

When we invest  
in each other

# 2019 IMPACT REPORT



J. Sargeant Reynolds  
Community College  
EDUCATIONAL FOUNDATION





**A humanitarian works to improve the lives of other people: that's you.**

An investment in the life-changing opportunity of education: that's a gift to the Educational Foundation.

And, grateful? That's how we feel about the support we receive from individuals, foundations, and corporations in the Richmond region.

This Impact Report highlights the difference our donors made on our campuses and in our community during the 2018-19 academic year, believing in our students, expanding workforce opportunities, and supporting our college mission.

*Mrs. Charlotte McCutcheon (right) with Jessica, nursing student and recipient of the Andrew McCutcheon Memorial Scholarship, getting to know each other at the 2018 Annual Scholarship Luncheon.*



# When we invest in each other

*Paula Pando, Steve Markel, and Bess Littlefield at The Kitchens at Reynolds construction site.*



Incredible. In a word, that's the year we've had! I'm delighted that many Reynolds supporters and community leaders have had the opportunity to meet Paula Pando and hear her message. With us since last September and officially installed in March 2019 as Reynolds' fourth president, Dr. Pando has inspired and challenged us, asked questions and facilitated solutions, and helped us see our processes and students with a fresh perspective. And you, as supporters of the Educational Foundation, have fueled our progress through your financial and moral support.

Richmond's generous philanthropic community continues to step up in a big way. With more than \$8.1 million committed in funding for capital, scholarships, programs, and personnel for The Kitchens at Reynolds located in Church Hill, families in the eastern corridor of the City of Richmond and Henrico County are months away from an unprecedented level of access to our degree and workforce programs. The photo with President Pando and Steve Markel was taken on one of the many hard hat tours the college has given over the last few months.

I hope you'll enjoy learning more about this project and other areas of your impact in the pages ahead. **When we invest in each other, incredible things happen.**

*Bess*

Elizabeth S. Littlefield, CFRE  
Executive Director

J. Sargeant Reynolds Community College Educational Foundation



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## through courageous conversations

PolicyLink defines equity as the just and fair inclusion in society such that all can participate and prosper and reach their full potential. If Richmond desires this, particularly for East End neighborhoods in the City and Henrico County, what steps are we taking collectively and individually to achieve it? President Paula Pando has challenged Reynolds to ensure equitable outcomes for students through action: rethinking our processes and flipping on its head the old question “Are students college ready?” to becoming more ready for the students we serve. What do disparities in enrollment and completion rates suggest we do differently and better?

In Equity through Action, Dr. Pando and panelists Todd Waldo, Mark Constantine, and Melody Barnes also revealed their personal observations and experiences around the subject of equity and heard those from audience members.

We thank **Davenport & Company** for their sponsorship of this event.

*Equity through Action, March 28, 2019,  
at the Robinson Theater Community  
Arts Center*

*From left: Todd Waldo, Paula Pando,  
Mark Constantine, Melody Barnes*





**Todd Waldo, Engineer. Artist.  
Community Advocate.**

“I use the word ‘we’ for all of Church Hill – not Church Hill North, not historic – but Church Hill. I use the word ‘we’ because I feel a responsibility to this entire neighborhood. All of it.

Can we come to the table, invest what we have, and make a difference? When you can create space for honest and difficult conversations, change can take place.”



*Laurie and John Weinberg, benefactors of the Susan Lynn Pahle Memorial Scholarship;  
Dr. Danny Avula, Director of Richmond City and Henrico County health districts;  
Mr. Jason Kamras, Superintendent of Richmond Public Schools.*





**Mark Constantine, President  
& CEO, Richmond Memorial  
Health Foundation**

“For the Foundation, its Trustees, and the folks that we work with, I think our sense and understanding of equity is grounded very much in the fact that in our region, for folks living two miles apart, their life expectancy is 20 years different.

It’s a difference sadly often rooted in race, income, and isolation. For the Foundation, and for me personally, our commitment to equity reflects our shared belief that every human life matters.”





