

## United Way of Henry County & Martinsville

---

# Community Priority Assessment Report Henry County & Martinsville

*United Way thanks all those in  
Henry County and Martinsville for  
your thoughtful participation in the  
Voices Choices Community Assessment.*

We recently asked Henry County and Martinsville residents, employees, and civic and business leaders to share their views about our community's issues through our Voices Choices Community Assessment. We convened more than 500 residents, held forty focus groups, conducted issue research, and interviewed a wide cross-section of local leadership.

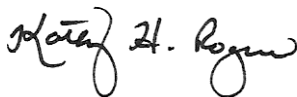
Through the responses we discovered a community that cares deeply about its natural beauty, its quality of life and its culture of opportunity. Henry County and Martinsville has much to offer - vibrant faith communities, beautiful natural resources, active citizens and a highly varied and accomplished service and nonprofit organizations.

At the same time, our assessment revealed a county of increasing human service issues. We discovered significant barriers to employment, health care, education, transportation and youth and family development which prevent many of us from enjoying a high quality of life.

For more than seven decades, United Way of Henry County and Martinsville has served our community and, through your generosity, has supported a safety net of services to make sure our community has what it needs to succeed. Yet many of the challenges facing our community will require an even greater effort of coordinated and community action. The United Way is resolved to be a leader in this cause.

Oliver Wendell Holmes once said, "The great thing in this world is not so much where we stand, as in what direction we are moving." Thus, we invite you to join us as together we journey to develop new ideas, new perspectives, and new partnerships in our quest to enhance the quality of life in Henry County and Martinsville. Please accept our invitation to act together on behalf of a brighter and more prosperous future for us all.

Respectfully,



Kathy H. Rogers  
Executive Director  
United Way of Henry County  
and Martinsville



Larry Ryder  
Chair  
Voices Choices Community  
Assessment Team

*"Nobody made a greater mistake  
than he who did nothing  
because he could only do a little."*

*~Edmund Burke*

## About Us

United Way of Henry County and Martinsville has been making a difference in our community since 1937. The initiatives and services we provide make it possible - with your support - to help thousands of families and children succeed. Our unique approach to solving problems combines funding, volunteers, collaboration and research and has made a substantial impact here in Henry County and Martinsville.

We are working to bring together your concerns, insights and talents to focus on creating a better quality of life for everyone in our community. Through comprehensive assessment, your gift of time and money is invested through United Way to impact the most critical issues that face our families, neighbors and co-workers.

As a volunteer-led organization, we are focused on finding innovative answers to our community's most challenging problems. This is your United Way and together we provide the resources to help Martinsville and Henry County thrive.

### Bringing Together Resources

Because of your generous support, United Way is able to provide funding for local programs and services, promote local volunteer opportunities, give seed money to innovative start-up initiatives, provide learning opportunities to parents and organizations, and impact the issues that challenge our community.

### Results That Matter

United Way volunteers believe that efficiency is as important as compassion and are dedicated to helping people and families become independent in the most effective way possible. United Way focuses on developing personal responsibility by ensuring that everyone in our community has a chance to make a better life for themselves and their families. With your support, United Way makes sure local organizations provide successful programs so we can focus on developing initiatives that will put an end to priority issues resulting in a better quality of life for everyone who works, plays and lives in our community.

### Our Mission

To unite and mobilize our community in assessing and meeting the critical human service needs in Martinsville and Henry County.

# Table of Contents

|                                      |    |
|--------------------------------------|----|
| Introduction & Research Design ..... | 4  |
| Snapshot of the Community .....      | 5  |
| Interesting Findings .....           | 6  |
| Community Strengths .....            | 8  |
| Basic Needs .....                    | 10 |
| Health and Wellness .....            | 12 |
| Youth and Families .....             | 14 |
| Community Involvement .....          | 16 |
| Recognition .....                    | 18 |
| Conclusion & Next Steps .....        | 19 |
| How You Can Help .....               | 20 |

**United Way of  
Henry County and Martinsville**

For more information about the  
Voices Choices Community Survey,  
visit [www.unitedwayofhcm.org](http://www.unitedwayofhcm.org).

# Introduction & Research Design

Find out how your gift is making a difference every day of the year or find out where volunteers are needed most, visit [unitedwayofhcm.org](http://unitedwayofhcm.org)!

## Introduction

The Community Survey is one element of Voices & Choices, the community priority setting project sponsored by the United Way of Henry County and Martinsville (UWHCM). The survey, which was implemented using a group of volunteer community facilitators, has two purposes. First, it collects information from members of the community regarding perceived quality of life, life satisfaction, community involvement, community strengths and weakness, and community organizations. Second, it seeks to generate dialogue about important issues in the community and identify individuals willing to be involved in later stages of the process. Voices & Choices Vision Councils will use the information from the survey in conjunction with other information sources to evaluate existing United Way priorities and identify new opportunities for community impact. The Voices & Choices project will result in a Community Agenda that will set priorities for charitable investments by the United Way and other philanthropic efforts.

