The Cameron Foundation

2012/13 Biennial Report

Dedicated to providing resources to improve the health and quality of life for residents in Southside Virginia.
### GRANT AWARDS BY CATEGORY

#### FISCAL YEARS 2012 AND 2013 COMBINED

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>TOTAL</th>
<th>PERCENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Human Services</td>
<td>$1,942,958</td>
<td>26.8%</td>
</tr>
<tr>
<td>Health Care</td>
<td>$1,883,743</td>
<td>26.0%</td>
</tr>
<tr>
<td>Community &amp; Economic Development</td>
<td>$1,078,561</td>
<td>14.9%</td>
</tr>
<tr>
<td>Education</td>
<td>$687,842</td>
<td>9.5%</td>
</tr>
<tr>
<td>Historic Preservation &amp; Conservation</td>
<td>$629,005</td>
<td>8.7%</td>
</tr>
<tr>
<td>Civic Affairs</td>
<td>$355,520</td>
<td>4.9%</td>
</tr>
<tr>
<td>Technical Assistance</td>
<td>$270,235</td>
<td>3.7%</td>
</tr>
<tr>
<td>Recognition Awards</td>
<td>$140,000</td>
<td>1.9%</td>
</tr>
<tr>
<td>Cultural Enrichment</td>
<td>$139,500</td>
<td>1.9%</td>
</tr>
<tr>
<td>Basic Human Needs</td>
<td>$125,150</td>
<td>1.7%</td>
</tr>
<tr>
<td>Grand Total</td>
<td>$7,252,514</td>
<td>100%</td>
</tr>
</tbody>
</table>

Established in 2003, The Cameron Foundation is a private foundation that is dedicated to providing resources that will improve both the health and quality of life for people living in the communities it serves. This area of Southside Virginia includes the cities of Petersburg, Colonial Heights and Hopewell; the counties of Dinwiddie, Prince George, and Sussex; and the portion of Chesterfield County lying south of Route 10.

Since the Foundation made its first awards in October 2004, it has distributed nearly $63 million in grant funding to promote a healthy, viable community.

2012–2013 Grant Awards

During 2012–2013, The Cameron Foundation awarded nearly $7.3 million to support diverse efforts that range from health and human services to community and economic development initiatives.

The pages that follow spotlight some of the stories resulting from those awards. Visit www.camfound.org for additional information about The Cameron Foundation’s many grant opportunities and awards.
Expanding Learning for All Ages

Recognizing the vital role that a new library could play in Petersburg’s future, The Cameron Foundation has provided more than $2.7 million to the Petersburg Library Foundation to support construction and staffing. During 2012–2013, Cameron grants totaling $117,950 supported the Petersburg Library Foundation’s operations in its final phase to raise the balance of funds for its capital campaign. Groundbreaking for the $12.7 million project took place in the spring of 2012, and the new library opened its doors to the community in April 2014. This 45,000-square-foot facility offers expanded programs, computer banks and community meeting spaces. It includes dedicated areas for teens and children as well as a reading room, café offering healthy foods, and a drive-thru window, providing easy access for patrons.

Strengthening the Behavioral Health System

The District 19 Community Services Board (D-19) offers a continuum of services for individuals who are challenged with mental disabilities or substance abuse. The need is pressing — the Foundation’s 2013 Health Needs Assessment underscores the local prevalence of substance abuse and severe mental illness and calls for more community-based solutions. Those experiencing a mental health crisis come to the attention of first responders if they exhibit behaviors that may be misinterpreted as criminal or dangerous. In 2012-2013, D-19 implemented an upstream intervention by opening a central intake and crisis assessment center (CAC) at John Randolph Medical Center. Recognizing the critical role that the center could have in improving the area’s behavioral health status, the Foundation committed $100,000 to support key staff positions there. The Foundation’s cumulative support for D-19 exceeds $300,000. Now open, the CAC treats clients with assessments, wrap-around services, and linkages to longer term care and management.

