Welcome to the second edition of *The Cameron Clarion*. The Cameron Foundation’s biannual newsletter dedicated to promoting and supporting area nonprofit efforts. The past few months have been an especially busy period for local nonprofit organizations, as many of them are gearing up to meet the demands and expectations of the regions they serve. Please join us as we explore the continued growth of several nonprofit organizations and initiatives that are dedicated to increasing the quality of life in our shared neighborhoods and communities. As always, we welcome any comments or questions that you may have and look forward to serving the Tri-Cities and Southside area.

Appomattox Area Health and Wellness Center

On September 4, 2007, the Appomattox Area Health and Wellness Center (AAHWC) opened its doors to the community, providing another first-rate primary health care facility to the local community. The facility—which is operated by Central Virginia Health Services (CVHS), a nonprofit organization—was made possible by a grant of $750,000 from The Cameron Foundation.

According to facility coordinator Sheena MacKenzie, the staff is extremely pleased with the layout of the building and its convenient location. Visitors are warmly greeted at the front desk upon arrival, and then led to one of nine exam rooms for medical care and treatment. The facility has been very popular with area residents, as September proved to be a particularly busy month.

The facility also houses the CVHS pharmacy, which was once located in downtown Petersburg. One full-time pharmacist and several pharmacy techs work together to dispense hundreds of CVHS prescriptions every month, with plans to add a second pharmacist should the need arise. Low-income patients can enroll in patient assistance programs, aided by the on-site Medication...
Growing with the Southside Virginia Nonprofit Resource Center

The Southside Virginia Nonprofit Resource Center (SVNRC) is expanding its available services and resources to better serve residents and nonprofits in the Southside/Tri-Cities region. The SVNRC—a Cooperating Collection of the Foundation Center sponsored by The Cameron Foundation, the John Randolph Foundation and the Appomattox Regional Library System—has recently added 50 new titles for public circulation, including nonprofit periodicals and books covering fundraising and board development. The Resource Center has also added the Virginia Nonprofit Directory Online to its existing database, offering nonprofits another powerful and useful search tool for finding additional funding sources.

SVNRC Coordinator Chuck Koutnik is confident that these initiatives will further cement the Center’s critical role in the nonprofit community.

“We are well on the way to making the Center more popular every week,” says Koutnik. “Interest is building, and I am receiving more calls and drop-in visits.”

Koutnik is especially thrilled by the prospect of partnering with new organizations, such as the recently launched Connect Southside community network. Wendy Austin, the Connect Southside coordinator, will be operating from the SVNRC’s location in Hopewell, VA. The two will be working closely together in order to effectively market and promote both the SVNRC and Connect Southside, and to provide extensive and comprehensive information and networking resources to area nonprofits.

“Organizations are only as good as the people in them,” says Koutnik. “Working with Connect Southside promises to provide great opportunities for the local community.”

The SVNRC is located on the first floor of Maude Langhorne Nelson Library, 209 E. Cawson Street, Hopewell, VA. The Resource Center is open Monday through Thursday 10 a.m. to 9 p.m., and Friday and Saturday 10 a.m. to 6 p.m. Mr. Koutnik is available for research assistance through appointment in the mornings and afternoons. The Resource Center is open to the public, but individuals who wish to use the Center without an appointment will first need to ask the library reference desk for assistance.

For more information, please call 804-458-6329, ext. 2009 or visit www.svnrc-online.org.
Connect Network Connects with Southside

**Connect Southside**, a new Internet-based community resource focused on the local Southside/Tri-Cities region is now live at www.connectsouthside.org. Connect Southside was developed by Connect Network in partnership with The Cameron Foundation, the Southside Virginia Nonprofit Resource Center and the Appomattox Regional Library System. Connect Southside links information about local issues with a formidable communications framework, leveraging the resources provided by the Connect Network for the benefit of the Southside region.

Connect Network is an online information aggregator and networking tool for nonprofit organizations, currently serving the Central Virginia region. The Network operates on two very simple principles: centralization and communication. Individuals and nonprofit representatives alike are given a medium where they are able to quickly post announcements, exchange ideas and search for assistance. The site’s numerous visitors have successfully used the site to secure funding, fill internships and locate jobs, among other things. The Network also serves to disseminate useful and often critical information relating to the nonprofit field, providing links to edifying articles across a broad range of relevant topics. Similar sites under the aegis of the Connect Network in Richmond and the Northern Neck have already proven to be invaluable resources to area non-profit organizations.