## Research Design

This is not a random survey and the sample is not representative of the population of Henry County and Martinsville. A facilitated group method for collecting the survey data to raise awareness, increase involvement and generate dialogue, in addition to simply collecting information was developed. Consequently, this approach can create a number of biases in the results. Facilitators can influence group responses and the group setting can introduce other social threats to validity. Also, the survey sample is neither random nor representative. The sample over-represents white persons, females, college graduates and high-income households. Therefore, special attention should be given to the responses of underrepresented groups.

## Perspective of Local Citizens

Through dozens of focus groups and one-on-one interviews United Way listened to more than 500 people, including donors to United Way, elected officials, employees of local businesses, members of civic groups, nonprofit clients and staff, students and other active community investors. Based on findings from surveys collected from these focus groups and interviews, the Community Assessment Report was developed. A special emphasis was made to reach out to Black and Latino citizens who were not represented fully in the scheduled focus groups.

## Local Statistical Research

United Way with assistance from Virginia Tech University, invested time to identify a wealth of community research and data. The result was a large compilation of reports, studies and other relevant data including information from the 2000 Census report. These sources helped to better understand the findings of the survey within the context of changing demographic and economic issues.

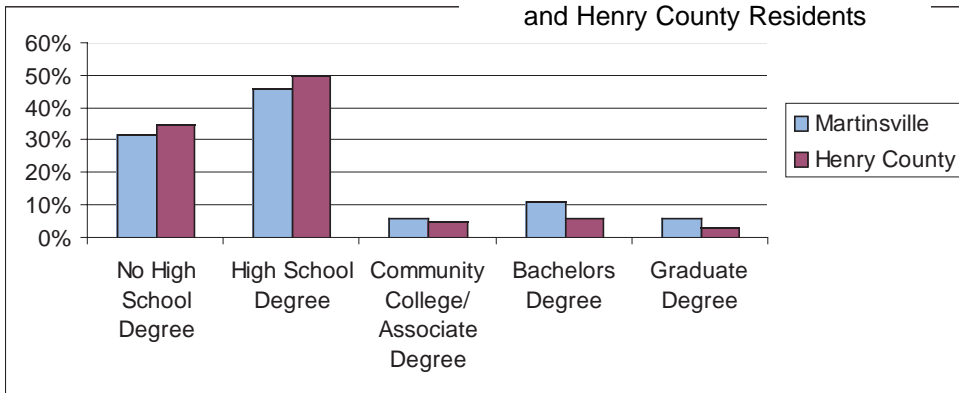
## Process Management

The first steps of the project, including the design of the project, creating a valid survey instrument, development of the Voices & Choices sessions and gathering of all the statistics and data about the community, are in partnership with Virginia Tech's Institute for Governance & Accountabilities. Virginia Tech's faculty helped analyze the completed research. The Voices & Choices sessions were facilitated by trained volunteers from the community. These volunteers came from local nonprofit, educational and corporate organizations. Also, in partnership with the Strategic Advisory Committee's Grassroots Leadership Project, grassroots leaders engaged in dialogue about our community's most critical issues. Now that all the data has been gathered and the research is complete, partners from government, faith-based, corporate, nonprofit, educational and private sectors will be asked to participate in Vision Councils. These councils will develop strategies to best tackle the priority issues the community has identified.

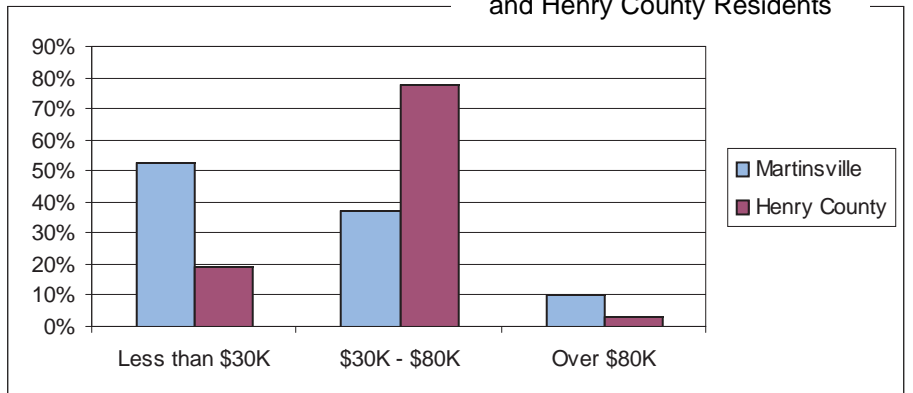
The table below presents demographic data for the survey population as compared to 2000 census data for Martinsville and Henry County.