**Paula P. Pando, President  
Reynolds Community College**

“Coming from an immigrant family, we have a strong belief that a strong democracy depends on an educated and an *enfranchised* citizenry where everyone’s included. When I think about my space in that, I feel blessed.

People don’t know that community colleges enroll half of all undergraduates in this country. We’re democracy’s college, created so that everyone would have an opportunity to achieve a higher education.”





**Melody C. Barnes, Co-director  
of the UVA's Democracy Initiative  
& former Director of the White  
House Domestic Policy Council  
(2009-2012)**

“Having worked for a number of elected officials, I can say this: Your vote is truly your voice. If we don't exercise it, then those that don't want to create a just and fair society where all can prosper and reach their full potential, win.”

*Dr. Cynthia Newbille, 7th District representative and president of Richmond City Council;  
Todd Waldo, Founder and Principal Consultant Hugh Helen LLC;  
and, Evette Roots, Social Enterprise Specialist, Office of Community Wealth Building*





# When we invest in each other

Investing in Reynolds is investment in a community. We offer life-changing degree and workforce programs; by bringing the college to the neighborhood, more residents can access them.



## through opening a new – and one – front door

Believing opportunity should not be limited by zip code, investors – individuals, foundations, corporate partners – in The Kitchens at Reynolds are increasing earning power for families in our community, especially in the eastern corridors of the City of Richmond and Henrico County.

Opening in 2020 and made possible through donations to the Educational Foundation, The Kitchens at Reynolds is the East End's new front door to 90 academic and workforce programs offered through the college.

Reynolds is partnering with residents and community leaders to help more young people and adult learners in the neighborhood walk through that door, where they'll find assistance with financial aid, career advising, and enrollment. Reynolds free shuttle for students will offer access from Church Hill to the Downtown and Parham Road campuses, lowering the transportation barrier many residents face.

Individuals who earn an associate degree or industry credential typically increase their take-home pay and are more likely to vote, start a business, and receive better medical care. The proximity from the new Church Hill site at 2500 Nine Mile Road to 7th and Jackson Street gives more choice to students. A short shuttle ride away, the Downtown Campus houses the college's School of Nursing and Allied Health and free GED and credential program, Middle College.

THE  **KITCHENS**  
at Reynolds 



*Steve and Kathie Markel are backing the new development at 25th and Nine Mile Road and encouraging other Richmond philanthropists to join their good work.*

*Here, Mr. Markel points out features of the site to Charles (left) and Yvonne Gold (center), generous supporters of the project.*





**Helping in the Home Stretch:** The Educational Foundation is closing in on its goal of raising the last \$1.5 million in capital costs to open the doors of The Kitchens at Reynolds. If you or your business would like to join this collective impact project, please contact Bess Littlefield at 804-523-5812 or Marianne McGhee at 804-523-5810. Learn more at [www.reynolds.edu/culinary](http://www.reynolds.edu/culinary). Give at [www.reynolds.edu/givenow](http://www.reynolds.edu/givenow).

**Innovative investing:** The purpose of the Neighborhood Assistance Program (NAP) is to encourage businesses, trusts and individuals to make donations to approved 501(c) (3) organizations for the benefit of low-income persons. In return for their contributions, businesses, trusts and individuals may receive tax credits equal to 65 percent of the donation that may be applied against their state income tax liability. A number of donors took advantage of NAP credits made available by the Educational Foundation to invest in The Kitchens at Reynolds.

**IMPACT** In a commitment of more than \$8.1 million to The Kitchens at Reynolds, the Richmond philanthropic community is joining residents and community leaders in the East End to help families and individuals reach their full potential.



*“I’ve been so moved by the generosity of the Richmond community,” said President Pando. “We want families in the neighborhood to think of The Kitchens at Reynolds as their college, and the support we’re receiving to make this happen is incredibly inspiring.”*





Reynolds offers the only accredited culinary arts program in the Richmond region. In 2020, culinary instruction will move from the Downtown Campus to The Kitchens at Reynolds. The 25,000 square foot facility features a retail market café, three teaching kitchens, and a demonstration kitchen perfect for showcasing healthy cooking techniques and community outreach. A greenhouse and adjacent garden give culinary students valuable farm-to-table experience and Reynolds' first opportunity to offer the Sustainable Agriculture certification beyond the Goochland Campus.

