Empowering    Rebuilding    Connecting
EMPOWERING THROUGH EMPLOYMENT

A healthy community is dependent on a healthy economy and healthy people. Neighborhoods struggling with crime and poverty are often affected by unemployment and a lack of commercial development. Such is the case with Highland Park, where high rates of returning offenders are also impacting the health of the community. Jobs and job training are essential to the long-term well-being of both individuals and the community. The establishment of positive commercial activity in Highland Park is needed to provide jobs and to draw resources from across the metropolitan area.

At the heart of the Boaz & Ruth vision are dynamic social enterprises that provide on-the-job training and work readiness skills for individuals needing a second chance. As participants encounter new or challenging scenarios at work, they are able to discuss those situations in classes designed to strengthen the emotional competencies needed to obtain and maintain a job. Employment in the six social enterprises that we call “Life Labs” not only helps participants build skills, but also establishes a foundation of positive work history.

As trainees near completion of the program, they are assisted in identifying the next step. For some, it is continued education at a trade school or college, but for most it is obtaining a full-time job. Through our network of supporters and business owners, the Transition and Jobs Connection Teams work one-on-one to establish connections between graduates and potential employers.

72% of graduates obtained a job after graduation; of those, 80% maintained a job for at least a year.

- Currently Boaz & Ruth provides approximately 60 paid positions for employees and program participants.
- Between 2002-2011 $8,000,000 flowed back into the community as trainee stipends and an additional $1,000,000 in payroll to staff, many of whom live in Highland Park.

“Tough times don’t last forever, tough people do. I have been in business 37 years. I have seen the community fluctuate between good and bad. Boaz and Ruth came in and brought a lot of positives to Highland Park... it is wonderful to see the healthy steps [program participants] have taken and how they are putting their gifts to use to build our community.”

- Michael Simpson, Owner, Simpson’s Market, pictured above with B&R Founder & CEO Martha Rollins.

Approximately 30 men and women are employed through Boaz & Ruth’s transitional staffing partnership with the City of Richmond.
EMPOWERING THROUGH SOCIAL ENTERPRISE

Located along a four-block section of the Meadowbridge Road commercial corridor, Boaz & Ruth’s six social enterprises are designed to achieve both financial and social returns. By establishing a critical mass of positive enterprise in an area where just ten years ago 80% of the buildings were boarded up, Boaz & Ruth’s social enterprises are helping to prepare this corridor for the return of mainstream commerce. The positive presence of the social enterprises is helping to create a new normal—one of open and inviting stores for the community—a norm of hospitality.

At the same time, the social enterprises—what we call “Life Labs”—are providing paid positions for people needing a second chance. Here, men and women who helped destroy a community have an opportunity to rebuild it. We use the name “Life Labs” because here program participants put into practice the standards of workplace behavior that they learn in our classroom. The Life Labs also offer a meeting place for diverse shoppers and diners.

Finally, the social enterprises are a source of revenue for both the organization of Boaz & Ruth and the Highland Park community, as indicated by the figures to the left.

Significantly, Boaz & Ruth’s commercial presence has encouraged other entrepreneurs to open businesses in the area. In addition, two youth-focused nonprofits have opened space along the Meadowbridge Corridor, adding to the neighborhood’s positive presence.
EMPOWERING HEALTHY COMMUNITY THROUGH PHYSICAL REVITALIZATION

Before Boaz & Ruth opened in December 2002, over half the buildings in the surrounding area were empty, creating urban blight and fostering crime. Since then, Boaz & Ruth has renovated thirteen commercial and residential buildings in the Highland Park neighborhood including the main retail and training facility, a mixed-use building, a clothing thrift store, nine neighboring houses and Fire House 15 Café. For struggling neighbors, the reclamation of neglected properties is a powerful metaphor for the restoration of broken lives and a depressed community.

Neighbor Gail Hicks says she is so happy to see Boaz & Ruth at work in Highland Park. “I see more people fixing up the neighborhood again – and Boaz & Ruth has played a part in that. There has been so much hardship, neighbors are glad to work with Boaz & Ruth here.”