| Demographic                  | Survey | Martinsville | Henry |
|------------------------------|--------|--------------|-------|
| <b>Gender</b>                |        |              |       |
| Male                         | 35%    | 45%          | 49%   |
| Female                       | 65%    | 55%          | 51%   |
| <b>Age</b>                   |        |              |       |
| 15 to 40 Years of Age        | 31%    | 37%          | 40%   |
| 40 to 60 Years of Age        | 45%    | 32%          | 35%   |
| Over 60 Years of Age         | 24%    | 31%          | 25%   |
| <b>Race/Ethnicity</b>        |        |              |       |
| Black Persons                | 35%    | 43%          | 15%   |
| White Persons (not Hispanic) | 58%    | 53%          | 80%   |
| Hispanic Origins             | 5%     | 2%           | 3%    |

Educational Attainment of Martinsville and Henry County Residents



Income Level of Martinsville and Henry County Residents



# Interesting Survey Findings

Find out how your gift is making a difference every day of the year or find out where volunteers are needed most, visit [unitedwayofhcm.org](http://unitedwayofhcm.org)!

## Public Perception Highlights

*The following highlights significant, important and/or interesting findings.*

### Job Opportunities

Unsurprisingly, respondents reported low ratings for job opportunities (89.8% rating job opportunities as either 'fair' or 'poor'). College graduates were even more likely to rate job opportunities as 'poor' (62.4%) than were respondents without a college degree (53.2%). Respondents with annual household income between \$30,000 and \$80,000 were more likely to rate job opportunities as 'poor' (67.4%) compared to those with annual household incomes below \$30,000 (50.6%) or above \$80,000 (51.6%). Hispanic respondents were the most likely to report job prospects as either 'good' or 'excellent' (25%) compared to either white respondents (4.3%) or black respondents (4.1%).

### Quality of Education

Respondents were divided on the quality of K-12 education with 48.5 percent rating K-12 education as either 'excellent' or 'good' and 42.3 percent rating it as either 'fair' or 'poor.' There was a large variation in the rating of K-12 education by respondents in different income categories. 14.7 percent of respondents with annual household incomes below \$30,000 rating K-12 education as 'excellent,' compared with only 3.9 percent of respondents with annual household income between \$30,000 and \$80,000 category and 3.1% for respondents with annual household incomes above \$80,000. As in employment opportunities, Hispanic respondents were more likely to report a highly positive rating for K-12 education (21.4% rating it 'excellent') compared to blacks (10.2% rating it 'excellent') or whites (only 4% rating it 'excellent').

### Quality of Medical Care

The quality of medical care in the area received mixed ratings with 74.6 percent of respondents rating it as either 'good' or 'fair' compared to 5.4 percent rating it as 'excellent' and 14.3 percent rating it as 'poor.' Respondents with annual household incomes above \$80,000 reported much higher ratings (8.6% reporting 'excellent' and 42.2% reporting 'good') compared to those with annual household incomes between \$30,000 and \$80,000 (2.3% reporting 'excellent' and 23.4% reporting 'good') and those below \$30,000 (3.8% reporting 'excellent' and 27.6% reporting 'good').

### Entertainment & Cultural Activities

Entertainment and cultural activities were generally rated low with only 17 percent of respondents rating them as 'excellent' or 'good' compared to 75.5 percent that rated them as 'fair' or 'poor.' Respondents under the age of 40 were even more negative (58.0% rating entertainment and cultural activities as 'poor') compared to those over 40 (33% rating entertainment and cultural activities as 'poor'). Respondents living in the community less than 20 years were more divided in their rating of entertainment and cultural activities (with 24.9% rating them as 'good' or 'excellent' and 43.1% reporting them as 'poor'). Most respondents living in the community for more than 20 years (42.3%) rated entertainment and cultural activities as 'fair.'