Creating Opportunities for Success

According to Boys & Girls Clubs of Metro Richmond, “Our kids do not lack a desire to succeed; they lack opportunities.” With the local clubs serving about 150 youths daily and a combined membership of 300, a 2013 Cameron grant of $135,000 for youth programming and facility improvements was an investment in the organization’s goal to create greater opportunities for this community’s next generation. Cameron’s support exceeds $500,000 to date. Asan Elleby, the Petersburg Clubs’ 2014 Youth of the Year and recipient of a $2,500 college scholarship, was first introduced to the club by his foster parents. A graduate of Petersburg High School, he begins at Richard Bland College in the fall and aspires to earn a forensic science degree from Longwood University.

Restoring a Cultural Treasure

Preserving treasures such as Centre Hill help to tell the stories of people and places that were significant to our community’s past and offer a means to better understand American history. Centre Hill mansion is one of Petersburg’s most remarkable cultural assets. Built in 1823 by Revolutionary War veteran Robert Bolling IV and visited by Presidents Lincoln and Taft, the house is recognized on the National Register of Historic Places. In 2012, the Foundation approved $230,000 for important exterior restoration, including repairs to 64 windows. Centre Hill attracts more than 2,500 visitors annually and often is used as a set for feature films and television.
Driving Economic Growth across the Region

Celebrating over 50 years since its inception, Virginia’s Gateway Region is the longest operating regional economic development organization in Virginia and serves all seven of the localities that make up The Cameron Foundation’s catchment area. Over the years, the Foundation has invested more than $1.8 million in capacity building for Virginia’s Gateway Region. Cameron grants totaling $450,000 during 2012–2013 assisted the organization in implementing its long-term strategy known as G2-Driving Regional Growth, Embracing a Global Future. Virginia’s Gateway Region has used the G2 initiative to successfully attract Rolls Royce and other new businesses to Southside Virginia, to retain existing businesses, and to provide technical assistance services in economic development to local municipalities.

Impacting Health Through Prevention

The rates of teen pregnancy in Petersburg have been very high in comparison to other communities in the state. The Petersburg Health Department’s creation of the HealthSpace Teen Clinic in 2009 has contributed to a notable reduction in these rates over the last four years. HealthSpace offers a confidential setting to provide reproductive health education and clinical services to teens. It also takes a preventative approach by offering sports physicals as a strategy to increase male clinic attendance. Reaching an all-time high teen pregnancy rate of 103.7 per 1,000 in 2009, Petersburg’s rate dropped to 66.7 per 1,000 by 2012 — a 36 percent decline. The Foundation has committed more than $1.2 million towards the HealthSpace Teen Clinic since 2009, beginning with an initial, multi-year commitment of $462,138 to launch the facility. In both 2012 and 2013, Cameron’s annual commitment of $192,000 enabled HealthSpace to sustain its operations. The teen clinic model is now being replicated in the City of Hopewell.

Funding Interests

EFFECTIVE JANUARY 2014

The Cameron Foundation’s Board and staff periodically review the Foundation’s grant priorities and make adjustments to reflect what has been learned from past grants and to respond to new sources of information, such as the Foundation’s needs assessments, regarding emerging issues.

As part of the review that took place in June 2013, the Foundation consolidated from seven to six funding categories and clarified priorities within each of the following areas. The Foundation believes that these updates will help applicants gain a clearer understanding of the Foundation’s areas of interest. In turn, the Foundation will be better positioned to focus its grantmaking resources in more impactful ways for the benefit of the community.

HEALTH CARE

The Foundation supports programs that provide access to primary health services for the poor, uninsured, under-insured and underserved. This funding area also provides for capital improvements and technology advancements in health care. Our grantmaking strategy places special priority on access to health services, behavioral health, prevention services and health education, as well as teenage pregnancy prevention.

