



OFFICE OF  
**COMMUNITY  
WEALTH BUILDING**

# IMPACT REPORT

FY22



# ACKNOWLEDGEMENTS

The Annual Performance Report for fiscal year 2022 was produced by the City of Richmond's Office of Community Wealth Building on behalf of Mayor Levar M. Stoney. We would like recognize the following individuals for their contributions during fiscal year 2022:

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## PREFACE FROM THE MAYOR

### *"Every Richmonder has a right to thrive."*

There are few challenges more complex than combatting poverty. Poverty impacts every aspect of life in our city. While we have made positive progress as the poverty rate has decreased from 26 to 19 percent in just six years, the impact of poverty remains too high and concentrated in certain parts of our city. In addition, the housing crisis continues to amplify inequities historically rooted in racism and systemic oppression. These are elements that directly impact those with barriers to economic independence.

Helping residents navigate poverty requires advocacy and an impactful, strategic approach that crosses city, state, and federal departments while leveraging the resources and expertise of our community stakeholders. We remain committed to ensuring all residents access to economic empowerment, generational wealth, and well-being. I am very proud and grateful for the dedication and continued support of the Office of Community Wealth Building and its mission, rooted in the belief that EVERY Richmonder has a right to thrive.

I'm pleased to report significant progress in this effort. During the fiscal year 2022 (FY22), The Mayors for Guaranteed Income: the Richmond Resilience Initiative was expanded from our first cohort of 18 families to an additional 46. This program provides 24 monthly payments of \$500 each to participants who no longer qualify for public benefits assistance. The goal of the guaranteed income project is to promote economic stability.



**Mayor Levar M. Stoney** City  
of Richmond

Our participation has garnered national attention and allowed us to expand our efforts to prevent economic insecurity for targeted cohorts across the City. More than 182 residents received job placements. Eighty-one (81) individuals enrolled in fiscal management training, 42 received homeownership coaching, and 24 participated in entrepreneurship workshops. In FY22, we also saw an average increase of \$1.45 in the living wage for individuals enrolled in our career services.

Ordinance 2015-240 requires the Mayor of Richmond to file and present an annual report to City Council. This document outlines the impact of the City's efforts to combat poverty under the leadership of the Office of Community Wealth Building.

## A MESSAGE FROM THE DIRECTOR



**Caprichia Smith Spellman**

Director, Office of Community Wealth Building

In fiscal year 22, like many other organizations, our resources were stretched, but so was our resolve. We spent over \$231,305 and created opportunities for more than 600 participants who were able to obtain industry-recognized credentials and placements in high-demand occupations all over the region. As a result, many families embraced the concept of financial proficiency and took steps to change their lives. Forty-two (42) residents received homeownership coaching, and 24 participated in entrepreneurship symposiums. We engaged 312 employers to secure employment opportunities for the 271 residents who pursued skilled trades' certifications.

Indeed, the poverty rate in the City of Richmond has declined, as supported by our city's 2030 goal of reducing poverty by 40%. (1) Our current 19.8% poverty rate reflects a 1.5% reduction and sets the stage for future investments. (2) Although the implications of this are truly impressive, the disparaging fact remains that even if the buildings come down, even when households are relocated and programming is expanded, there will always be those who are more impacted by poverty than others.

***"If you take humanity out of the numbers, you are just doing math."***

-Dr. James Canfield, Professor of Social Work, Louisiana State University

Our mission remains community-centric because our strength is helping people from under-resourced communities embark and find hope on the pathway to self-sufficiency. As policymakers, civic leaders, and primary stakeholders, we have an increased responsibility to look beyond the numbers and disarm systemic norms that promote inequity, disparity, and disenfranchisement. Our comprehensive strategy might include neighborhood revitalization and economic development, but will our approach be bold and methodical enough to address the discrepancies in the quality of life our neighbors endure from one side of the city to the next? Affordable housing, stimulus relief, rental assistance, and increased food subsidies were just temporary solutions - band-aids disguised to mimic economic progression.

Charging ahead in FY23, our team is being deliberate about collaborating with researchers and community stakeholders to put forth a shared, holistic metric for poverty reduction that considers the migration patterns of impacted communities into surrounding counties, the current poverty rates of those surrounding counties, and a deeper understanding of the hopes, dreams, and aspirations of the people we serve. Like all of you, we not only want to see the poverty rate shrink, but we also want to see our residents thrive! To achieve the greatest impact, we also propose a narrative change that includes a conversation of poverty reduction in Richmond proper whereby both our bandwidth to "lift someone out of poverty" is measured by our capacity to leverage all resources necessary to achieve it and our discussion of such a feat is met with the adequate support we need to foster such ambitious success.

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"Shockoe Slip," 17th and Main, Richmond, Virginia



## EXECUTIVE SUMMARY

***"As we move forward in our mission to reduce the impact of poverty and enhance wealth-building opportunities for our residents, we have humbly accepted the reality that we cannot do it alone."***

The Office of Community Wealth Building (OCWB) is committed to developing pathways for economic mobility and reducing the effects of poverty for Richmond's most impacted residents. The following report summarizes outcomes for fiscal year 22.

This past year, we witnessed the end of eviction moratoriums and assistance programs put in place during the pandemic. We saw increased homelessness and the "hijacking" of rent prices... all compounded by limited housing availability. OCWB's dedicated Engagement Specialists met this challenge head-on and spent countless hours helping participants transition to secure housing. Motivated by Mayor Levar Stoney's comment, "Housing is one of the vaccines for poverty!", our team did not waiver in their efforts.