### Quality of Social Services & Assistance

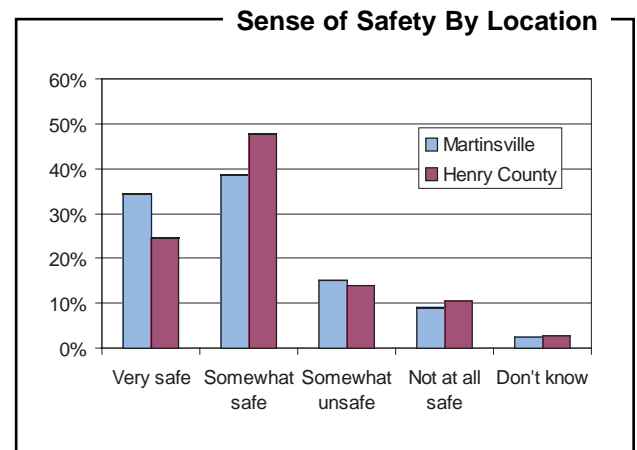
The overall rating of the level of social services and assistance programs for those that need them was moderate (67.8% reporting either 'good' or 'fair'). Respondents with higher annual household incomes (above \$80,000) were more likely to rate social services and assistance programs highly (53.1% rating them as 'excellent' or 'good') compared to those with annual household incomes below \$30,000 (only 34% reporting them as 'good' or 'excellent'). These income based discrepancies are particularly notable in ratings for services to low income individuals, people or families in crisis and emergency medical services. As an ethnic/racial group however, Hispanic respondents tended to rate many services higher than other groups, such as social services to children (53.6% of Hispanic respondents rating them as either 'good' or 'excellent') and health care services for low income individuals (10.7% of Hispanic respondents reporting them as 'excellent').

### Quality of Law Enforcement

Law enforcement received high ratings from white respondents (78.7% rating them as 'good' or 'excellent' contrasted with only 54.1% for African Americans) and respondents with annual household incomes above \$80,000 (82% rating them as 'good' or 'excellent' contrasted with only 60.9% for respondents with annual household income below \$30,000). The overall ratings for local government were in the good to fair range (33.6% rating it as 'good' and 40.4% rating it as 'fair'). Respondents living in the community fewer than 20 years had a slightly higher and more varied rating than those living in the community more than 20 years.

### Quality of Local Media

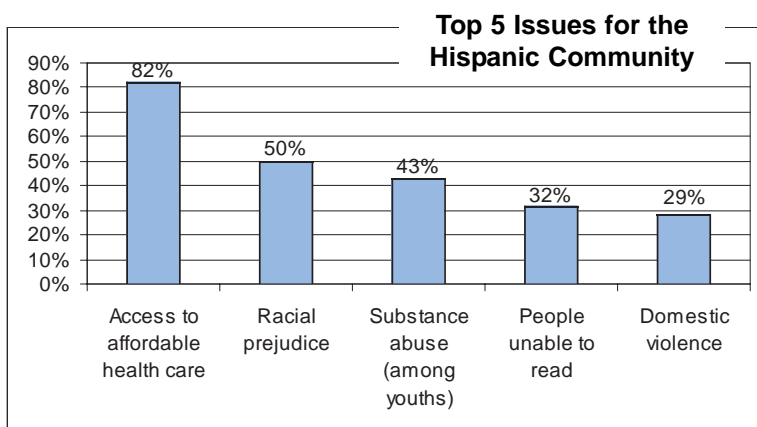
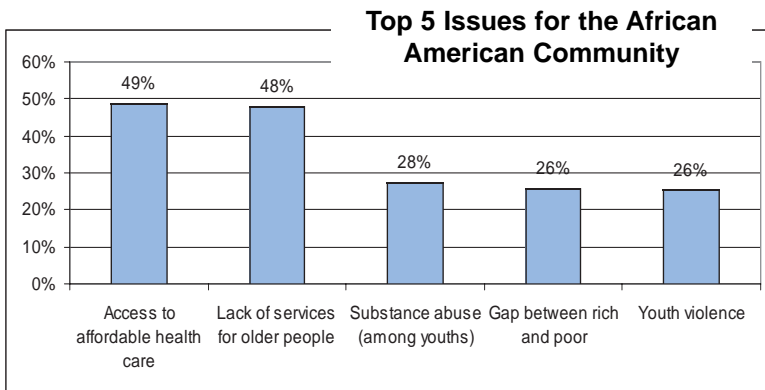
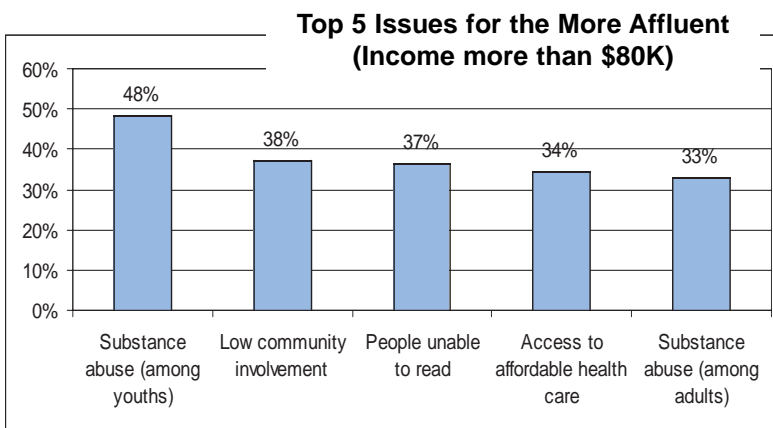
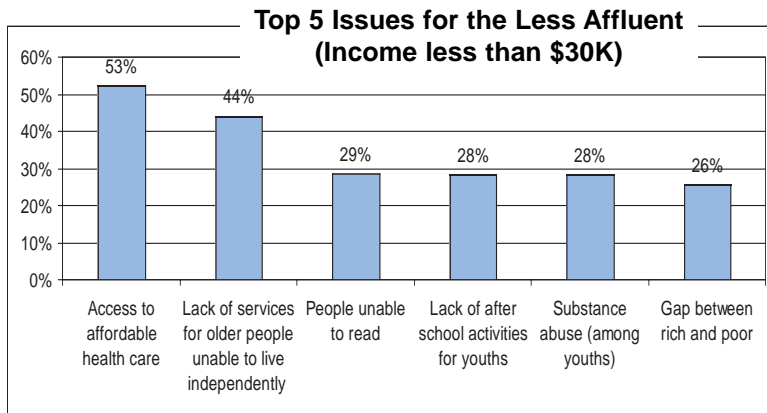
The overall ratings for the local media were in the fair to poor range (37.9% rating it as 'fair' and 30% rating it as 'poor'). Respondents living in the community fewer than 20 years had a slightly higher and more varied rating than those living in the community more than 20 years.