On December 6, Connect Southside hosted an open forum regarding Fort Lee's growth and the consequent impact on local nonprofit services. The event was moderated by Dr. Nancy Stutts of VCU’s Douglas L. Wilder School of Government and Public Affairs. Participants included Karen Cameron, CEO of the Central Virginia Health Planning Agency; Colonel Jeffery W. Faries, the Chief of Police for Colonial Heights; Conaway B. Haskins, III, the Deputy State Director for the Office of Senator Jim Webb; Dr. Charles Maranzano, Superintendent of Schools for Dinwiddie County; Greg Werkheiser, Executive Director of the Phoenix Project; and Kimberly Willis, Director of the Petersburg Department of Social Services. The event was a smashing success, drawing hundreds of concerned citizens and organizations.

For more information, please visit www.connectsouthside.org or www.connectnetwork.org/southside. Further inquiries can be directed to southsideinfo@connectnetwork.org.

Health and Wellness (cont.)

Assistance Program (MAP) Coordinator. The MAP Coordinator is also responsible for assisting patients of other community health providers to enroll in these programs.

A recent grant from The Community Foundation of Richmond has allowed the AAHWC to purchase a retinoscope, a device used to diagnose and screen a patient who might be at risk for diabetic retinopathy—a leading cause of blindness in diabetics. The facility is the first community health center in Virginia to establish this screening program, in cooperation with Vanderbilt University in Nashville. After screening, affected patients can then be treated quickly and efficiently, dramatically increasing their chances to retain their vision. The results are sent to ophthalmologists at Vanderbilt, who read the scans overnight and then provide the primary care providers with either treatment information or a referral for an appropriate follow-up care facility. Both low-income and insured patients qualify for the screening, as the grant covers most of the cost.

Currently, CVHS is hard at work establishing dental services at the Center. A grant from the Virginia Community Healthcare Association will pay for the equipment needed for three dental operatories. The AAHWC staff hopes to have dental and behavioral health services in place by 2008, facilitating a comprehensive and well-integrated approach to addressing the primary care needs of the whole person.

The AAHWC is located in the Milton Ende building, named after local physician Dr. Milton Ende, who recently passed away on June 27, 2007. A lifelong Petersburg resident, Ende practiced medicine in the city for over 50 years, and was highly regarded in the community for his compassion and generosity. Ende’s legacy in the Petersburg area is quite extensive; he was instrumental in instituting advanced hemodialysis and cardiac care services in the area, establishing Petersburg’s first EMS crew, and was influential in researching methods on using umbilical cord blood for the treatment of leukemia.

The AAHWC is located at 321C Poplar Drive, Petersburg, VA 23805. The Center is open 8:30 a.m. to 5:30 p.m. Monday through Wednesday, 10:00 a.m. to 6:30 p.m. on Thursday, and 8:30 a.m. to 5:00 p.m. on Friday. Please call the office at 804-733-5591 for more information or to set an appointment.
The Cameron Foundation has recently given $1.8 million to Petersburg Public Schools to support the implementation of the Algebra Project (AP), a national mathematics literacy program. Founded by Civil Rights activist and educator Robert Parris Moses in the 1980s, the Algebra Project’s efforts have helped tens of thousands of students nationwide successfully achieve the skills necessary to succeed in high-school level college preparatory math courses.

Gwen Price, the local coordinator for the AP, has stated that the five-year funding will be used to provide stipends to teachers attending the AP summer and Saturday training sessions, pay for material expenses, provide for the expenses and fees of AP staff, and to support the two-week and three-day summer training programs for concerned parents and community leaders.

The AP consists of four distinct components, including Professional Development, wherein educators are trained to teach mathematics grounded in real life experiences; Community Development, wherein the AP seeks to promote the interests of local children through forming cohesive and focused partnerships between schools and the communities they serve; Youth Leadership Development, wherein high school and college students are trained to provide peer education and mentorship throughout and beyond the academic year; and Instructional Materials Development, wherein local schools and the AP collaboratively develop curricular programs designed to build on interesting experiences that students can understand intuitively.

The Petersburg Public School System, in partnership with the AP, is aiming to meet five concrete academic milestones over a five-year period. These goals include ensuring that 75% of the student body is passing Algebra I by the end of their 9th grade year; that 60% of the student body is completing the full sequence of mathematics courses offered by the division; that 75% of the student body is entering college and succeeding in college level mathematics or passing relevant career-related certification examinations; that the graduation rate of students earning a regular diploma has increased by 75%; and the ambitious goal of having all students pass the state SOL exam in mathematics.