In the face of challenges during FY22, we learned to celebrate *small* victories. We realized that curating the narratives of our residents served as a valuable tool to inspire an honest dialogue around poverty reduction and wealth-building. Their stories helped us see the impacts and possibilities of our work. Though poverty is generational for many of the people we serve, our work has fostered positive results for many. Three (3) residents who participated in our programs have become first-time homeowners and two (2) moved out of public housing, altogether. More than 400 participants secured new jobs after extended periods of unemployment, discovered passions for new careers and took advantage of training opportunities.

Since the last quarter of FY22, \$90,000 has been distributed to 46 families in the Mayors for Guaranteed Income: Richmond Resilience Initiative (RRI). Over 200 participants earned credentials, and OCWB engaged 114 employers in high-demand fields. As we move forward in our mission to reduce the impact of poverty and enhance wealth-building opportunities for our residents, we have humbly accepted the reality that we cannot do it alone.

In fiscal year 2023, OCWB renewed its focus on the following areas: cultivating stronger partnerships, expanding access to services and developing wealth-building opportunities for all of our residents.



# ABOUT OCWB

## Our History

OCWB was established by Mayor Dwight C. Jones under the Anti-Poverty Commission in 2014 and operated as a first-of-its-kind City office in the nation. In December 2015, City Council enacted Former Mayor Jones's proposal to establish OCWB as a permanent department.

## Vision

A thriving community where all residents have equitable access to foster wealth and well-being.

## Mission

Our mission is to facilitate equitable solutions to reduce the effects of poverty and enhance wealth development opportunities for the City of Richmond's most impacted communities.



OCWB Staff and the City Ambassadors  
at a partner luncheon in 2022

## Our Approach and Strategy

### Crisis-to-Thriving Model

OCWB recognizes that economic mobility out of poverty requires an integrated approach to addressing the barriers residents face. Poverty is more than a function of inadequate income, but includes intersections of determinants such as employment stability, housing, etc. (See Appendix 1)

OCWB addresses the intersections between determinants by establishing activities and programs through the implementation of our strategy. We engage the Crisis-to-Thriving Model. The model is based on the Arizona Self-Sufficiency Matrix (UMass, 2023).

### Five-Point Strategy

Our strategy aligns with the City of Richmond's 2021-2025 Anti-Poverty Plan: to reduce overall poverty by 40% and reduce child poverty by 50% by 2030 in one of three focus areas, workforce innovation[1]. Our five-point strategy provides a blueprint for all the activities in the OCWB portfolio.

- 1 **Transforming systems that impact poverty** through collective impact, systems coordination, and policy.
- 2 **Providing quality service delivery** to Richmond residents through our programs, services, and initiatives, including workforce development.
- 3 **Improving the community's connectedness** includes inviting community residents to participate in planning program activities and helping them increase their knowledge of available resources.
- 4 **Strengthening the two-generation approach** provided to families. This targets low-income children and parents from the same household, combining parent and child interventions to interrupt the cycle of poverty.
- 5 **Increasing opportunities for wealth building** provided to people who are experiencing or have experienced poverty.

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City of Richmond. (n.d.). (rep.). 5-Year Consolidated Plan 2021-2025 & Annual Action Plan FY 2021-2022, Anti-Poverty Strategy (pp. 174-175).

# POVERTY IN RICHMOND: A DISCUSSION

## The Landscape of Poverty Reduction\*

OCWB increased its service capacity and experienced growth in the number of residents placed into employment over the 2017-2020 period before facing the disruption of the pandemic.

Tables 1 and 2 illustrate that Richmond has achieved 50% of its initial objectives (reducing poverty by 40% (i.e., 25% to 15%) and child poverty by 50% (40% to 20%). The most recent, 5-year census data (reflecting the years 2017-2021) indicates that poverty has fallen to just under 20% and that child poverty has fallen to 30%. These changes reflect absolute declines in the number of people living below the poverty line in Richmond, not just population decreases. For instance, the 2012-2016 5-year, census data reported approximately 52,500 city residents living below the poverty line; in 2017-2021, just 42,800 residents fell below the poverty line.

Equally notable, of the nineteen cities in the Southeastern United States (excluding Florida and Texas) with populations between 180,000 and 300,000, Richmond's poverty rate fell the fastest in absolute terms and the second shortest (behind Durham, NC) in percentage terms. This finding indicates that the decline in Richmond's poverty rate does not simply reflect nationwide declines in poverty (although this is part of the picture) but also more localized factors.

Table 1- Comparative View of Long Term Poverty Trend in the City of Richmond

Cities	2008-2012	2012-2016	2016-2021	Change
United States	14.90%	15.10%	12.60%	2.3% (-15.4%)
<b>Richmond, VA</b>	<b>26.70%</b>	<b>25.40%</b>	<b>19.80%</b>	<b>6.9% (-25.9%)</b>
Chesterfield, VA	6.40%	7.40%	6.90%	+0.5% (+7.8%)
Henrico, VA	10.50%	10.60%	8.10%	-2.4% (-22.8%)
Virginia	11.10%	11.40%	9.90%	-1.2% (-10.8%)
Birmingham, AL	28.90%	29.40%	25.50%	-3.4% (-11.8%)
Huntsville, AL	16.30%	17.50%	14.60%	-1.7% (-10.4%)
Mobile, AL	22.30%	23.10%	20.00%	-2.3% (-10.3%)
Montgomery, AL	21.60%	22.60%	21.20%	-0.4% (-1.9%)
Little Rock, AR	18.20%	18.50%	15.60%	-2.6% (-14.3%)
Augusta, GA	24.40%	25.20%	22.10%	-2.3% (-9.4%)
Columbus, GA	18.80%	20.90%	19.50%	+0.7% (+3.7%)
Baton Rouge, LA	24.70%	26.10%	24.40%	-0.3% (-1.2%)
Shreveport, LA	21.10%	24.70%	24.50%	+3.4% (+16.1%)
Durham, NC	19.40%	18.50%	13.50%	-5.9% (-30.4%)
Fayetteville, NC	17.00%	18.40%	19.10%	+2.1% (+12.3%)
Greensboro, NC	18.80%	19.90%	17.40%	-1.4% (-7.4%)
Winston-Salem, NC	22.00%	24.30%	19.00%	-3.0% (-13.6%)
Chattanooga, TN	23.50%	21.10%	17.60%	-5.9% (-25.1%)
Knoxville, TN	23.30%	26.50%	21.30%	-2.0% (-8.6%)
Chesapeake, VA	8.30%	9.50%	8.00%	-0.3% (-3.7%)
Newport News, VA	14.50%	16.10%	15.80%	+1.3% (+9.0%)
Norfolk, VA	18.20%	21.00%	17.40%	-0.8% (-4.4%)