## Interesting Survey Findings

### Survey Responses Grouped into Categories

Survey information has been divided into general subject areas for easier interpretation. It is standard practice for researchers to break out survey results by differences in respondent populations because other overall random results can inadvertently “hide” issues experienced by different populations. Viewing responses by various populations may provide greater insight concerning how different people are affected by issues in our community.



# Community Strengths

Find out how your gift is making a difference every day of the year or find out where volunteers are needed most, visit [unitedwayofhcm.org](http://unitedwayofhcm.org)!

## Top Ten Community Strengths - Total Survey Respondents

- 1) Martinsville Speedway
- 2) Patrick Henry Community College
- 3) Active and caring religious congregations
- 4) Low cost of living
- 5) Natural beauty of the area
- 6) Harvest Foundation
- 7) Affordable housing
- 8) Piedmont Arts
- 9) Proximity to growing cities in North Carolina
- 10) Community parks & recreation facilities

The Henry County and Martinsville community has many strengths that help in meeting challenges faced by the community. Survey respondents were given 29 community resources to choose from and were asked to pick the top five, in their opinion, that were the greatest community assets.

## Top Ten Strengths by Less Affluent Residents (income less than \$30K)

- 1) Patrick Henry Community College
- 2) Martinsville Speedway
- 3) Active and caring religious congregations
- 4) Natural beauty of the area
- 5) Affordable housing
- 6) Community parks & recreation facilities
- 7) Piedmont Arts
- 8) Harvest Foundation
- 9) Low cost of living
- 10) Local health and human service nonprofits

## Top Ten Strengths by Affluent Residents (income more than \$80K)

- 1) Martinsville Speedway
- 2) Harvest Foundation
- 3) Patrick Henry Community College
- 4) Low cost of living
- 5) Affordable housing
- 6) Active and caring religious congregations
- 7) Natural beauty of the area
- 8) Proximity to growing cities in North Carolina
- 9) Piedmont Arts
- 10) Individual charitable giving

## Top Ten Strengths by Black Residents

- 1) Patrick Henry Community College
- 2) Martinsville Speedway
- 3) Active and caring religious congregations
- 4) Harvest Foundation
- 5) Piedmont Arts
- 6) Proximity to growing cities in North Carolina
- 7) Low cost of living
- 8) Community parks & recreation facilities
- 9) Strong family networks
- 10) Sports activities

## Top Ten Strengths by Hispanic Residents

- 1) Affordable housing
- 2) Access to state and federal programs
- 3) Community parks & recreation facilities
- 4) Local health and human service nonprofits
- 5) Patrick Henry Community College
- 6) Strong networks of neighbors and friends
- 7) Active and caring religious congregations
- 8) Quality workforce
- 9) Natural beauty of the area
- 10) Outdoor recreation opportunities

# Community Strengths

Survey respondents were asked to write-in one or two organizations for each community aspect that they felt did a good job of meeting the needs of Henry County and Martinsville.