The AP was officially implemented last August, beginning with a two-week professional development program for teachers of grades three through nine. Over the next five years, the AP will continuously implement an annual two-week summer academy for new teachers, a one-week refresher course afterwards and site visits throughout each academic quarter. These academies will instruct educators on how to effectively apply the Algebra Project’s unique experiential pedagogical process in designing and delivering mathematics-related content aligned with state and national standards and curricular frameworks.

For more information, please visit the main Algebra Project website at www.algebrapj.org or call 1-617-491-0200.
The Cameron Foundation is proud to announce that it has recently taken on two new interns from the VCU School of Social Work: Brandy Cramer and Amanda Mullins.

Brandy Cramer, Program Officer Intern
Brandy Cramer is completing her final year of the Masters of Social Work program at Virginia Commonwealth University. Her concentration is in Social Work Administration, Planning and Public Policy with additional certification in Nonprofit Management. She also has a BSW with a specialization in Psychology. In addition to her coursework, Brandy volunteers as a mentor and works part-time as a counselor for at-risk youth. She is excited about interning with The Cameron Foundation and appreciates the opportunity to participate in the grant making process, which aligns with her professional interest in nonprofit management, consulting, and policy analysis.

Amanda Mullins, Program Officer Intern
Amanda Mullins is a currently a Masters student in the Social Work Administration, Planning and Public Policy Program at Virginia Commonwealth University, with a concentration in Nonprofit Management. Her undergraduate degree was in Social Work with a minor in Psychology. In her spare time she counsels survivors of domestic violence through Richmond-area shelter programs. Her professional goals include becoming more involved in grantmaking, policy analysis and grassroots organization. She is thrilled with the opportunity to complete her fieldwork at The Cameron Foundation and would like to thank everyone for their kindness in welcoming her.

Welcome New Staff

Focus INC Gets Focused

Focus INC, a Cameron Foundation initiative that provides affordable training sessions to local community organizations, is now in its tenth month and quickly gaining momentum. The sessions—which concentrate on topics such as board development, management and fund development—have proven to be quite popular with area nonprofits, providing clear and practical answers to questions that can seem quite complex.

Program Coordinator Gail Merridew attributes the program’s popularity to the knowledgeable and experienced instructors on staff. “Many of our instructors are chosen for their willingness to consult with organizations in the Tri-Cities and Southside areas,” says Merridew. “In addition to gaining exposure to a given topic, attending Focus INC sessions is a great way for organization representatives to observe consultant instructors in action and to see if they may be appropriate consulting candidates for their organizations.”

One of the more inspiring outcomes that has emerged from Focus INC’s efforts is a communal sense of responsibility and cooperation among session participants.

“The session participants are learning that they aren’t alone in their experiences,” Merridew says. “In fact, they are learning almost as much from each other as they are from the instructors. They now look to each other as well as consulting resources to address their respective challenges more effectively.”

New initiatives planned for 2008 include offering more explicitly defined topics and reducing the length of each session from eight to three hours. Says Merridew, “We found that having very broad topics led to some scheduling challenges and confusion about what would or wouldn’t be covered.”

Focus INC will also add a “technology” category to their 2008 session catalog. These classes will offer training sessions on how to utilize programs such as Microsoft Excel and Access to track program, financial and fund development outcomes and progress. The new tech-based classes will also feature a computer lab session on using the QuickBooks accounting software package, and the program and fund development programs will provide lessons on how to best utilize Internet resources to find statistics, program information and grant opportunities.

Furthermore, Focus INC plans on scheduling sessions in more venues throughout The Cameron Foundation’s Southside/Tri-Cities service region, in an effort to increase general public awareness and to more closely connect with a broader group of organizations and their representatives.

“We’ve had anywhere from six to 16 individuals attend each class,” says Merridew. “We’d like to get those numbers into the 15-25 range on a consistent basis.”

The January-April 2008 session catalog is now available. Final updates will be broadcast through an email newsletter, and Focus INC requests the email addresses of individuals not currently on the distribution list who might benefit from awareness of the upcoming sessions. Merridew is presently trying to coordinate with the efforts of several local nonprofit resources—including Connect Southside, the Southside Virginia Nonprofit Resource Center and the Virginia Network of Nonprofit Organizations—to better promote the various resource services available to local residents and area nonprofits. For more information about Focus, INC, please email Gail Merridew at gail@npmgmtsolutions.com.

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Recognizing Excellence with Two New Recognition Awards

The Cameron Foundation has awarded four local nonprofits a total amount of $80,000 for their outstanding community service and organizational management. The winners are Crater Community Hospice, Inc.; Hopewell-Prince George Chapter of the American Red Cross; Petersburg Urban Ministries; and Southside Virginia Emergency Crew, Inc. These organizations were officially recognized at the Foundation’s October Grants Awards Ceremony, which was held recently this past 25th of October.