Source: American Community Survey five-year estimates, 2008-2012, 2012-2016 and 2017-2021

\* Of nineteen Southeastern cities (excluding Florida and Texas) with population between 180,000, Richmond, VA showed the largest decline in poverty in absolute terms (6.9%) and the second largest in percentage terms (-25.8%), from 2008-2012 to 2017-2021. The analysis and discussion of Poverty in Richmond 2022 was made possible by the contributions of Professor, Dr. Thad Williamson from his ongoing work on poverty reduction in the Capital Area Region at the University of Richmond.



# POVERTY IN RICHMOND: A DISCUSSION

Table 2 - Poverty by Demographics in Richmond  
Continuity and Change, 2012-2021

Population	Poverty Rate 2008-2012*	Poverty Rate 2012-2021*	% Change
Children	40.40%	21.00%	-48.01%
Male	24%	17.90%	-25.40%
Female	29.20%	21.50%	-26.36%
White (non-Latino)	16.50%	10.50%	-36.36%
Black	31.60%	27.90%	-11.70%
Latino	41.10%	21.40%	-47.93%
Less than H.S.	36.60%	34.40%	-6.01%
High School Grad	21.50%	21.40%	-0.46%
Some College	15.10%	16.10%	6.62%
Bachelor or Higher	6.40%	5.00%	-21.87%

	% of Population 2008-2012	% of Population 2008-2012	
White (non-Latino)	38.70%	41.70%	7.75%
Black	50.60%	45.50%	-10.07%
Latino	6.10%	7.10%	18.33%

*Among adults 25 >*

Less than High School	19.30%	12.10%	-37.30%
High School Grad	22.30%	20.30%	-8.96%
Some college	23.80%	24.20%	1.68%
Bachelor or higher	34.00%	43.40%	43.40%

Population total refers to persons for whom poverty status is determined, excluding college students living in dorms. Source: American Community Survey five-year estimates, 2008-2012 and 2017-2021

\*

## Poverty and Demographics in Richmond 2012 - 2021

Table 2 provides more detailed information about the intersection between demographic change and changes in the poverty rate.

Three important facts stand out: First, poverty declined among each of the three largest racial/ethnic categories in the City of Richmond in this time period, in both percentage and absolute terms.

Second, the proportion of city residents in extreme poverty declined, markedly (nearly 30%) and the proportion of city residents in poverty, or just above the poverty line, declined significantly (almost 23%).

Third, a considerable portion of Richmond's poverty decline can be attributed to significant changes in the educational profile of the city population over this time period. Specifically, the percentage of residents without a high school diploma dropped by over one-third, and the percentage of residents with a high school diploma only dropped by about 10%. At the same time, the proportion of city residents with a college degree increased sharply by nearly 28%.

## Gains for Economically Disadvantaged Residents

The data also shows, however, clear gains for economically disadvantaged residents in Richmond over the past decade, as depicted in Table 3. The unemployment rate among Black residents has fallen by over one-third. Real per capita income for Black city residents has increased by 14%.

Most notably, median earnings among Richmond’s least-educated residents (with less than high school diploma) rose sharply over this time period, controlling for inflation: from approximately \$18,300 (2008-12) to approximately \$26,100 (2017-2021), in 2021 dollars, an increase of nearly 43%. The federal poverty line for a family of three in 2021 was \$21,960. Notably, Durham, NC also showed a sharp increase in median earnings for residents without a high school diploma over this same time period, from approximately \$19,100 to \$26,600 in 2021 dollars, a 39% increase. Earnings for this group among the nineteen cities taken together increased just over 19%, from approximately \$19,600 to \$23,400.

This finding indicates that Richmond’s notable decline in poverty rate over the past ten years is not driven simply by demographic changes in the city population, but also reflects increases in earnings among the city’s least educated residents, increases that were significantly larger than those seen in comparison cities over the same time period. It is likely that this increase reflects in part various initiatives to boost wages and income (including workforce development and living wages initiatives) led by OCWB.

This significant gain is worth tracking closely in the future to see if it becomes a permanent improvement rather than an episodic gain. Finally, the proportion of city residents without health insurance declined by nearly 40%, following the implementation of the Affordable Care Act and (in more recent years) Medicaid expansion in Virginia.