*Dominion Energy Foundation provided a \$250,000 grant to support culinary and workforce education. "Now is the right time to do this, because Richmond's restaurant industry is on fire," said Mark O. Webb, Senior Vice President, Corporate Affairs and Chief Legal Officer, Dominion Energy. "We want to ensure that everyone who wants to pursue a culinary education can do so."*





*Mauricee Holmes with Cornelius McEachin, Class of 2019, Armstrong High School.*

With grant support by the **Herndon Foundation**, Reynolds' East End Career Coach, Mauricee Holmes, is leading college and career exploration with students from Armstrong High School, Peter Paul Development Center, CHAT, and other youth-serving agencies in the East End. "Some students don't feel hopeful about attending college. But, once they see it's doable, and there's financial help and program advising, we start drilling down on what they need to do to reach their goals." Through generous giving to expand opportunities, the Reynolds East End Scholarship provided more than 30 students with funds to cover gaps in their financial aid during the 2018-19 academic year.

HVAC, CDL, MLT: These acronyms spell better money, especially for adult learners interested in boosting earning power, switching careers, and getting hired quickly. Through a new "Get a Job, Get Skilled, Give Back" (G3) grant, Reynolds is making it easier for job seekers and potential students to choose the trade or academic program that best suits their needs. This "one door" approach gets students advising and career services faster.



*HVAC instruction at the Parham Road Campus. Many short-term workforce credential classes take between 6-12 weeks. Visit [ccwatraining.org](http://ccwatraining.org) or call 804-523-CCWA for more information.*

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## through food security for students

A Reynolds Food Pantry was opened this academic year at each of our three campuses. We asked Dr. Curt Smith, Director of Student Affairs Operations, about who's using the pantry and why?

**Are students struggling this much to make ends meet?** A student facing food or housing insecurity isn't exaggerating when they describe what's going on in their lives. They aren't living frivolously. Even the most basic things like gasoline, groceries, a safe place to stay, can tax a student's budget. Replacing a tire, paying for a car to be towed, can mean missing a semester of school. For the smallest things, students get derailed from finishing their program. And, there's no difference in GPA. These are bright students trying to graduate.

**Can you tell by looking if a student needs help?** "You can't always paint a picture. Some individuals you'd suspect might need help will walk right past the food pantry. Then, there are hungry students that you'd be completely surprised about. We don't profile what that person in need might look like."

**Do students express any embarrassment about using the pantry?** We keep the experience as welcoming and simple as possible. Students sign in with their ID number; they don't have to give a name. Having the ID number is important, because if a student is visiting frequently, we can offer to help. They may need more financial aid or have something else going on. The pantries are located in enrollment services, so it's very accessible. Staff is there to help, but we keep a low profile. We want happy faces, smiles, and please help yourself. We don't want anyone to feel uncomfortable. Students take what they need and are welcome to come back as much as they need."



*Dr. Curt Smith, Director of Student Affairs Operations, Reynolds Community College*







*Student and staff volunteers prepping for food distribution.*



**Who provides the food?** We have the food pantries open daily, and designated food distribution days through the good folks at FeedMore. The pantries are stocked primarily from donations by faculty and staff. Students give when they can, too. Gift cards and gifts to the Educational Foundation designated to the Reynolds Food Pantry supplement the donation boxes. The FeedMore partnership has been amazing. We reach out to students and let them know we have items coming. Students RSVP and we send the final count to FeedMore. They send a truck on distribution day with fresh meats, produce, and dry goods. And students are very thankful. They're often struggling under the radar with hunger, and a few bags of groceries means quite a lot.