The awards are the result of two new annual recognition award programs for nonprofit organizations within the Foundation’s service area of Petersburg, Colonial Heights, Hopewell and the counties of Dinwiddie, Prince George, Sussex and the portion of Chesterfield County lying south of Rt. 10.

For the Cleveland A. Wright Award for Outstanding Community Service, members of the community were encouraged to nominate an organization that they felt had demonstrated a commitment to caring and generosity of spirit, as well as openness and accessibility. This award was named in honor of The Cameron Foundation’s first (and current) president for his exemplary and untiring commitment to the Foundation’s mission. By the July 16 nomination deadline, 20 eligible applications had been received. These organizations were then contacted and invited to submit an application form by August 1. Six community members from the region served by The Cameron Foundation and one Foundation board member reviewed the applications and voted to honor Crater Community Hospice, Inc. with an unrestricted $40,000 gift.

For the Excellence in Organizational Management Award, nonprofit organizational staff or board members were encouraged to apply on behalf of their organization. The application process was similar to an internal audit or self-assessment, and organizations were encouraged to use it as an opportunity to measure themselves against national best practices in organizational management. Because of the rigorous nature of the application process, the number of applications received for this award by the August 1 deadline only totaled six, but the Foundation strongly encourages other nonprofits to apply next year.
Six community members from the region served by The Cameron Foundation and one Foundation board member reviewed the applications and voted to honor the Hopewell-Prince George Chapter of the American Red Cross with the first place unrestricted gift of $30,000 for demonstrating excellence in overall organizational management. The review committee also voted to honor Petersburg Urban Ministries and Southside Virginia Emergency Crew, Inc. each with an honorable mention gift of $5,000 for exemplifying excellence in one or more of the specific areas reviewed during the scoring process.

“The review committee for each recognition award was impressed by the quality of the applications,” said Handy Lindsey, Executive Director of The Cameron Foundation. “The number of localities represented and the diversity of organizations that applied for the awards demonstrate that our region is rich with nonprofit resources that provide important public services that are not only effectively managed, but highly regarded by the public, as well.”
Calendar of Events

Grant Letter of Intent (LOI) Deadlines:
September 1, January 2 and May 1 of each calendar year

Grant Proposal Deadlines (Requested by the Foundation After an LOI Has Been Reviewed): October 15, February 15 and June 15

If approved, proposals submitted in October are awarded in February; proposals submitted in February are awarded in June; and proposals submitted in June are awarded in October.

Southside Virginia Nonprofit Resource Center Orientation Sessions: 9:30 to 11:30 a.m. August 9, November 8 and February 14

Focus INC
January 7, 10:00 a.m. – 1:00 p.m.  Using the Southside Virginia Nonprofit Resource Center and the Public Library
January 12, 10:00 a.m. – 1:00 p.m.  Working with Consultants
January 17, 1:00 p.m. – 4:00 p.m.  Program Planning 101: Documenting Community Need
January 26, 1:00 p.m. – 4:00 p.m.  Writing/Revising Mission, Vision and Value Statements
January 30, 4:30 p.m. – 7:30 p.m.  Think Like a Business, Act Like a Friend
February 8, 9:00 a.m. – 12:00 p.m.  Nuts and Bolts of Nonprofit Financial Management
February 16, 1:00 p.m. – 4:00 p.m.  NPO Governance and Management: What Makes a Nonprofit Unique?
February 19, 9:00 a.m. – 12:00 p.m.  Creating a One Year Plan for Fundraising
February 26, 2:00 p.m. – 5:00 p.m.  Using the Southside Virginia Nonprofit Resource Center and the Public Library

March 3, 5:30 p.m. – 8:30 p.m.  The Key to Leadership: Emotional Intelligence
March 8, 1:00 p.m. – 4:00 p.m.  Working with Consultants
March 19, 1:00 p.m. – 4:00 p.m.  Close the Case for Funding: Telling Your Story is Critical to Fundraising Success
March 31, 10:00 a.m. – 2:00 p.m.  Intro to Microsoft Excel: Worksheet Creation, Structure and Basics
April 4, 9:00 a.m. – 12:00 p.m.  How HR Gets the Job Done
April 7, 6:00 p.m. – 9:00 p.m.  Using the Southside Virginia Nonprofit Resource Center and the Public Library
April 17, 1:00 p.m. – 4:00 p.m.  Program Planning 102: Designing Programs that Work
April 22, 10:00 a.m. – 1:00 p.m.  Quickbooks and You
April 26, 1:00 p.m. – 4:00 p.m.  Working with Consultants