## POVERTY IN RICHMOND: A DISCUSSION

Table 3- Earnings and Employment, 2012-2021, Selected Indicators

Earnings and Employment, Population	2008-2012	2017-2021	Change
Unemployment, Black residents	15.10%	9.70%	(-5.4%)
Per capita income, Black residents	\$19,092	\$21,805	(+10.4%)
Median earnings, less than high school	\$18,309	\$26,121	(+42.6%)
Median earnings, high school graduate	\$28,046	\$26,961	(-3.8%)
Lack health insurance coverage	17.60%	10.70%	(-39.2%)

### Limitations of the Data

There are still, of course, many critical unanswered questions. OCWB needs more robust longitudinal tracking tools that prove its long-term impact on residents’ lives and economic prospects to better understand the ongoing barriers residents face. There is concern that a significant downturn in the national economy could reverse these positive trends. And there is a reality that many structural factors reproducing racial and economic disparities, such as inequities in education, transportation, and quality, affordable, quality housing. Even if the reduction in poverty from 25% to approximately 20% is sustained, future decreases may be more difficult to achieve without a significant influx of new resources and investments to address long-standing needs.



# WHO DO WE SERVE?

OCWB serves City of Richmond residents from council voting districts 1-9. During FY22, 507 out of 612 of our overall participants indicated the voter districts in which they resided. Of those reported, the leading number of participants, 24% or 125, resided in voting district 6, followed by voting district 7 with 18.7% participants or 95 participants. See figure 3 below for a further breakdown of our participants by voting district.

For our workforce program and guaranteed income initiative, our target population was individuals 18 and older with dependents. Sixty-three (63) percent of our participants were women and 97% of our participants were Black and African Americans who are English-speaking.

For two-generation programs like Building Lives to Independence and Self-Sufficiency (BLISS) and the Mayor's Youth Academy (MYA), our target populations were heads of households and youth ages 14-24, respectively. The majority of BLISS participants resided in voting districts 5, 6 and 7. The majority of MYA participants came from Districts 6, 7 and 8.

The leading drivers for why participants enrolled in our adult programs were the following: high school completion, employment, higher-paying jobs, and training (credentials). Students enrolled in MYA to acquire internships, first-employment experiences and to seek professional and leadership development training.

Figure 1 - 2022-2032 Richmond Voter Districts

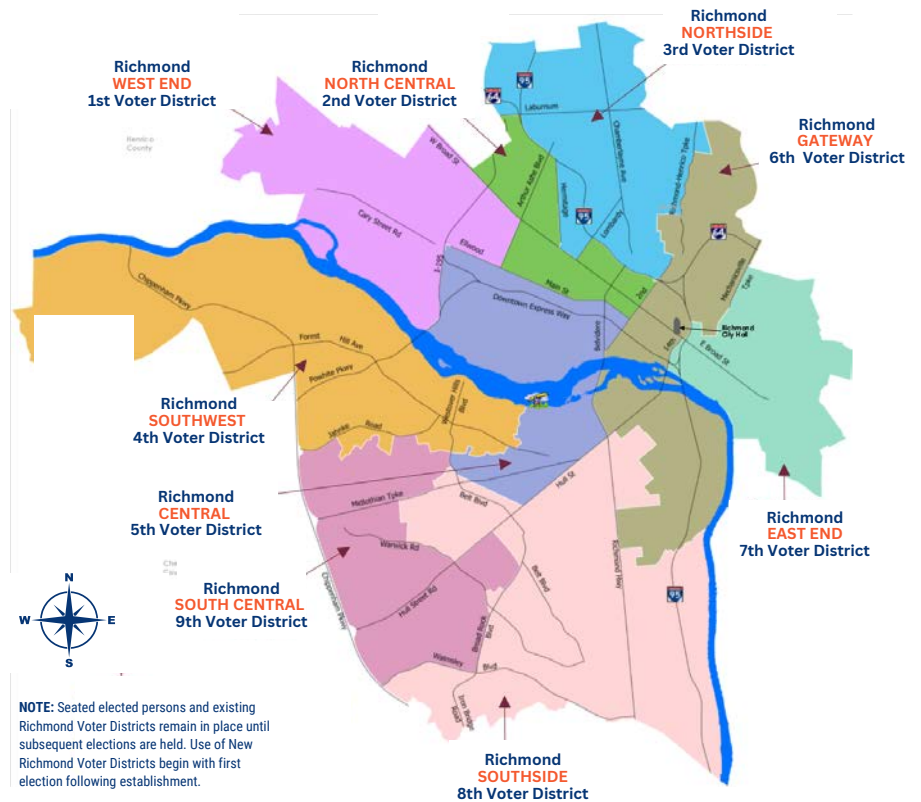
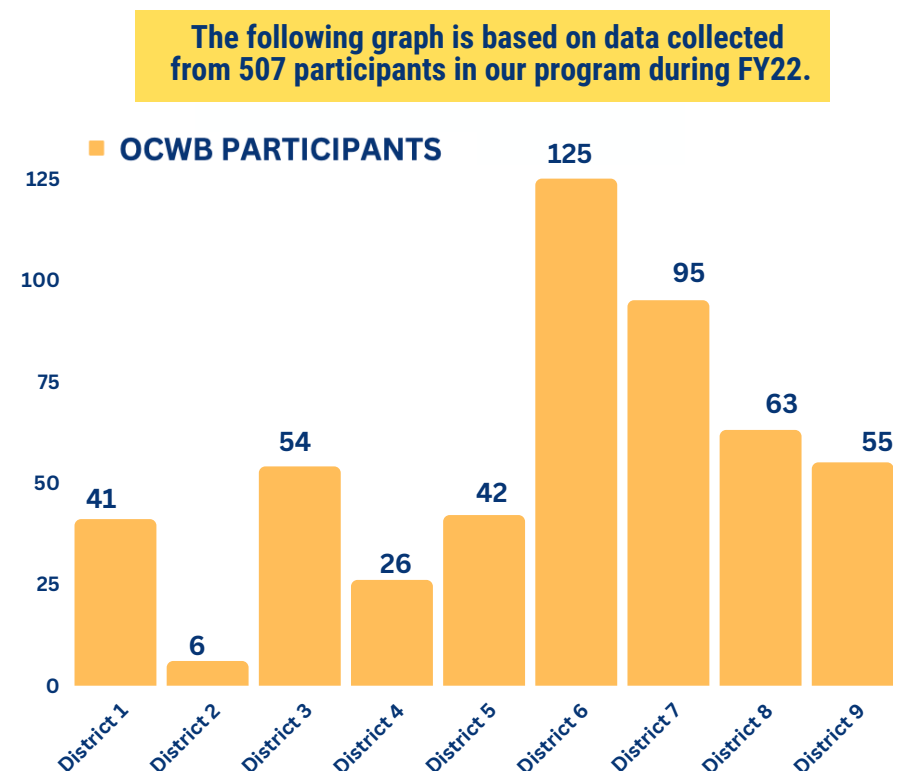