Transitional Housing & Mixed Use

1. 1203 Giles Ave—2008* —housing for 4 people
2. 1213 Giles Ave—2007* — housing for 5 people
3. 1207 Giles Ave—2005* — housing for 5 people
4. 1211 Giles Ave—2012* — housing for 3 people
5. 1212 Highland View Ave—2004* — housing for 4 people
6. 3005 1st Ave—2010* — housing for 6 people
7. 3007 1st Ave—2009* — housing for 3 trainees & a family
8. 3019 1st Ave—2009* — housing for 6 people
9. 3096 Meadowbridge Road—2007* — (mixed use)
3 apartments and retail space
10. Community Garden Site/Future Habitat House site
11. B&R and University of Richmond Habitat House owned by program graduates, completed 2008

Commercial Revitalization

9. 3030 Meadowbridge Road—2002* — Harvest Thrift Store, computer lab, & training center
10. 3011 Meadowbridge Road—2006* — Fire House 15 Café
11. 3001-3009 Meadowbridge Road—2007* — Benefield Building offices, Sunny Days Clothing Thrift Store
* year acquired

REVITALIZATION BY THE NUMBERS

- 13 properties restored to date within historic district guidelines (9 houses + 4 commercial)
- 41 units of safe, affordable housing
- $1,165,000 spent on property acquisition
- $2,400,000 spent on property rehab (75% of work done by B&R trainees, community members or minority contractors)
- $50,000 paid in annual taxes (property, sales)
EMPOWERING SAFE COMMUNITY THROUGH PRESENCE & PARTNERSHIPS

In our first two years of presence in Highland Park (2003-04), there were nine murders in Highland Park, including one in front of B&R’s Harvest Store that took the life of a 15 year old. Still, Boaz & Ruth chose to remain and fill the emptiness with a positive presence. By 2006, neighbors were beginning to see a change. One woman reported, “I have owned my house 11 years and have not felt safe enough to sit on my porch until this summer. It is because of Boaz & Ruth— the nice men who live in your house look out for me.”

By 2009 (and through 2011), overall crime in Highland Park was down 61%. That year, Boaz & Ruth, the Richmond Police Department and the Richmond City Sheriff’s Office were honored with a national MetLife Foundation Community-Police Partnership Award for extraordinary achievements in improving safety and spurring economic development in the Highland Park community.

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Making Highland Park Safer Through Positive Presence

![Graph showing decrease in incidents of violent crime from 2003 to 2010.](image)

**Incidents of Violent Crime Have Decreased Over 50% Since 2003**

**Residential property renovation by Boaz & Ruth**

Boaz & Ruth is humbled and proud to be a part of a community vision of Highland Park as a safe, beautiful, thriving community. We are working toward this vision through the North Richmond Revitalization Coalition (NRRC). The NRRC is a partnership of police, businesses, churches, schools, residents, and non-profit/civic organizations that work in unity for the common vision a safe, prosperous, vibrant and caring community.

A unifying force in these efforts is the Quality of Life Plan that was initiated in fall 2010 by Councilwoman Ellen Robertson through VCU’s Urban Planning Department. Assessing the assets and needs of Highland Park, the plan outlines four goals for a healthy community, three of which are closely aligned with the activities of Boaz & Ruth: **Empowering People, Youth Development, Neighborhood Safety**, and **Workforce Development**.

Additional partners in this effort include: Saving Our Youth, Seventh Street Memorial Baptist, Northside Outreach Center, Rubicon, Guardian Angels, Richmond Police Department, Fresh Anointing Cathedral, and 5th Street Baptist Church.

Even Better Together

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The needs of individuals reflect – and in many cases stem from – the needs of the communities in which they live. According to Census data, Boaz & Ruth is in the middle of six of the seven census tracts in Richmond with the highest numbers of returned prisoners. In this neighborhood, jobs, housing and healthy relationships are difficult to come by.