HUMAN SERVICES

The Foundation supports programs that provide basic human needs and promote the development of life skills in children, youth and adults in an effort to improve the quality of life for individuals and families in the service area.

COMMUNITY AND ECONOMIC DEVELOPMENT

The Foundation supports a holistic approach to community and economic development, including revitalization of distressed neighborhoods, increasing employment opportunities, and expanding the capacity of economic development agencies to successfully pursue local and regional economic development opportunities.

EDUCATION

The Foundation supports funding for schools, organizations, and programs seeking to improve educational outcomes in ways that support success in school and life. The Foundation’s strategy in this funding area places particular priority on early childhood education and improving the quality of K12 education.

HISTORIC PRESERVATION AND CONSERVATION

The Foundation recognizes that the unique history and unsurpassed historic architecture in the region are significant assets which contribute to the quality of life. Historic preservation has an important community development and conservation role by strengthening existing neighborhoods and conserving resources by recycling older buildings. In this regard, the Foundation has a special interest in significant historic buildings and sites, sacred landmarks, and environmental conservation.

ARTS AND CULTURE

Arts and culture are vital to the health and well-being of individuals and communities. Recognizing the importance of arts organizations, museums and other cultural venues, the Foundation has a special interest in arts education, efforts to reach new audiences, as well as the catalytic role of arts and culture in community revitalization.
Capacity Building

The Cameron Foundation supports capacity building efforts that afford nonprofits the opportunity to enhance their viability and sustainability. The Foundation attempts to impact the capacity of nonprofits through three major initiatives: general operating support; technical assistance grants; and funding of Southside Community Partners, the capacity building intermediary.

GENERAL OPERATING SUPPORT

General operating support grants are intended to fund the ongoing operations of an organization, including the regular personnel, administrative, fundraising, and office expenses of existing agency programs. Recognizing that this type of support is one of the most important forms of capacity-building support, the Foundation awarded $782,590 to 13 local nonprofit organizations in 2012–2013.

TECHNICAL ASSISTANCE GRANTS

The Cameron Foundation's Technical Assistance Grant Program supports local nonprofit organizational development and effectiveness through the provision of operational or management consultation services in areas such as fundraising and marketing, financial planning, program development, strategic planning, and board or staff development. During 2012–2013, the Foundation provided 21 technical assistance grants totaling $270,235.

SOUTHSIDE COMMUNITY PARTNERS

Southside Community Partners provides nonprofit and professional development resources to organizations through three main programs. The organization manages specialty libraries, known as Nonprofit Resource Centers, in Hopewell, Prince George, Dinwiddie, and Petersburg. It provides professional training via Learning and Leadership workshops and courses. Third, it offers a host of online resources through ConnectVA, which functions as a nonprofit and civic hub within the region.

CULTIVATING GREEN SPACE TO PROMOTE HEALTHY LIVING

With a mission to preserve, enhance, and encourage the wise use of the Lower Appomattox River, the Friends of the Lower Appomattox River has operated for many years with an all-volunteer board and a cadre of volunteers to perform clean-up, maintenance, and new projects along the Appomattox River. The organization has accomplished half of the hiking and water trails along the river that were originally outlined in its master plan to make the river more accessible as well as to elevate an awareness and appreciation of the river. With a $15,000 Technical Assistance grant from the Foundation in 2013, the Friends of the Lower Appomattox River has engaged a consultant for board development, strategic planning, and resource development to increase the organization’s capacity to aid in fostering a healthier community across the region.

CAPACITY BUILDING SUPPORT BY TYPE

<table>
<thead>
<tr>
<th>Type</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Operating Support</td>
<td>$782,590</td>
</tr>
<tr>
<td>Capacity Building Resources</td>
<td>$25,000</td>
</tr>
<tr>
<td>Technical Assistance</td>
<td>$270,235</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$1,377,825</strong></td>
</tr>
</tbody>
</table>

Since 2004, the Foundation has invested over $10 million in capacity building, accounting for 22 percent of its overall grantmaking efforts since inception. The Foundation embarked on a study during 2013 to assess the impact of the existing capacity building program and to consider new approaches to capacity building in order to effect community transformation. This study is expected to conclude during 2014.