Figure 2 - OCWB Program Participants by Voting District Breakdown FY22



## Summary of OCWB Metrics

At OCWB, we measure impact on programmatic and participant levels.

### Programs

Programmatically, we use metrics from the Sole Source and TANF grants. These metrics are tied to programs that are guided by our Five-Point strategy. The majority of the outcomes from these grants reflect our workforce development efforts and point to how we served our participants: the number of participants who (1) participated in job skills training, (2) entered employment, (3) experienced an increase in their hourly wage, (4) received a credential, as well as, the number of employers engaged, the number of career pathways, among others. see FY22 in Review for more metrics.

### Participants

On a participant level, we use a mixed method to measure movement with our participants. Our quantitative method includes our Stability Measures Matrix.[1] The OCWB Stability Measures tool establishes a baseline for where the current RRI participants are on the Crisis-to-Thriving Continuum. This tool is used to determine if barriers in employment, income, housing, education, mental health, transportation, and childcare can prevent participants from being self-sufficient. The tool is formatted as a matrix and assigned scores based on participants' responses during the assessment. The range of scores is 1-5 with intervals of 0.5 to indicate increments of progress.

## Data Collection

As in the case of the Stability Measures, the primary source of data collection for our grant programs comes from data self-reported by program participants through contacts with our Engagement Specialist. The Engagement Specialist uses multiple techniques to retrieve data.

The most commonly used methods are surveys (email and mail), interviews (telephone, face-to-face, or focus group), observations, documents and records.

Demographic data is collected at registration and compiled in our data management system, Empyra (MyOneFlow). Empyra accommodates virtual self-enrollment, case management, and data collection and reporting. The data system uses a cloud-based platform to allow for real-time, role-based access to the data allowing program management for case notes and referrals. Additionally, reporting on outcomes through pipeline reports, program performance, ad-hoc reporting, and other customized reports will be available through the robust report and search engine features.

Additional data platforms that have become integral to our work include Jobs EQ (housed by Chumera Analytics), the Living Wage Calculator, the Cliff Effects Tool and Network2Work RVA.

*"Never underestimate the valuable and important difference you make in every life you touch. For the impact you make today has a powerful rippling effect on every tomorrow."*

*-Anonymous*



# MEASURING OUR IMPACT

Jobs EQ is a significant data source for workforce programs that provides timely data on the local workforce and employers—including demographics, occupations, wages, and certifications. The Massachusetts Institute of Technology's living wage calculator is used to track families and individuals working in low-wage jobs which make insufficient income to meet minimum standards, given the local cost of living. The living wage calculator estimates the cost of living in our community or region based on typical expenses. The tool helps individuals, communities, and employers determine a local wage rate that allows residents to meet minimum standards of living. The Cliff Effects Tool was created in partnership with the Federal Reserve Banks of Richmond and Atlanta. When earnings increase, participants are said to “fall off the cliff” for public benefit eligibility. This tool helps predict and plan ahead for that cliff effect so that practitioners can work with participants to overcome the obstacles related to that possibility.

## Highlights of OCWB Outputs in FY22

Upon emerging from an ecosystem impacted by the 2020 pandemic, one of OCWB's strengths was remaining and accessible while other agencies, particularly those who provided workforce services, were closed. Applying lessons learned, however, we began to transition from a primary brick-and-mortar service delivery approach to a more hybrid, outreach, and community-based model. We also increased our access to services by establishing seven satellite career stations at the Richmond Public Library, a residential community (Armstrong Renaissance), and the City of Richmond Parks and Recreation community center.

We expanded our guaranteed basic income initiative by adding another cohort of 46 residents. By the end of FY22, we had distributed \$90,000 in cash assistance to those participants.

The MYA experienced a 20% increase in summer youth employment enrollment, added more than five partners to their list of contingent employers, revamped their pre-employment training and added an entrepreneurship curriculum.

## Areas of Opportunity

### Reporting

One of OCWB's major areas of focus will be initiating a conversation with stakeholders around developing a holistic metric that addresses poverty reduction. We also are committing to standardizing our metrics to evaluate our effectiveness over time. One strategy is to partner more deeply with research institutions like the University of Richmond and Virginia Commonwealth University to strengthen our reporting depth.

### Fiscal Agent

Our social enterprise initiative, The Giving Wall, was interrupted because we lost our fiscal agent. We hope to build stronger relationships with our non-profit stakeholders in an effort to collaborate on matters in which fiscal agent responsibilities would need to be assumed.

### Funding

We need new streams of funding to restore our capacity, for providing training to our participants. Other municipalities across the country have created non-profit entities to receive funding for their programs and initiatives, though this is prohibited by our city code. We hope to secure additional resources, or advocate for legislative transformation, to overcome this obstacle.