Below are the responses:

## Top 20 Organizations Helping Children and Youths

YMCA  
Boys & Girls Clubs  
FOCUS  
For the Children  
Church Groups  
Boy and Girl Scouts  
Charity League  
Parks and Recreation  
Piedmont Community Services  
Public Schools  
Big Brothers/Big Sisters  
Churches  
Rock Hill Baptist Church  
Social Services  
Success by 6  
National Society of Black Engineers  
After School Programs  
United Way  
Anchor House  
Rotary Clubs

## Top 20 Organizations Helping People or Families in Crisis

Citizens Against Family Violence  
Salvation Army  
American Red Cross  
Social Services  
Church Groups  
Contact  
Piedmont Community Services  
Churches  
Grace Network  
Rainbow House  
Rock Hill Baptist Church  
United Way  
Mental Health Association  
Mission Center  
Safety Net  
Harvest Foundation  
None  
Southern Area Agency on Aging  
Community Storehouse  
Womens Shelter

## Top 20 Organizations Providing Services to Minorities

Social Services  
Church Groups  
None  
Public Schools  
NAACP  
Churches  
Catholic Church  
National Society of Black Engineers  
Fayette Street Initiative  
Patrick Henry Community College  
Salvation Army  
Piedmont Community Services  
FOCUS  
Adult Day Care  
For the Children  
Free Clinic  
YMCA  
Boaz & Ruth  
Community Development Dept.  
ESL (Programs)

## Top 20 Organizations Helping Mentally/Physically Disabled People

MARC Workshop  
Piedmont Community Services  
Mental Health Association  
Stepping Stones  
W.C. Ham Center  
Adult Day Care  
Social Services  
None  
Salvation Army  
Department of Rehabilitation Services  
United Way  
Home Environment  
Southern Area Agency on Aging  
Church Groups  
Government  
Rock Hill Baptist Church  
YMCA  
American Red Cross  
Goodwill  
Hospital

## Top 20 Organizations Building Community Involvement

United Way  
Church Groups  
Chamber of Commerce  
Habitat for Humanity  
Harvest Foundation  
Rotary  
Piedmont Arts Association  
None  
YMCA  
National Society of Black Engineers  
Fayette Street Initiative  
Rock Hill Baptist Church  
Ruritan Clubs  
Salvation Army  
Churches  
Kiwanis Club  
Parks and Recreation  
Piedmont Arts Association  
Piedmont Community Services  
MURA

## Top 20 Organizations Providing Services to Seniors

Adult Day Care Center  
Southern Area Agency on Aging  
Senior Center  
Senior Services  
Social Services  
Parks and Recreation  
Church Groups  
Piedmont Community Services  
Kings Grant  
Meals on Wheels  
None  
Senior Citizens Groups  
Churches  
Experience Works  
Contact  
Piedmont Seniors of VA  
SALT, High School Group  
AARP  
Aging Services  
BETA, High School Group

## Basic Needs in Henry County & Martinsville

Find out how your gift is making a difference every day of the year or find out where volunteers are needed most, visit [unitedwayofhcm.org](http://unitedwayofhcm.org)!

*When you are unemployed or  
working in a low-wage job,*

*When you can't afford a decent place to live,*

*When you don't have adequate transportation,*

*When your children go to sleep hungry,*

***What else matters?***

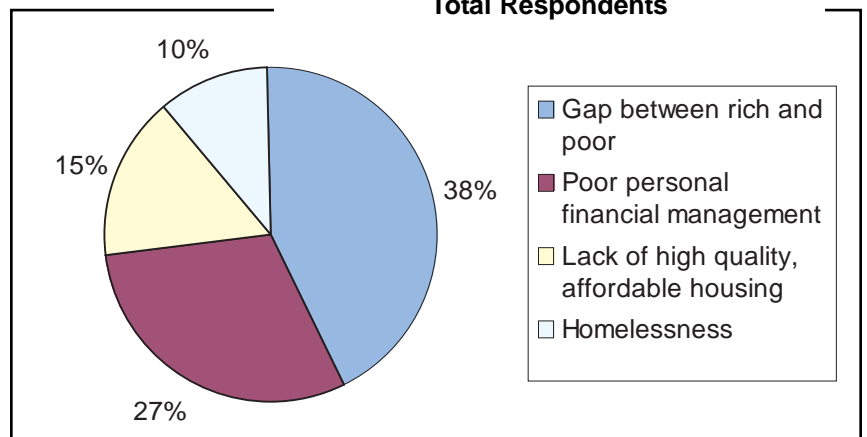
### What We Need to Achieve the Vision:

- ▶ People know where to go to get the help they need.
- ▶ Everyone in Martinsville and Henry County has a place to live with social services to help them remain there.
- ▶ People have the skills, education and transportation to keep a living wage job.
- ▶ People in emergency situations are able to obtain immediate help and achieve longer term stability.