The first step to restoring a life broken by incarceration is addressing basic needs, answering, “How and where do I eat and sleep?” Without a consistent and secure answer to this question, many will choose to return to the relative safety of prison. If participants do not have a place to live they have the option to stay in one of Boaz & Ruth’s nine rental houses. Restored by Boaz & Ruth trainees, these once abandoned or dilapidated houses now provide 41 units of safe, affordable housing. And just as with employment, the housing addresses an immediate need while also establishing a foundation of positive rental history to build upon later (see map on page 4.)

Nearly 30% of ex-offenders in the state of Virginia and 50% nationwide return to prison. But at Boaz & Ruth, less than 10% of program graduates have returned to prison. A key component to their success is acceptance into a community where they gain instruction and purpose derived from meaningful employment. Trainees earn stipends for the work they perform in the six social enterprises operated by Boaz & Ruth. This approach empowers trainees to devote themselves full-time to their restoration while still having money for food and housing. Equally significant, this approach allows trainees to establish a record of positive employment to build upon when they graduate.

Feeling Grounded: Donna’s Story

When Donna eventually graduated from Boaz & Ruth, it was on her third determined try in the program. In a year’s time she remained in recovery from substance abuse, earned her driver’s license, purchased a car and had her voting rights restored in time for the 2008 election.

When asked why she thought she succeeded at Boaz & Ruth on the third try, she explained, “I’ve learned resilience, not to give up. My return was never as I imagined, but I was always welcomed back with love and hopefulness. They really wanted me to succeed.”

Donna was richly rewarded at her graduation: the daughter she hadn’t seen in 11 years was in attendance... and she brought grandchildren who Donna met for the first time. She said, “This program goes far beyond job training. It is about reconnecting with family.”

Donna currently leads Boaz & Ruth’s Harvest Thrift store and is taking courses in Human Services at J. Sergeant Reynolds Community College. She recently became the first person in her family to own a home. Her restored house is in Highland Park, just a few blocks from Boaz & Ruth, where Donna continues to be a change agent in our community.
**REBUILDING EMOTIONAL & RELATIONAL WELL-BEING**

People whose lives have been affected by incarceration have unique relational challenges. **Detachment from family, friends and society as a whole is a key reason that many ex-offenders return to jail or prison.** And unfortunately, the cycle of incarceration can extend to the next generation. Without effective intervention, 70% of children of formerly incarcerated people are likely to follow their mother or father to jail or prison. Healthy families can stop that cycle, but often families have inadequate emotional and relational skills and are quickly broken under the stress of joblessness.

**Boaz & Ruth helps individuals develop the relational skills, behaviors, understanding and attitudes that are needed to sustain healthy relationships.** When entering the training program, each participant is coached in the writing of a personal development plan which includes a series of milestones in seven life areas - recovery from alcohol and substance abuse, basic life needs (food, housing, health care), legal issues, personal finance, family and community relations, education and self-development, and work readiness. Personal development in these areas is achieved through classes, on-the-job training and one-on-one, family, and group counseling sessions.

To develop and support individuals who are rebuilding their lives, Boaz & Ruth mobilizes a wide variety of paid and volunteer staff, consultants, post graduates, mentors and tutors who become like a family for trainees. The intensely relational character of the program is essential in achieving the ultimate goal of personal empowerment, not merely provision of services.

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**A New Way of Life: Lindell Sykes**

On October 6, 2008, after living a life which included going to jail on over 30 occasions and being homeless on more occasions than I can accurately say, emotionally and spiritually bankrupt I went into a detox unit where the long walk back into my own life began. What now?

After talking with people I trusted, I come to Boaz and Ruth to serve on the construction team and earn a living stipend. I came to believe that being here would encourage my own spiritual growth, allow me to meet my financial obligations, continue my education, and provide a place among people to whom service is a way of life. All of these things have proven to be true.

Since then I have obtained a Career Studies Certificate in substance abuse counseling, a driver’s license for the first time in 28 years, a vehicle, a new apartment, and I became both a husband and a Certified Recovery Coach. This is what is being made possible through Boaz & Ruth for those of us who have come to a turning point in our lives.