## Programs, Initiatives & Services

### BLISS

#### Overview

BLISS is a core program whose holistic approach is designed to help heads of households and their families live a higher quality of life.

#### BLISS Participants

- BLISS participants include 10 families and 33 individuals
- Nine (9) out of 10 households are single-parent households; 8 led by single moms and one (1) led by a single father
- Six (6) families reside in voting district 6
- Three (3) families reside in voting district 7
- One (1) family resides in voting district 5
- Eleven (11) children are in secondary schools

#### BLISS Family Highlights

- One (1) family moved out of a Richmond Redevelopment Housing community
- One (1) family was accepted into Richmond's Habitat for Humanity program to begin the home buying process with an anticipated move date of May 2023
- Two (2) high school students matriculated to college, J. Sargeant Reynolds and Old Dominion University, respectively.

#### Areas of Opportunity

- The holistic approach BLISS uses to inspire families towards independence, and self-sufficiency will be adopted across OCWB's portfolio to much more families in neighborhoods with elevated concentrations of poverty in the city.
- In FY23, BLISS plans to expand the capacity of its staff by adding one more Engagement Specialist to engage incoming families.

## FISCAL YEAR 2022 IN REVIEW



Antwann Hall is pictured with his two older children. He has been a BLISS participant since 2019. He is a school bus operator for Richmond Public Schools. Antwann currently lives in Hillside Court, a Richmond Redevelopment Housing Authority (RRHA). Antwann and his family are scheduled to move into a house in Henrico County in the spring of 2023.

*"I read a lot of Mahatma Gandhi. He said, 'You must be the change you want to see.' So I work hard and want to do things differently to be that change for my children."*

*-Antwann Hall*



Antwann's youngest daughters in front of their home in Hillside Court on the first day of school. Antwann and his family are scheduled to move into a house in Henrico County in the spring of 2023.



# FISCAL YEAR 2022 IN REVIEW

## OCWB Workforce Metrics FY22

### Total Number of Participants

Participating in Services	612
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### Employment

Job Placements / Entering Employment	210
Employed Full Time	182
Employed Part-time	28

### Earnings and Wages

Average Hourly Wage	\$14.56
Average Hourly Wage Increases	\$2.21
Obtained Wage Increases	4
Employed with Benefits	84
Employed Part-Time	28
Employed Full-Time	182

### Education and Training

Participating in Job Skills Training	280
Participating in Occupational Training	271
Jobs in Career Pathway	122
Received Credentials	163



On June 16, 2022, OCWB participant and returning citizen, Bishop Stephen Ramos graduated from Richmond Police Department's (RPD) Chaplain Program. and started his formal chaplain training the following month. He also completed CDL training and was hired as a truck driver that same year.

## Programs, Initiatives and Services WORKFORCE

### Overview

The OCWB Workforce Program provides a supportive environment to prepare individuals for their next job or career. We collaborate with agencies, employers, organizations, and schools to provide job skills training and support.

### Workforce Participants

- In FY22, the Career Stations served 612 participants.
- Approximately, 95% of our participants in the workforce program identified as Black or African American.
- 53% of our participants were women
- Over 97% of our workforce participants came from English-speaking households.

### Highlights

#### Expanded Services

In FY22, OCWB staff expanded our services in the community to several satellite locations: Five (5) Richmond Public Libraries, one community center, and two (2) community residential sites in the East End. At each location, an Engagement Specialist assists citizens with community resources, job leads, and training opportunities.

#### New Jobs

In FY22, OCWB had 19 workforce participants hired as Community Connectors. The connectors help engage the community by ensuring that the citizens are aware of resources and equipped with the tools to improve their job readiness.

### Areas of Opportunity

#### Strengthening Service Delivery Model

OCWB is changing how we provide service delivery. Previously, Engagement Specialists carried forty to fifty participants on their caseload. Now, the staff will have approximately twenty to twenty-five participants. Our approach will consist of wrap-around services for all members of the family.

#### Funding

Since the ending of two grants that provided a significant source of program revenue, we are seeking more funding to provide direct training for residents.

## Programs, Initiatives & Services

### MYA

MYA provides development opportunities to youth throughout the city of Richmond, which include: job readiness training, leadership development, exposure to entrepreneurship, mentoring, and post-secondary career exploration. They aim to develop Richmond's future workforce into the next generation of determined, successful leaders.

#### MYA Participants

- MYA participants are from Richmond Public Schools throughout the city, ages 14-18.
- 96% of participants identified as Black or African American; 4% identified as "Other."

**The Voting Districts of 298 MYA program applicants were captured in FY22. Here is the breakdown:**

- **17% or 52 of 298** program applicants **[District 3]**
- **15% or 46 of 298** program applicants **[District 6]**
- **14.7% or 44 of 298** program applicants **[District 8]**
- **14.42% or 43 of 298** program applicants **[District 7]**
- **14.0% or 42 of 298** program applicants **[District 9]**
- **10% or 30 of 298** program applicants **[District 5]**
- **8% or 25 of 298** program applicants **[District 4]**
- **2%, or 6 of 298** program applicants **[District 1]**
- **< 1% or 1 of the 298** program applicants **[District 2]**

**The voting districts of 181 out of 277 actual participants were captured. Here is the breakdown:**

- **19% or 34 of 181** participants **[District 8]**
- **18% or 33 of 181** participants **[District 3]**
- **17% or 31 of 181** participants **[District 6]**
- **15.4% or 28 of 181** participants **[District 9]**
- **12.7% or 23 of 181** participants **[District 7]**
- **9.3% or 17 of 181** participants were from **[District 1]**
- **6.6% or 12 of 181** participants were from **[District 4]**
- No participants enrolled from **[District 2]**

## FISCAL YEAR 2022 IN REVIEW



Anthony Williams poses with mom (left) and grandmother (right) after receiving his diploma from Franklin Military Academy in June 2022.