**Why now?** Dr. Pando gives us an important reminder: "Students bring their whole selves to school." Financial stresses show up in the classroom. If a student is making a hard decision between rent, food and buying textbooks each semester, school begins to feel more out of reach, like it can wait. But, it can't wait. The effects aren't just short-term. Not being able to work as a degree holder means missing out on income, benefits, retirement. Our Sociology professor Dr. Gayle D'Andrea and her students studied food insecurity on college campuses and it's pervasive. Fortunately, Reynolds is bringing Single Stop to the college to help students not only access food, but other benefits and community resources for which they may qualify, but don't know about or for which they need help applying. There's more to helping a student graduate than tutoring; more often, it's those non-academic barriers that present the biggest challenge.

**IMPACT** Since January 2019, more than 300 students have utilized the Reynolds Food Pantry at the Downtown, Goochland, and Parham Road campuses.



On March 29, 2019, Paula P. Pando was installed as the fourth president of J. Sargeant Reynolds Community College.

*Dr. Pando gets a big hug from her dad, Mr. Francisco Pando.*







## We celebrate the inauguration of Dr. Paula P. Pando, Reynolds Community College

*Members of the Reynolds Family in attendance. Mary Ballou Reynolds Williams (left), Major and Pam Reynolds.*

*Virginia Community College System Chancellor Dr. Glenn DuBois (left) with President Pando and J. Sargeant Reynolds, Jr.*

*Lettie Pate Whitehead Foundation Nursing Scholarship recipient and student ambassador, Janeen McNeish.*



## J. Sargeant Reynolds Community College Educational Foundation, Inc. 2019-2020 Board of Directors

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### **Directors Emeriti**

**Dimitri B. Georgiadis** (1927–2012)

**L. H. Ginn III**

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**Jeanette S. Lipman** (1914–2017)

**J. Sargeant Reynolds, Jr.**

**Patricia L. Robertson**

### **Special Advisor**

**R. Roland Reynolds**

*Industry Little Hawk LLC*

*We welcome Fred Babik and Kimberly Britt to the Board.*

*We thank Katherine Busser, William Hardy, William Murray, Richard Rush, Kimberly Trentham, and E. Massie Valentine, Jr. for their service.*

To learn more about the J. Sargeant Reynolds Community College Educational Foundation, please contact:

Executive Director

### **Bess Littlefield**

[blittlefield@reynolds.edu](mailto:blittlefield@reynolds.edu)

804-523-5812

Director of Development

### **Marianne McGhee**

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804-523-5810

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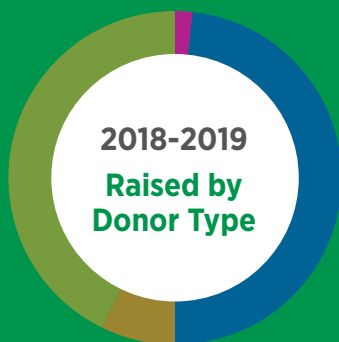
(804) 523-5181 phone

(804) 523-5107 fax

[www.reynolds.edu/givenow](http://www.reynolds.edu/givenow)



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**TOTAL** \$ 2,126,345

Community Groups	\$ 36,073
Individuals*	\$ 1,030,524
Corporations	\$ 155,692
Foundations	\$ 904,056

*\*Includes realized bequests*



**TOTAL** \$ 2,126,345

Unrestricted	\$ 95,184
Scholarships	\$ 693,349
Programs	\$ 1,337,812

## Statement of Financial Position June 30, 2019

J. Sargeant Reynolds Community College Educational Foundation, Inc.

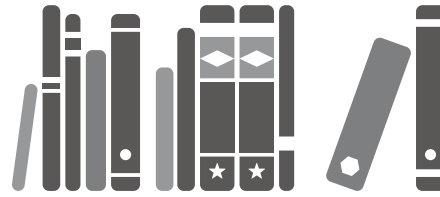
### ASSETS

Cash & Cash Equivalents	\$ 1,382,227
Investments	\$ 15,220,340
Unconditional Promises to Give	\$ 1,355,478
Other Receivables and Prepaid Expenses	\$ 185,601
Charitable Gift Instruments	\$ 693,131
Net Investment in Property	\$ 105,999
<b>TOTAL ASSETS</b>	<b>\$ 18,942,776</b>