When I spoke at our Graduation Celebration, I shared the inspiration of my new life: a little boy, about 16 months old, my grandson – not biologically, but by God’s grace. And every time he sees me he calls me Papa. My one abiding prayer is that he will never meet the man that I was.
CHANGING MINDSETS AND CULTURE

In metropolitan Richmond, significant social and economic disparities exist between different areas of the city. Differences are often barriers to connecting to “other” people.

Through both large events and intimate gatherings, Boaz & Ruth provides opportunities to bring different communities together. These connecting events are helping to transform our community’s mindset and culture by putting a human face on “other” people. In over two dozen social and educational events each year, Boaz & Ruth offers a safe opportunity to reach out to a person not in our circle of comfort. We recognize that bridges across social, economic and cultural divides can be powerful catalysts for change. That is why we say that the most important word in our name is the “and.”

AMPERSAND BOARD

Boaz & Ruth is influencing and empowering the next generation of Richmond leaders as they connect across the city through our Ampersand Board. This group of young professionals is tasked with raising awareness and support for the mission of Boaz & Ruth.

<table>
<thead>
<tr>
<th>Tunstall Willis</th>
<th>Kelly Cannon</th>
<th>Katie Gaskins</th>
<th>Lauren Neal</th>
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<td><em>Choir</em></td>
<td>Suzanne Carley</td>
<td>Erin Gill</td>
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<td>Julie Best</td>
<td>Trevor Cox</td>
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<td>Julia Bishop</td>
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<td>Kathryn Yonce</td>
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West End and Northside Demographics

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<thead>
<tr>
<th>West End - 23229</th>
<th>Northside - 23222</th>
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<tbody>
<tr>
<td>95% Caucasian</td>
<td>95% African-American</td>
</tr>
<tr>
<td>16.8% Highest education—high school diploma</td>
<td>32.5%</td>
</tr>
<tr>
<td>30.7% Highest education—Bachelor's degree</td>
<td>8.7%</td>
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<tr>
<td>12.1% Highest education—Master's degree</td>
<td>3.3%</td>
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<tr>
<td>$68,069 Median income</td>
<td>$34,309</td>
</tr>
<tr>
<td>$289,969 Median home value</td>
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Empowering | Rebuilding | Connecting
CALLING ATTENTION TO REENTRY NEEDS

At Boaz & Ruth, we understand that an individual is not made free by exiting the walls of a prison. Rather, he or she must make a journey to freedom that includes securing food, housing and jobs as well as reconnecting with family and friends. Our desire is to educate the Richmond community and beyond about the challenges facing ex-offenders — challenges that not only impact the released prisoners, but ultimately affect the health and safety of our whole community.

Currently, we are calling attention to reentry needs in three ways:

• **The Long Walk to Freedom**  Held annually each fall, this community event begins at Richmond City Jail and is designed to raise awareness of the challenges facing released prisoners and raise funds to address these challenges. By the end of the 3.5 mile walk, participants have been led to ask, “How can our community help individuals with a history of incarceration rebuild their lives to ensure that they don’t return to jail or prison?” Together, walkers learn that the journey to freedom both involves and impacts our community as a whole.

• **Governor’s Council on Reentry**  Representatives of Boaz & Ruth actively participate in two subcommittees of this council: the Subcommittee on Women’s Issues and the Subcommittee on Housing.

• **Sharing the Boaz & Ruth mission and vision**  in forums aimed at alleviating challenges associated with poverty, crime and reentry. In recent years, Boaz & Ruth staff and volunteers have presented to the Out4Life Reentry Conference, the North Carolina Reentry Action Project, University of Richmond, Duke Law School, the African American Lecture Series Committee, the Roman Catholic Diocese Convention in Charlotte, and Civic Ventures.
Boaz & Ruth & Your Resources = Opportunities for Impact

During the last ten years, faith, vision and community partners have helped Boaz & Ruth to make a significant impact in Richmond. Now, looking ahead together, we can build on this strong base to realize our vision for the future:

*a healthy, safe, beautiful, thriving community.*

**EMPOWERING HEALTHY COMMUNITY:**

**Employment & Social Enterprise & Physical Revitalization & Presence**

- Support Beyond Dialogue, a dinner-and-movie series that uses film to stimulate honest and open dialogue around racial issues—$1,200/series
- Fund community Connecting Events, such as MLK, Jr. Celebration, Merchant’s Day, Diamond Talent Search, and Christmas Caroling—$250-$2,500
- Purchase big screen TV and software for community viewing at Fire House 15—$3,000
- Sponsor the Long Walk to Freedom, an annual event designed to raise awareness of the challenges facing released prisoners—$15-$5,000

**REBUILDING LIVES:**

*Training & Housing*

- Provide scholarship to increase # of participant training positions—$1,250/month per person
- Community computer lab—Upgrade equipment—$15,000
  & IT support—$1,000/mth
  & free Internet access to 3-block area—$1,800/year
- GED classes & test—$65/person
- Participant & staff attendance at local networking and training events—$100-$1,000
  & travel to non-local conferences—$1,000-$5,000
  (or frequent flyer miles)
- Increase affordable housing—$385,000 total
  Purchase & renovate 3004 Second Ave—$185,000
  & Renovate 1211 Giles Ave—$100,000
  & Renovate 3222 Second Ave—$100,000
- Rainy Day participant rent fund—$450/mth

**Grow & equip social enterprises** to offer high-quality services
- Hire construction contractor—$48,000
  & Hire Food Services Director/Chef—$36,000
  & Hire Moving Sales Supervisor—$36,000
- & Purchase construction van—$20,000 & tools—$100-$2,000
- & Purchase box trucks: 14 foot—$30,000 & 24 foot—$45,000

**Revitalize for beauty and excellence**—$1.2 million
- Renovate flagship store & training center at 3030 Meadowbridge Road
  & Develop Community Catering Kitchen at 3001 First Avenue
  & Fully restore Benefield Buildings at 3001-3009 Meadowbridge Road
  (includes Sunny Days; 10,000 square feet total)

**Maintain presence & light in Highland Park**—$3,500/month for utilities for 20,000 square feet of positive presence

**CONNECTING:**

*Events & Advocacy*

- Support the Long Walk to Freedom, an annual event designed to raise awareness of the challenges facing released prisoners—$15-$5,000
OVER 10 YEARS YOU CAN REALLY MAKE A DIFFERENCE!

WITH YOUR SUPPORT

MEADOWBRIDGE CORRIDOR
A formerly condemned house is now home to 5 people restoring their lives.

**Because We Achieve Measurable Results**

- B&R was 1 of 100 nonprofits *in the country* recognized by President Obama for “succeeding where others have failed; getting real, measurable results; changing the way we think about some of our toughest problems.” (July 2009)

- Less than 10% of B&R graduates with a history of incarceration have been re-incarcerated. The Virginia state rate of recidivism is nearly 30%. Nationally 50% of ex-offenders return to prison.

- Between 2005-2010, B&R Trainees restored 13 blighted buildings in the Highland Park neighborhood.

- B&R contributed to a 61% decrease in the neighborhood crime rate between 2003-2009 and has helped maintain that decrease through 2011.

- Our partnership with the Richmond Police Department received a national award from the MetLife Foundation for extraordinary achievements in improving safety and spurring economic development in Highland Park. (May 2009)

