Community Message

The retirement of key, long-time leadership provides an agency with the unique opportunities: to assess its accomplishments in decades, rather than years; to recognize and optimize its talent; and, to renew its commitment to a tradition of excellence. The last eighteen months have been just such a time for The Planning Council.

Claudia Gooch, Vice President of Community Planning and Development, retired after more than 20 years of stellar service to the region. As many of you know, Claudia set the pace for accomplishing many regional human services initiatives, and the community, as a whole, benefitted from Claudia’s vision and persistent efforts. I will follow Claudia into retirement at the end of June, after eleven years here at The Planning Council. The Council’s Board and staff spent time thoughtfully planning and preparing for this transition to ensure “brain gain” rather than brain drain. Everyone at the Council is flourishing in his or her new role, while the Board of Directors has engaged in a thorough and intentional search to hire a new President and CEO to lead The Planning Council as the organization forges ahead in its role as think tank, innovator and “dot connector.” Whether assisting children and their families to achieve better health, helping families and individuals experiencing homelessness attain housing stability, managing regional data, or fostering a culture of best practices, The Planning Council continues to build bridges between where we are as a community and where we want to be.

Furthering the Council’s work as a regional think tank, we brought together a core group of representatives from local hospitals and health systems, universities, and other community stakeholders continue working collaboratively to identify and bridge local healthcare gaps to become an Accountable Care Community. We look forward to working with our partners to collect and report data that is accessible and reliable.

Another new initiative is Farm2Childcare, which provides preschool aged children in Western Tidewater with fresh, local produce with the goal of decreasing childhood obesity and hunger while increasing the local economy. Funded by the Obici Healthcare Foundation, the program creates connections between local produce farmers and local childcare programs, and has impacted over 1,800 children.

By managing a variety of programs, we are able to house or prevent homelessness for over 350 people each year. We also collect the data, prepare the reports, write the grant applications and oversee the monitoring required to secure over $8 million of annual federal funding for homeless services in the region.

Much of our work is “behind the scenes” as we help our partners do their work effectively and efficiently. Whether in Hampton Roads, Maryland or Washington, D.C., The Planning Council touches many lives through our work to engage and improve our communities. Planning, however, is all about looking into the future and that is what The Planning Council will continue to do. We hope you will continue to be inspired by the work we do – with the help and support of partners like you – and be energized by the extraordinary tomorrow.

Suzanne Puryear
President

FINANCIALS: 2015 Operating Revenues = $4,099,789

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<th>Public Support &amp; Revenue</th>
<th>Expenses</th>
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<td>Federal 72%</td>
<td>Children’s Services 65%</td>
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<td>State 12%</td>
<td>Outreach &amp; Referrals 11%</td>
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<tr>
<td>Local 8%</td>
<td>Community Planning 24%</td>
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<td>United Way 1%</td>
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<td>Foundations 3%</td>
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<td>Other 4%</td>
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Children’s Services
Our work for children focuses on quality childcare. We help families find affordable, quality childcare providers and offer resources and training for families about nutrition and wellness, parenting, as well as assessments and outreach for at-risk children and families. We also help providers achieve the next level of childcare quality ratings through registration and training. In addition, we connect military families to much needed respite care.

USDA Child and Adult Care Food Program
Reimbursed childcare providers for nutritious meals served to children in their care:
- 17,000 children per month in 2,200 child care homes and centers in Maryland, Virginia and Washington, DC were served

Child Nutrition, Wellness and Obesity Prevention
- 82 nutrition and physical activity trainings were provided to 639 providers and 604 participants in Maryland, Virginia and Washington, DC
- Started Virginia’s first Farm to Childcare program in Western Tidewater so that local farmers can provide fresh fruits and vegetables to the childcare community
- 61 childcare programs in Western Tidewater developed nutrition and physical activity policies impacting 1,800 children

Voluntary Registration Program for Family Day Homes
- 330 voluntarily registered family day homes provided care for 1,650 children per month
- 970 providers in the Virginia subsidy program received quality care training

Childcare Technical Assistance Program
- 800 childcare providers in Eastern Virginia gained resources to improve quality of care
- 1,225 parents obtained provider referrals for subsidy eligibility

Exceptional Family Member Respite Program
- More than 650 Air Force and Navy families were connected with over 195,000 hours respite care for their children who have disabilities

Outreach and Referral
Centralized Intake for Home Visiting
This program connects new and expectant mothers with a variety of services across South Hampton Roads. At the program’s core is a screening tool that quickly identifies mental health, substance use, smoking or interpersonal violence issues and provides the family with referrals for home visiting and support services in the community.
- 2,391 families assisted by central intake
- 918 families received comprehensive physical and behavioral health screening
- 720 screened families were referred for services and/or community resources

2-1-1 Virginia
Our information and referral center offers resources for basic human services such as emergency shelter, employment, health care and much more. The program also serves as an call center during community emergencies.
- 202,256 callers assisted; 270,728 referrals to additional resources

Mental Health Training
The Planning Council offers trainings within the community on various mental health issues including awareness, communication and suicide prevention. The trainings are nationally recognized and taught by staff with over 20 years of experience in mental health.
- Trained 454 persons and 217 new trainers in suicide prevention
- Trained 93 persons in Mental Health First Aid, a national evidence-based program
- Trained 72 people in mental health awareness and crisis intervention; 17 people in team building
- Trained 46 people in active listening for hostage negotiations
Community Planning and Development

The Planning Council regularly provides community and program assessments, data collection and analysis, and grants research and writing to measure and determine community impact for partners at the local, state and national levels.

Homeless Prevention Program
• Managed federal/state grant funds of $235,225 for rental and utilities assistance to help 123 families avoid homelessness

Housing Broker Team
• Recruited 176 new landlords with over 7,200 affordable housing units
• Placed 120 households into housing

Rapid Re-housing Program
• Managed grant funds of $140,793 for rental and utilities assistance to house 66 homeless individuals
• Managed $99,935 from Virginia Housing Trust Fund to house 20 additional homeless individuals

Sentara HOPE Fund
• Administered emergency financial assistance program for 131 Sentara Healthcare employees in Hampton Roads
• Facilitated expenditures of $144,220 for rent, mortgage arrearages, utilities, food and household goods for Sentara Healthcare employees

Continuum of Care Coordination
• Facilitated state and federal awards of $14.2 million for homeless programs across Hampton Roads

South Hampton Roads Task Force to End Homelessness
• Completed merger of all client-level databases (HMIS) in Hampton Roads

Homeless Management Information System
• Managed 220 users in 60 agencies

An Investment in Priorities
• Published the 2016 edition of our human services indicators report, which highlighted “The Cost of Doing Nothing.”