

## Community Message

2009 was a watershed year — the year that “what was” intersected with “what is to be.” The Planning Council confronted this intersection in its own operations, and faced it with those with whom we work, whether an individual or family, a non-profit organization, or a government agency. We chose to lead the way through this intersection by adapting to resource limitations, by embracing technology to advance efficiency and communication, and by developing quality data to share with partners to assess needs and enhance opportunities for collaboration.

In choosing to navigate through the intersection of 2009, The Planning Council moved forward to sustain our organization and, at the same time, secure our relationships and maintain our services to all our partners. Skills honed by The Planning Council throughout its history were essential and will continue to be the foundation of efforts to position us for success in the years to come. This “new normal” of significantly increased human service needs, substantially reduced resources, and shifting public policy demands a service array from The Planning Council that maximizes effectiveness while efficiently building capacity:

- » **Community Planning** that emphasizes data based needs identification and collaborative programming to maximize resources for those with the most needs
- » **Homeless Prevention** programming that targets a primary need, expanding to populations within the new economy
- » **Children's Services** that focus on quality child care while seeking to adapt to the changing needs of economically stressed families
- » **Information and Referral Services** that provide successful responses to callers with new stresses and with multiple needs for immediate services
- » **Administrative Services** that support the human resource needs of the organization, that manage its financial well being responsibly, that maximize the effectiveness of available technology, and that perpetuate its presence as a community leader in human services.

As The Planning Council reaches each new intersection, we will continue in a purposeful direction to preserve and support the highest quality of human services planning and service provision. We thank you, our colleagues and partners, for sharing the road with us.

*Gail F. Pruden*

Gail F. Pruden  
Chairperson

*Suzanne Puryear*

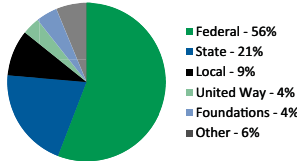
Suzanne Puryear  
President

## Financials

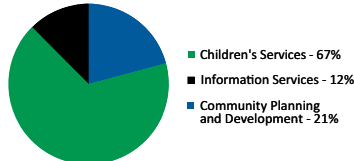
2009 Operating Revenues = \$4,348,655\*

\* unaudited

### Public Support and Revenue



### Expenses



## Management Team

Suzanne Puryear, President  
 Claudia Gooch, Vice President for Community Planning & Development  
 Julie Dixon, Program Administrator, Community Planning & Development  
 George Harden, Vice President for Information and Referral Services  
 Christy Letson, Crisis Line Program Coordinator  
 Ipek Taffe, Vice President for Children's Services  
 Courtenay Truett, Program Manager of Child Care Subsidies  
 Cynthia Powell, Director of Human Resources  
 Linda Crawford, Vice President for Finance  
 Kimberly Moseley, Financial Operations Manager  
 Scott Ricks, Director of Information Technology and General Services

## Board Members

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 Alice Mountjoy, Vice Chairperson  
 Richard D. Knox, Jr., Treasurer  
 Eva Wiggins, Secretary  
 Suzanne Puryear, President

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 The Honorable Yvonne B. Miller  
 The Honorable Cynthia Payton Morrison  
 James A. Resolute, Sr.  
 Whitney Saunders  
 The Honorable Vincent J. Thomas  
 Byron E. Tobin, RADM, USN (Ret)\*  
 The Honorable Charles Whitehurst, Sr.\*\*  
 The Honorable G. William Whitehurst, PH.D.\*\*  
 The Honorable Rosemary Wilson\*\*  
 Shanna Wood, PHR\*

\* Executive Committee  
 \*\* Local Government Representative



United Way of South Hampton Roads  
 Community Partner  
 Member of the National Association of Planning Councils  
 The Planning Council is an equal opportunity employer and provider.

The Planning Council . . . Plans that work to make lives better

## Highlights for 2009

During the year, through The Planning Council's programs . . .