**Because It Makes Financial Sense**

Boaz & Ruth is a great investment in our community’s future. With earned revenue from our social enterprises covering one-third of the cost per participant, just $40/day is needed to fully fund employment, training and case management for one participant for a year. This is half the cost of re-incarceration (approximately $80/day), with proven results that are twice as effective at breaking the cycle of recidivism.
Boaz & Ruth is supported by diverse sources of funding, including earned income that has accounted for over 40% of revenue over the last ten years. Sources of earned income include revenues from B&R social enterprises, rental income, and contracts for services. Earned revenue from our businesses is increasing as the community becomes more aware of Boaz & Ruth’s commitment to the restoration of individual lives and the revitalization of healthy communities. In addition, support from individuals is steadily increasing thanks in part to our ability to offer Virginia state tax credits to donors through the Neighborhood Assistance Program.
In our first five years, Boaz & Ruth created a positive presence by opening our training store, a take-out café and restoring a house. Spurred by National Community Service and Neighborhood Builders funding, we spent years 6 through 10 reaching a critical mass of community presence by restoring 6 more homes and opening an additional store and Fire House Café. This progress helped diversify our sources of revenue. As we enter our next decade, we will use critical funds to strengthen, deepen, and stabilize our existing operations in our Life Labs and organizational structure. The enhanced performance and stability of the Life Labs and administrative support will insure that Boaz & Ruth is sustainable as it thrives as a force field of positive presence in the community.

At Boaz & Ruth, we believe that all individuals can choose to shop and dine as part of doing mission. Intentionally shopping and eating outside of our comfort zone—even 10% of the time—can move the economic needle toward justice.

~ Martha Rollins, Boaz & Ruth Founder & CEO
2012 BOARD OF DIRECTORS—Officers

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Chair
First Presbyterian Church

Annie Kasper
Vice-Chair
Community Volunteer

Barbara C. Lee, CPA
Treasurer
MWV

Yvonne Haynes
Secretary
Richmond Behavioral Health Authority

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Bon Secours
HealthSource

Joseph Bartholomew, III
Morgan Stanley Smith Barney

Carlos Brown
B&R—Past Chair
Dominion Resources, Inc

Gena Thompson Burr
GTT Enterprises

Dr. Martha Cook
Guildfield Baptist Church

Tom Edmonds
B&R—Past Chair
Virginia State Bar (retired)

Todd Goldsmith
Commonwealth Clothiers

Dianna Lofton
Highland Park Resident & Deacon at St. Paul’s Baptist Church

Kim Zee McCall
Community Volunteer

Pastor Larry Miles
Fresh Anointing Cathedral

Corell Halsey Moore
Engineering PhD Candidate
VCU

Marycatherine Savage
Genworth (retired)

Marilyn Wayland
Free Agents Marketing

Jo White
Virginia United Contractors

Omega Wilson
Hermitage High School

Martha Rollins
Boaz & Ruth President / CEO

2012 Boaz & Ruth Foundation Board

In April 2012, the governing board of Boaz & Ruth voted to establish a separate foundation devoted to the solicitation and stewardship of financial contributions to Boaz & Ruth. The creation of the foundation decreases the focus of the governing board on resource development and encourages greater economic diversity on the governing board.

Joseph Bartholomew, III
Morgan Stanley Smith Barney
B&R Foundation President

Sally T. Bagley
Community Volunteer

Brian Cannon
Harman Claytor Corrigan & Wellman, P.C.

Trevor S. Cox
Hunton & Williams, LLP

Todd Goldsmith
Commonwealth Clothiers

Annie Kasper
Community Volunteer

K. Tanner Smith
Herbert & Satterwhite, P.C.

Tunstall Willis
Community Volunteer

Sandy Yarbrough
Community Volunteer
The mission of Boaz & Ruth is to rebuild lives and communities through relationships, training, transitional jobs and economic revitalization.

We chose our name, Boaz & Ruth, to remind us of the transforming power of relationships. In the Bible, we learn of Boaz, a wealthy man who on the surface had more than he needed, and Ruth, a woman who was homeless and hungry. We believe that the same mighty power that brought these two together in marriage will heal our city as we come together across racial, economic, and geographic divisions. Our vision is of a people living in the “beloved community” of hope, healing and reconciliation. We believe that everyone is a “Boaz” with gifts and everyone is a “Ruth” with needs. Therefore, the most important word in our name is the “and” - the connecting word of true community.

Please join us for an informational lunch and tour on the first Tuesday and third Thursday of every month.

Boaz & Ruth

PO Box 6129

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Richmond, VA 23222

(804) 329-4900

www.boazandruth.com