### LIABILITIES & NET ASSETS

Total Liabilities	\$ 76,620
Net Assets:	
Without Donor Restrictions	\$ 1,572,894
With Donor Restrictions	\$ 17,293,262
<b>TOTAL NET ASSETS</b>	<b>\$ 18,866,156</b>

**TOTAL LIABILITIES & NET ASSETS** **\$ 18,942,776**



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## through a student's ability to inspire

For as long as I can remember, I have loved school. When I was younger, I was the girl who would come home in tears after the final day of school, lay out her outfits the night before school, and ask constantly for extra work. Unfortunately, there was one season during which the light in my eyes for school began to dim, and my love for learning went with it.

My junior year of high school, my mom was diagnosed with a rare form of cancer: Adenoid Cystic Carcinoma. Hearing that kind of news and imagining the possible outcomes was paralyzing. The only people who truly knew what was going on were my teachers—informed by school counselors—and my closest friends, who were beginning to wonder why I was missing so much school. Despite all the stress, I managed to keep my grades up. I was doing well in my classes, but I was not really present. Thankfully, my mom officially went into remission the summer before my senior year. Unfortunately, I had spent so much time worrying and helping around the house, I completely forgot to figure out what I was going to do after graduation.

Senior year was when my love for school began to grow again. Glen Allen was an amazing high school, and I had a few really unforgettable teachers. They're the reason I chose to continue with school. Without their constant encouragement, I'm not sure I would have taken the leap and enrolled at Reynolds: a decision I am so glad I made.

I want to become an elementary-school teacher. After all, it's where a child's love for learning begins. I want to inspire a love for learning in children that makes them cry on the last day of school, plan out their outfits the night before, and ask for extra homework. Most importantly, I want to be the kind of educator who inspires future generations.

*Tessa Eddington, Social Sciences major  
and a winner in the 2019 Student Essay  
Contest*





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## through scholarship funding

Mrs. Goldie Settles established the Clifton R. Settles, Jr. Scholarship to honor her late husband and one of his favorite things in the world: her cooking. “One of Clifton’s favorites was my pot roast. It was the first meal I made for him and he loved it from then on. When he passed, I decided to create this scholarship to help a culinary student with their education. I grew up in Church Hill, and I’m so excited to see what’s happening with The Kitchens at Reynolds.”

Mrs. Settles is a former Reynolds College Board member and also gives generously to the Cedar Street Baptist Church of God Scholarship for Reynolds students.



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## through charitable giving vehicles

A Donor Advised Fund (DAF) is an account that may be established directly with a sponsoring non-profit organization, community foundation, or financial institution. A donor advised fund itself is designated as a 501(c)(3) public charity. Your contributions into the fund are tax deductible. You can recommend how much and how often you want to distribute money from that fund to the J. Sargeant Reynolds Community College Educational Foundation.

Your financial or legal advisor can provide more information on giving through a DAF. Or, you may wish to contact the Community Foundation for a greater Richmond at 804-330-7400 to learn more.

**Sabine and I support our scholarship for nursing students at Reynolds through a donor advised fund. One of the advantages is that charitable dollars can be invested before they're granted out. With a strong market, the result is more funding for the organizations and causes important to us.**

~ **Mitch Haddon**

*Past President, J. Sargeant Reynolds Community College Educational Foundation*

*Mitch Haddon (center) and Sabine Neumann, to his left, were the college's honorees at the 14th Annual Chancellor's Award for Leadership in Philanthropy. Also pictured are Bess Littlefield (far left), President Paula Pando, and Educational Foundation Board President Pat Farrell.*





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## through financial assistance

Locally-grown scholarship dollars offer a terrific return on investment for the Richmond region. The financial assistance Kyle Dosier received helped him earn an associate degree in Horticulture Technology in 2019. He now works for a local community food collaborative and grows his own produce to sell to The Market @ 25th.

**IMPACT** In the 2018-19 academic year, 427 Reynolds students were awarded \$732,441 in scholarship funds.  
**Thank you, scholarship benefactors and donors!**





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