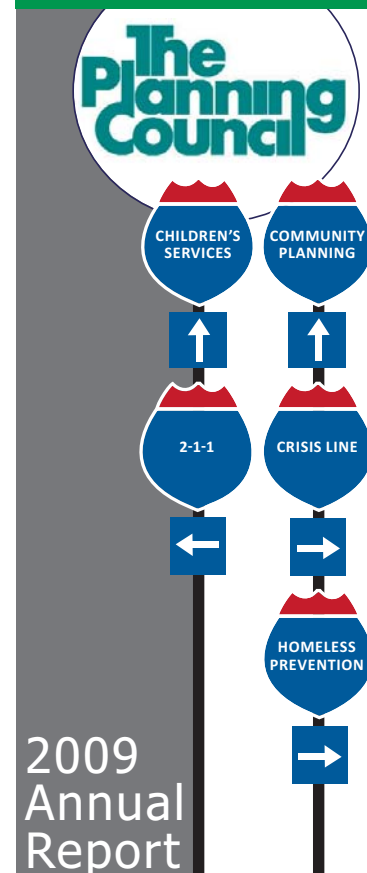
- ▶ **25,465 callers** dialing 2-1-1 obtained health and human services information and referrals
- ▶ **16,114 callers** found confidential crisis intervention and suicide prevention by contacting the Crisis Line
- ▶ **83 Navy families** with 90 exceptional family members received **13,578 hours of Respite Care** services through a contract with the National Association of Child Care Resource and Referral Agencies (NACCRRRA)
- ▶ **139 military families** received enhanced referral services to locate quality child care through a NACCRRRA contract
- ▶ **2,440 child care slots** were available in **488 family homes** that met the standards of the Virginia Voluntary Registration Program (monthly)
- ▶ **15,837 children** in **2,072 child care settings** in Virginia and Maryland received nutritious meals via the USDA Child & Adult Care Food Program (monthly average)
- ▶ **1,224 families, 1,938 children in Norfolk; 204 families, 352 children in Chesapeake; 432 families, 797 children in Portsmouth** obtained quality child care through subsidy programs (monthly average)
- ▶ **2,100 USDA child care providers** received training in **55 sessions** focused on nutrition and child care practices; **650 providers** received child care quality improvement trainings
- ▶ **463 parents and providers** received technical assistance and **1,270 families** secured information and referral for child care resources through a contract with VACCRRN (Virginia Child Care Resource and Referral Network)
- ▶ **67 households (167 individuals, including 74 children)** maintained permanent housing with homeless prevention assistance
- ▶ **250 families** in Norfolk were housed with the help of the Housing Broker Team
- ▶ **15,874 visitors** searched The Planning Council website.

[www.theplanningcouncil.org](http://www.theplanningcouncil.org)

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## Intersections



## Child and Adult Care Food Program

The CACFP is administered by the Children's Services Division in designated counties in Maryland, and across Virginia. On a monthly basis, an average of 2,072 family child care providers in these localities received reimbursement from USDA for serving approved nutritious meals and snacks to 15,927 children. In 2009, The Planning Council's Children's Services Division received the **Child and Adult Care Food Program Excellence Award** from the USDA Mid-Atlantic Regional Office and the Maryland State Department of Education.

Also in 2009 many families faced an intersection as they confronted the new economic reality. For these families seeking quality child care, and for providers seeking ways to maintain quality with limited resources, CACFP enabled the Children's Services Division to assist child care home providers with resources to promote wellness and provide nutritional food for children in their care. The Division also continued to monitor public policy initiatives aimed at focusing on improving nutrition for children, women who are pregnant, and new mothers. Efforts to further special initiatives to reach Spanish speaking populations also continued in 2009 as a part of the overall outreach to all home-based providers.

CACFP mandates that all providers receive home visits from Children's Services Division's Field Monitors who ensure that nutritional guidelines are followed. Monitors provide technical assistance and training to address child nutrition issues. Training also focuses on helping providers raise the quality of care in their child care homes and build their child care businesses. Web-based self study training programs became available in 2009 as the Division furthered the use of technology as a tool to improve services and data collection.