### Interesting Facts About Basic Needs in Martinsville and Henry County

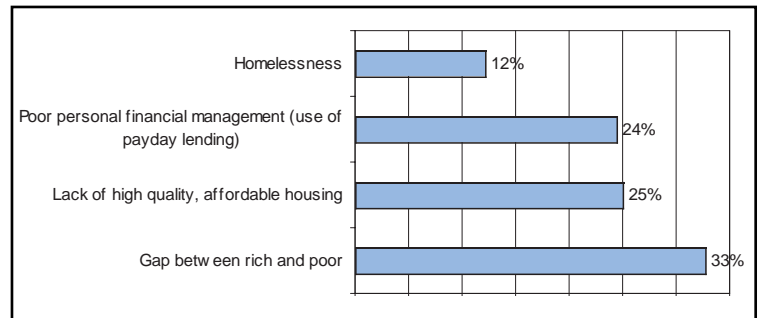
- ▶ The latest USDA Economic Research Service shows that the percentage of people living in poverty in Henry County is 16.6% and in Martinsville the percentage is 22.1%. The percentage of children ages 0-17 living in poverty is 26% and in Martinsville the percentage is 34.4%.
- ▶ Preventing a family from losing their home is often costly and labor intensive, yet it is far more cost effective than waiting for the family to become homeless.
- ▶ In Martinsville, the median income for female-headed families with children is \$18,542 and in Henry County, \$19,446. The state average is \$21,602. (Voices for Children)
- ▶ The average per capita income in Martinsville and Henry County is \$23,309. The state average is \$33,730. (Voices for Children)
- ▶ More than 4,500 people in our community qualify for food assistance. (Henry County Martinsville Department of Social Services)
- ▶ According to latest statistics, 54% of students enrolled in Martinsville City Schools qualify for free or reduced lunch and 46% of students in Henry County qualify. (Voices for Children)
- ▶ In the Point-In-Time survey conducted on January 25, 2007, 29 individuals were counted as "homeless" in the Martinsville/Henry County area. Of those counted, 13 had been homeless before; 16 had problems with substance abuse; 12 were receiving or had received mental health services; and 22 identified lack of work or lack of affordable housing as a cause for their homelessness.

**Seriousness of Basic Need Issues  
Total Respondents**



# Basic Needs in Henry County & Martinsville

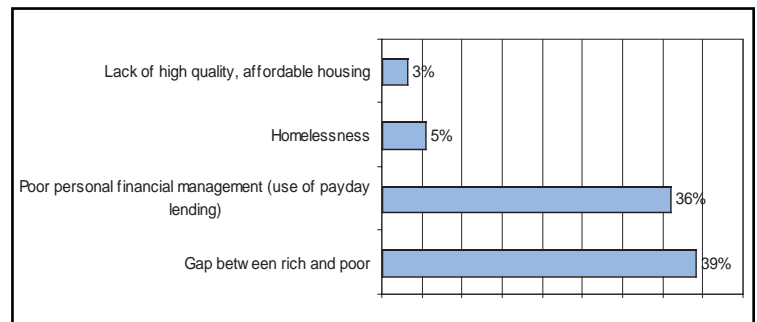
Rating of Basic Needs Issues  
for Less Affluent Residents (income less than \$30K)



## What's Working Now

- United Way has dispersed half a million dollars in grant funding from the Harvest Foundation over the past five years to local nonprofit organizations to meet basic needs in our community.
- The Grace Network, an organization spawned through United Way's facilitation and initial implementation funding, is a collaborative effort of churches in the area that is focused on providing help to those in our community who need help with living expenses and food.
- Several churches in the area offer free meals to the public.
- Habitat for Humanity helps build homes for low-income families.
- United Way has provided implementation funding to the West Piedmont Better Housing Coalition, which has helped leverage more than \$300,000 in housing funding to the region.
- A new United Way initiative, the HOPE (Helping Others Progress Economically) Initiative is working with several local community partners to help low-income working families achieve greater financial stability.

Rating of Basic Needs Issues  
for Affluent Residents (income more than \$80K)