## Founders Mark

Organization, Founder's Mark partnered with MYA students for an entrepreneurial workshop where participants were able to create business plans and test their venture ideas.

# FISCAL YEAR 2022 IN REVIEW



Members of MYA's Youth Council attend a soft skills training in Communication

## MYA, cont'd.

### MYA Highlights

- Increased program recruitment
- Increased program diversity: race, gender, school representation
- Enhanced the Virtual Earn and Learn program to include a tailored curriculum, certificate, and presenters which align with the needs of this generation of youth
- Youth returned to in-person placement for the first time in 24 months
- Increased the number of youth who participated in Parks and Recreation programs post-COVID-19
- Incorporated a new program (RVA Cooks in partnership with the Richmond Police Department) this summer

### Areas of Opportunity

- Improve overall transportation options for youth  
Recruit more partners and partner-based compensation
- Hourly rate increase in FY23
- Improve partnership with Richmond Public Schools
- Improve communication with parents and guardians
- Professional development for parents and guardians
- Staff and site training on supporting youth (youth with disabilities, English as a second language, etc.)



## Programs, Initiatives and Services

### RRI

#### Overview

The mission of the Mayors Guaranteed Income-Richmond Resilience Initiative [RRI] is to create and advance awareness about the launch of the National Mayors for a Guaranteed Income program

#### RRI Participants

RRI participants for the second cohort came from the City of Richmond

#### Areas of Opportunity

- Expand staff by adding another Engagement Specialist
- Developing financial literacy seminars and workshops for participants to access.
- Expanding the program to include other cohorts in the city
- Grow and diversity funding to support future RRI cohorts

#### RRI Highlights

RRI program highlights can be found in the stories of RRI participants. Names have been omitted from the following testimonials to maintain confidentiality.

##### Participant #20 White Male

##### *Wife Goes to Nursing School*

Richmond Resilience Initiative Participant #20 works as a Training and Compliance Manager. He is a parent residing in a household of five. He has a Masters' Degree and enjoys recreational activities and being active in his community with youth programming.

Participant 20 explained that participating in the RRI Pilot has helped provide higher financial stability for him and his family. He stated that the \$500 a month disbursement has allowed his wife to enroll in Nursing School, which will help bring about a second income for his family in two years.

## FISCAL YEAR 2022 IN REVIEW



One of the goals he has set through receiving the monthly financial support is to allow his wife a real opportunity to thrive in her chosen career path. Entering the workforce will give him more freedom and flexibility to explore other opportunities related to his career interests.

##### Participant #6, Black Female

##### *Cash Assistance Replaces Child Support*

Richmond Resilience Initiative participant number six works as a Social Worker. She is a parent residing in a household of two. She has a Master's Degree and is currently interning to complete her requirements to become a Licensed Clinical Social Worker.

Participant #6 explained that participating in the RRI Pilot has allowed her to combat the rising cost of everyday living expenses while maintaining stability through these turbulent financial and economic times. She participated in this program has helped her retain the ability to provide food, and daycare, pay her daughter's medical expenses, ensure stable housing, and provide reliable transportation for her and her child. One of the goals she has set through receiving the monthly financial support is to decrease her financial and emotional stress in the absence of the child support she was rewarded but is not receiving. In addition, she stated that she wants to maximize the financial stability she is experiencing through the pilot as she manages her finances and current living arrangements.

*"Not everyone in need of support qualifies for it. I have to do everything on my own without any assistance. This program gives me the hope and strength to continue despite the barriers I experience as a single parent. During the next year of the program, I plan to save as much as possible to ensure our economic stability moving forward."*

*-Participant 6*

## FOCUS FOR FISCAL YEAR 2023

Table 5 - Goals and Strategies for Fiscal Year 2023

The following is an overview of focus areas and strategies to be implemented through OCWB in collaboration with local and regional partners for Fiscal Year 2023. The following items are detailed in our 2023 Strategic Plan.

FOCUS	STRATEGIES
<b>Capacity-Building of OCWB Staff</b>	<ul style="list-style-type: none"> <li>• Realign staffing priorities to improve organizational efficiency</li> </ul>
<b>Wealth-Building</b>	<ul style="list-style-type: none"> <li>• Strengthen wealth-building, and social enterprise initiatives</li> </ul>
<b>Two-Generations Programs and Activities</b>	<ul style="list-style-type: none"> <li>• Grow the number of youth participating in the Mayor's Youth Academy year-round</li> <li>• Expand program participants' age from 14-18 to 14 -24 years</li> <li>• Develop programming opportunities that engage the entire family to participate in the career planning process with youth</li> </ul>
<b>Access to Services</b>	<ul style="list-style-type: none"> <li>• Richmond Resilience Initiative participants will be provided the opportunity to receive workforce training and wealth building activities as needed to enhance or further their career aspirations</li> <li>• Standardize Office of Community Wealth Building service entry process</li> <li>• Enhance the availability of OCWB service in the community</li> </ul>
<b>Reporting</b>	<ul style="list-style-type: none"> <li>• Developing a holistic, reliable, valid and culturally competent metric that addresses poverty reduction and self-sufficiency</li> <li>• Standardizing reporting on program outcomes</li> </ul>

## COMMUNITY PARTNERS

OCWB collaborates with over 120 partners to forward our mission. The following partners represent several agencies or organizations with whom OCWB has experienced success in FY22. For a more comprehensive list of community partners, visit our website: <https://www.rva.gov/community-wealth-building/about-us>, under "Collaborations and Partnerships."