## Community Planning and Development

Working closely with community partners and concentrating on data collection and needs assessment, **Community Planning and Development** staff completed the **2009 Investment in Priorities**, the third update of the regional social indicators report that was first published in 2000. This tool and others pointed to the intersection between the decade of growth and the new reality of shrinking resources to meet increasing human service needs, as individuals face many hurdles in overcoming their current situations. Sharing this information, Community Planning and Development coordinated the activities of the **Regional Task Force to End Homelessness**, including spearheading The Healing Place Committee, an effort to bring a substance abuse recovery facility for homeless persons to Hampton Roads. Staff also coordinated the **Human Concerns Day** for two of the area's leadership development programs, Lead Hampton Roads and CIVIC.

Focusing on raising awareness regarding access to health care services, **Community Planning and Development** staff completed the **MAPP (Mobilizing for Action through Planning and Partnerships) Assessments** for the City of Suffolk. These assessments are community driven strategic planning tools to improve community health. The Portsmouth Family Resource Center (now Cooperative) was re-oriented to address Grandparents raising Grandchildren. Both of these initiatives are examples of Community Development and Planning's commitment to support organizational growth through data analysis and resource development, and to emphasize the importance of collaboration in addressing human service issues.

## Information and Referral

During 2009, Information Specialists answering 2-1-1 calls became aware that an increasing number of callers were seeking financial assistance. Many had lost jobs and their savings had been depleted. Often callers, having never faced such difficulties before, were uncomfortable asking for assistance. The Information and Referral Services Division's Information Specialists responded with skill and sensitivity as they guided callers to services.

This shift in callers and callers' needs pointed clearly to the intersection between the reality prior to 2009 and the economy of today. In the new normal, some providers no longer had resources to meet the needs of callers, presenting challenges in making appropriate referrals. Staff also met the demands of responding to 7,220 more 2-1-1 calls than in 2008.

Despite the new pressures on 2-1-1, Information and Referral Services continued to seek ways to advance services. A **bilingual Information Specialist** was hired to devote to maintaining the accuracy of the 2-1-1 database, entering new service providers and updating profiles of existing providers.

The Information and Referral Services Division also provided **Crisis Line**, celebrating its 39th anniversary of uninterrupted crisis and suicide prevention services to eastern Virginia. With only 3 full-time and 5 part-time staff working with a dedicated cadre of 30 volunteers, over 16,000 calls were answered 24/7 in 2009. Crisis Line staff also worked in partnership with the Virginia Department of Health to complete the first **Statewide Suicide Prevention Directory**. The Crisis Line Program Coordinator served as a national trainer of Applied Suicide Intervention Skills.

## Child Care Partnerships for Quality Care

The Children's Services Division places a high priority on partnering at the local, state, and national levels to enhance quality standards for child care services, to expand child care capacity, and to advocate for early learning. As the economic situation of many families changed during 2009 and services to children were affected by diminished resources and changing child care needs, the Children's Services Division did not waver in facing this intersection between the current reality and the goals of **building capacity for accessible, quality child care**.

The Division began with building a stronger presence with **better trained staff and program coordination**. Through new partnerships with the National Association of Child Care Resource and Referral Agencies, the Children's Services Division offered respite care to military families with exceptional family members, a program which quickly grew from serving 50 to 75 families. Enhanced child care resource and referral services were also offered to military families.

Working with the Virginia Department of Social Services, the Division extended Child Care Provider Training through the **community college network**. Child Care Quality Improvement Programs, partnering with Smart Beginnings, continued to grow throughout the region, including Western Tidewater. Collectively, these programs provided a stronger presence for the Children's Services Division in administering the **Virginia Voluntary Registration Program** and the services of the Virginia Child Care Resource and Referral Network. Contracts continued with Chesapeake, Norfolk, and Portsmouth to manage each city's Child Care Assistance and Quality Initiative Grants offering child care subsidies to eligible families. The Division, in its second year of administering the United Way Women's Leadership Council **Provider Empowerment Program**, expanded this program to the City of Portsmouth. Also, in collaboration with United Way, the "Raising a Reader" program was piloted in family child care homes.

## PARTNERSHIPS FORMING

## Planners Working Ahead

EXIT TPC 2009

### Activities

Collaborate

Plan

Resources

Capacity

Sustain

Inform