25 Outcomes

Career Services & Business Solutions	OCWB placed 90 individuals into new jobs. The average wages of the job placements was \$19.46.	AmeriCorps: RVA Health Corps & RHOPES	39 corps members served at 17 partner agencies. 19,846 encounters for health services; 7,120 encounters for chronic condition management
Youth Works RVA (formerly Mayor's Youth Academy)	703 participants worked 85,094 hours at 114 total partner employers, earning \$1,106,225 in wages. 65% of employers would hire their intern.	Wealth Building	Financial empowerment: 123 ppl. Homeownership education: 262 ppl. Entrepreneurship class: 20 ppl.
Youth Engagement Services: Forward	Supported 64 opportunity youth; 19 transitioned into further employment or training.	Richmond Resilience Initiative	Negotiated contract to serve 42 new families. Secured \$60,300 in matching funds.
Youth Councils	62 students served, 38 graduates. Students reported 4.7/5 post-program on their confidence in "advocating for your causes and/or concerns".	Social Impact	394 residents engaged at their doors. Participated in 45 community events. Created 19 temporary jobs & placed 14 people into full-time employment.

OCWB's Future



Richmond is changing

Growing population



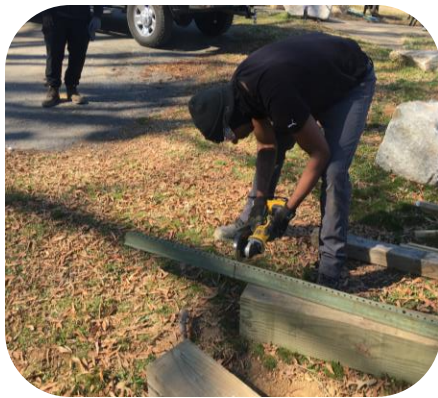
Changes in Federal Funding



Increasing housing costs











Changes in the labor market



Changing demographics



Our 7 Pillars

-  A Thriving City Hall (that gets things done)
-  Thriving Neighborhoods (that meet our housing needs)
-  Thriving Families (where every child succeeds)
-  A Thriving Economy (that leaves no one behind) 
-  Thriving and Inclusive Communities (where everyone's rights are protected)
-  A Thriving and Sustainable Built Environment (planned for future generations)
-  A City that Tells its Stories (and tells the truth about its past)

Connecting the Dots Across the Wealth Building Ecosystem



Building community wealth is a city-wide effort

Human Services

Office of Community
Wealth Building

Department of
Justice Services

Office of Gun
Violence Prevention

Department of
Neighborhood and
Community Svcs

Department of
Social Services

Richmond Public
Library

Dept of Parks,
Recreation, &
Community Fac.

Economic & Community Dev't

Department of
Economic
Development; EDA

Office of Minority
Business
Development

Dept of Housing &
Community
Development

Office of
Sustainability

Other City

Office of Equitable
Transit and Mobility

Department of
Police

Office of the City
Treasurer

Non-Departmental Programs

Family Crisis Fund

Right to Counsel

Eviction Diversion
Fund

Positive Youth
Development

Help1RVA

Early Childhood
Trust Fund

Health Equity Trust
Fund

Trauma Healing
Response Network

(Individual non-
departmental
grants)

1. Coordination

City departments hosting apprenticeships

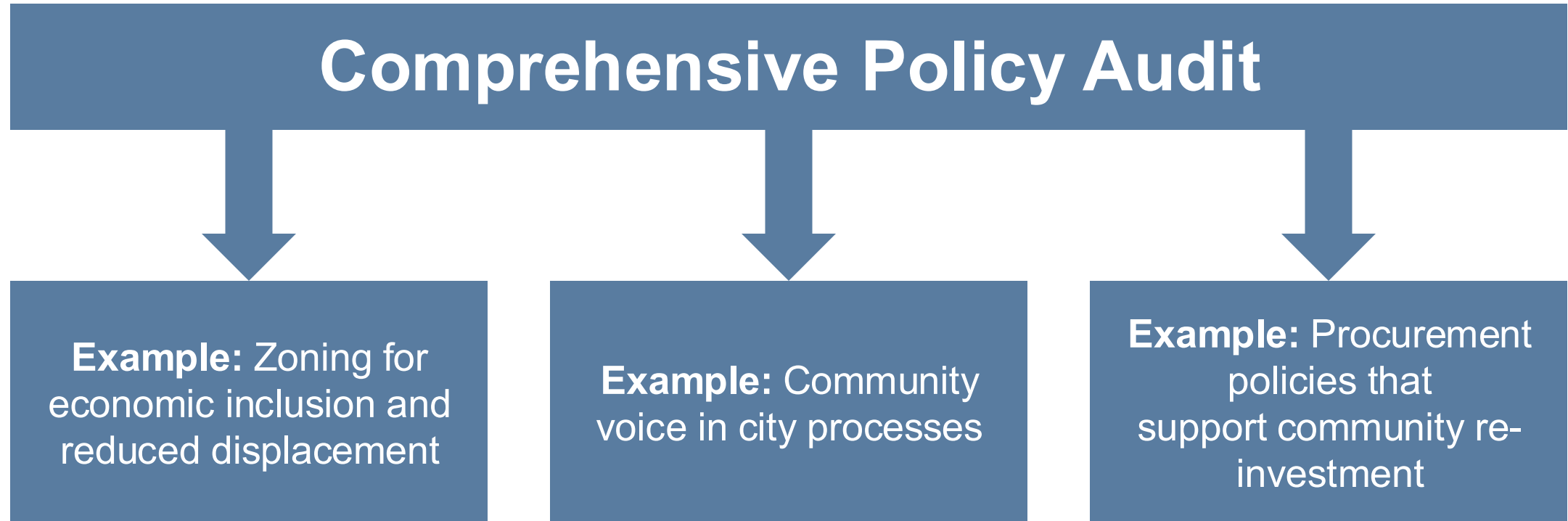
Inter-agency teams on community wealth building strategies

Shared data for action

External collaboration on economic mobility (e.g. RVA Rising)



2. Systems Change



3. Programs

INPUTS	OUTPUTS	OUTCOMES	IMPACT
<p>OCWB staff cultivate summer job placements; provide full or partial wages; recruit, select and pair youth into specific job placements; and provide coaching and oversight during the summer</p>	<p>Youth have a meaningful summer work experience that provides wages and prepares them for a job</p>	<p>Youth develop a clearer plan for their post-graduation pathway and become more employable</p>	<p>Youth pursue living-wage careers aligned with their interests and skills</p>
<ul style="list-style-type: none"> • Number of employer partners • Number of job placements identified • Number of youth applications received • Measures of whether youth who apply are representative of RPS (demographics, geography, race, high school, etc.) 	<ul style="list-style-type: none"> • Critical Output: Number of youth who are paid during the summer • Program attrition and completion • Total hours worked and wages paid to youth (by City and by employers) 	<ul style="list-style-type: none"> • Critical Outcome: Number of employers who say they would hire their intern • Youth pre vs post self-report re: whether they have a clearer sense of their career plan • Stories from youth and employer participants 	<ul style="list-style-type: none"> • # of opportunity youth in City (Census) KPI 3D2 from Mayor's Action Plan

Our Commitment to Richmond

MISSION.
VISION.
PILLARS.



Questions?



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