*The workforce development division of  
Brightpoint & Reynolds  
Community Colleges*





## Back to the Basics: A Call to Re-Convene

OCWB looks forward to continuing our mission to help families mitigate poverty in the City of Richmond. Since returning to an in-person service model, we have realized the increasing value and success of calibrating our efforts, resources, and strategies with other stakeholders. Below are a few recommendations the department makes to drive our focus areas in FY 2023 - 2024. We believe implementing them will bring us back to the original intention of organizational purpose:

### Revisiting OCWB's Scope

OCWB does not have control or sole power over all the levers for poverty reduction. While we are not single-handedly charged with reducing poverty by 40%, we are still responsible for developing metrics and tracking progress toward this poverty-reduction goal. Though many of our activities build community trust, human capacity, and access to foundational resources, not all are designed in a way that will immediately or substantially reduce poverty. In such cases, our work is designed to mitigate the symptoms of poverty by helping individuals overcome barriers to economic stability.

### Deep Narrative Change

In the regional conversation about poverty reduction, there needs to be a narrative change that explicitly names how systemic racism and economic inequity have impacted black communities in the City of Richmond. Every year, OCWB is asked, "how many residents did you get out of poverty?" Our hope is to revisit this inquiry and to inspire a narrative change that addresses the following questions, instead:

- 1) How many residents did we help move closer to independence and self-sufficiency?
- 2) How did we advocate for equitable policies and social interventions for our most impacted residents?
- 3) On a year-to-year basis, how did we fulfill our the original purpose of being a convener of stakeholders to calibrate local assets and cultivate a community-centric, power-building culture?

## RECOMMENDATIONS



Maggie L. Walker National Historic Site in downtown Richmond, Virginia. Maggie Walker was an activist and entrepreneur for who OCWB has its namesake. Her life inspires our work.

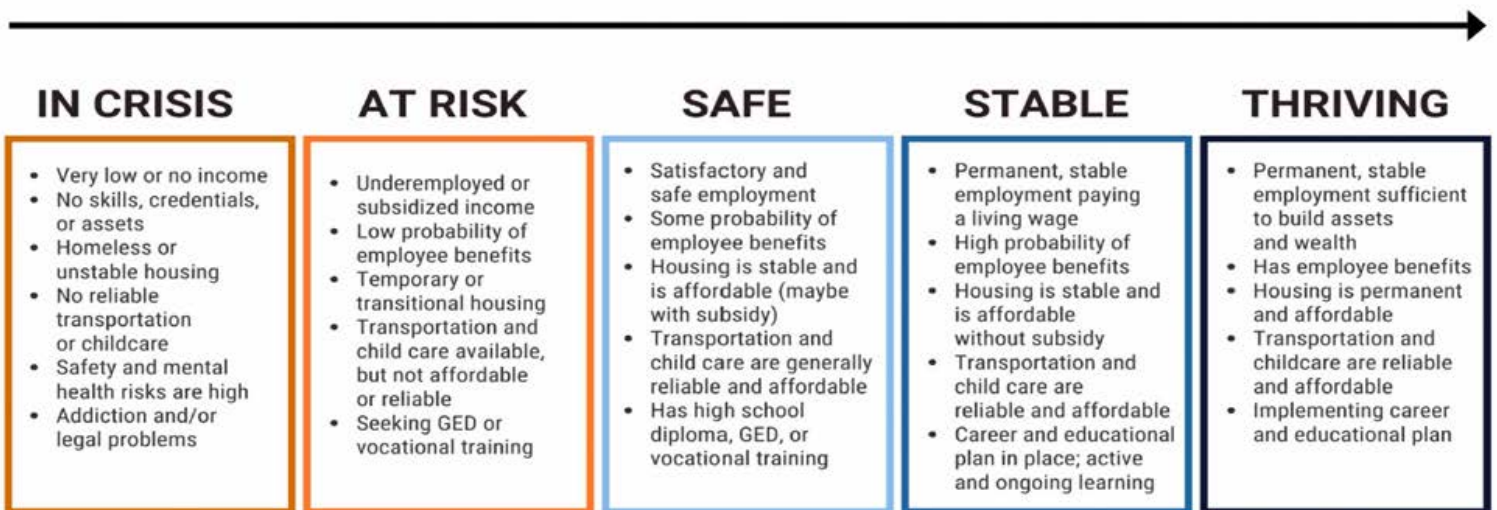
### Strategic Plan Development

In 2011, the Anti-Poverty Commission led to the birth of OCWB in 2015. We recommend convening a new City of Richmond Poverty Reduction Taskforce to integrate and align solutions under a common agenda across government agencies, organizations, businesses, etc., leading to a stronger collective impact. This task force would be a complement to the Maggie L. Walker Citizen's Advisory Board which functions to monitor, evaluate and provide advice and recommendations to the mayor and a Human Services manager concerning the city's poverty reduction and wealth-building initiatives and the city's progress towards achieving its poverty reduction objectives.

# APPENDIX

## Appendix 1 - Crisis-to-Thriving Model

### CRISIS TO THRIVING MODEL



## TABLES, FIGURES & APPENDICES

Table 1- Comparative View of Long Term Poverty Trend in the City of Richmond

Table 2 - Poverty by Demographics in Richmond Continuity and Change, 2012-2021

Table 3 - Earnings and Employment, 2012-2021, Selected Indicators

Table 4 - OCWB Workforce Metrics

Table 5 - Goals and Strategies for Fiscal Year 2023

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Figure 1- 2022-2032 Richmond Voter Districts

Figure 2 - OCWB Program Participants by Voting District Breakdown FY22

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Appendix 1- Crisis-to-Thriving Model

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