Recognition Award Programs

The Cameron Foundation offers two recognition award programs which provide up to $90,000 to area nonprofits. These organizations compete for the Cleveland A. Wright Award for Outstanding Community Service and the Handy L. Lindsey, Jr. Award for Excellence in Organizational Management.

The Cameron Foundation’s Cleveland A. Wright Award for Outstanding Community Service rewards nonprofit organizations for outstanding work that improves the quality of life of residents in The Cameron Foundation’s service area. This award is named in honor of The Cameron Foundation’s first president and current board member for his leadership and unerring service to the community.

The Handy L. Lindsey, Jr. Award for Excellence in Organizational Management honors up to three groups for demonstrating best practices in nonprofit management and governance. Beginning in 2013, this award is named in honor of the Foundation’s first President and CEO for his belief in aspiring to excellence in philanthropy, and for his dedication in supporting local nonprofits to achieve greatness.

Cleveland A. Wright Award for Outstanding Community Service

- **2012 Recipient**
  - Crisis Assistance Response Emergency Shelter, Inc. — $40,000
  - Gateway Homes, Inc. — $40,000
- **2013 Recipient**
  - Gateway Homes, Inc. — $10,000

Handy L. Lindsey, Jr. Award for Excellence in Organizational Management

- **2012 Recipients**
  - First Place
    - The James House — $30,000
    - Chesterfield-Colonial Heights Alliance for Social Ministry — $10,000
  - Gateway Homes, Inc. — $10,000
- **2013 Recipient**
  - Gateway Homes, Inc. — $10,000

With a mission to provide a transitional residential program for adults with mental illness who are striving for independence, Gateway Homes, Inc. was recognized with The Cameron Foundation’s 2013 Cleveland A. Wright Award for Outstanding Community Service. It was chosen based on its demonstrated commitment to caring for the residents of the community, its generosity of spirit, and the ease with which residents could access its services. The Foundation makes the award annually to one local organization and includes a $40,000 gift to the recipient.
The Weddell-McCabe-Chisolm House (ca. 1845) was built by Scottish emigrant James Weddell, was later purchased by Capt. Gordon McCabe in 1865, and had a number of owners, including prominent surgeon Dr. Julian J. Chisolm, during the 20th century. Following an extensive renovation, the house became the headquarters of The Cameron Foundation in 2011.

BALANCING NATURAL ASSETS, CULTURAL RESOURCES AND COMMUNITY DEVELOPMENT

A 2005 survey of residents revealed to the City of Colonial Heights that having multipurpose pathways was a development priority. The city’s undeveloped river corridor became a prime opportunity to respond to citizens, promote a healthier quality of life, and enhance an important natural resource. The Appomattox Greenway Project was conceived as a two-mile long, multi-use river trail. The design, funded by the Foundation in 2013 for archaeological and environmental studies assisted the City in securing approval from the Virginia Department of Historic Resources so that implementation of the project could move forward as originally designed.

THE CAMERON FOUNDATION’S MEETING SPACES

The Cameron Foundation is fortunate to be located in a beautiful, conveniently located historic building with a contemporary addition. As part of the Foundation’s service to the community, meeting rooms in the new addition are available to nonprofits at no cost. More than 70 different nonprofit and civic groups use these spaces at least once a year to assist them in fulfilling their missions. Many use the rooms on a monthly or quarterly basis, creating a hub of ongoing community activity at The Cameron Foundation year-round. For more information about reserving a meeting room at the Foundation, visit www.camfound.org.

The Cameron Foundation
228 South Sycamore Street
Petersburg, Virginia 23803
804 732 8900 PHONE
804 732 8701 FAX
www.camfound.org