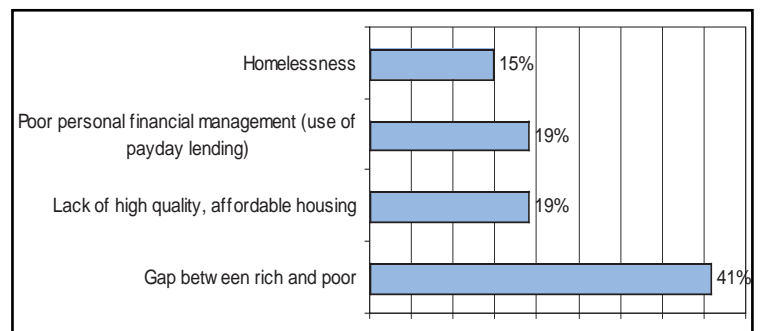


## Gaps in Achieving Basic Needs Vision

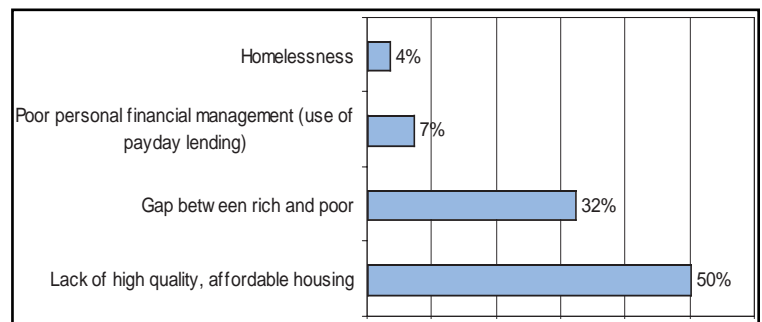
Some resources exist in the community to assist with critical basic needs, but a number of problems persist:

- Growing needs are outpacing nonprofit organization's ability to provide adequate basic need services.
- There are very few local programs designed to prevent homelessness or offer reduced/low income housing and transitional housing options.
- There is a need for organizations providing workforce training and professional development to collaborate more in providing services to the community.
- There is growing unemployment and a lack of living wage jobs in the area.

Rating of Basic Needs Issues for Black Residents



Rating of Basic Needs Issues for Hispanic Residents



# Health and Wellness in Henry County & Martinsville

Find out how your gift is making a difference every day of the year or find out where volunteers are needed most, visit [unitedwayofhcm.org](http://unitedwayofhcm.org)!

*When you have no health insurance,  
When you are underinsured,  
When you can't afford medical care for  
yourself or your loved ones,  
When you don't have the resources to  
manage or prevent illness,*

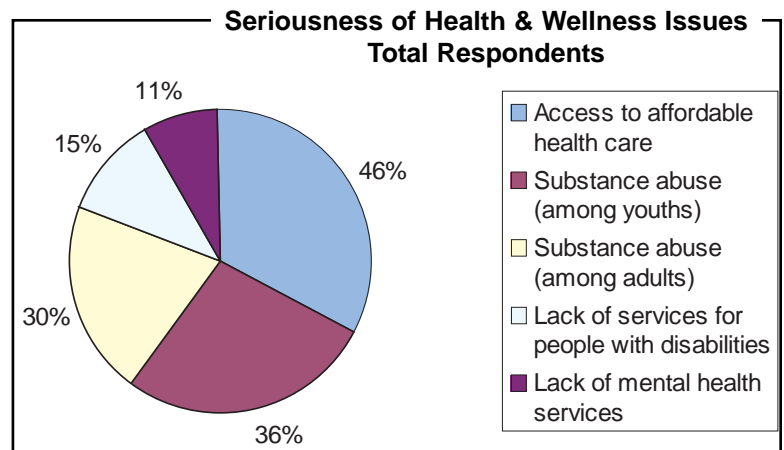
## ***How can you plan for the future?***

### **What We Need to Achieve the Vision:**

- ▶ All people have access to affordable medical, dental and behavioral care and affordable medications.
- ▶ People know where to call for referrals to healthcare providers and support services.
- ▶ People have the skills necessary to maintain individual and family health.

### **Interesting Facts About Health and Wellness in Martinsville and Henry County**

- ▶ The number of people who are uninsured and underinsured is increasing in Martinsville and Henry County's population. (Health Department)
- ▶ The Centers for Disease Control and Prevention report that 70% of all deaths in this country are caused by illnesses that are not managed or treated in their early stages. Two-thirds of deaths in people under 75 years of age could potentially be prevented by better lifestyle choices.
- ▶ There is not a child psychiatrist located within 50 miles of Martinsville and Henry County.
- ▶ Martinsville and Henry County's obesity rate is substantially higher than the state average. Approximately 35% of local area adults are within the healthy weight classification as compared to a 44% average for Virginia. (Virginia Department of Health Center for Primary Care and Rural Health)
- ▶ The Free Medical Clinic served 1,188 patients in 2006, a 26% increase from the prior year, with 549 needing medication assistance.
- ▶ Martinsville and Henry County are located in a medically underserved area and experiencing a health professional shortage for primary care physicians and mental health professionals. Medically underserved areas and health professional shortage areas are federal designations of communities that need additional primary health care services because an adequate amount of health resources are not available within a 30-minute commute. (Virginia Department of Health Center for Primary Care and Rural Health)
- ▶ Approximately 80% of the Harvest Foundation's Health Needs Assessment respondents stated they had some type of health care coverage such as HMOs or Medicare and that they had a personal doctor. (Health Needs Assessment, The Harvest Foundation, 2003)
- ▶ 18% of Martinsville City's Middle School students and 24% of Henry County's Middle School students report cigarette use within the last year as compared to the 16% nationwide average. In addition, 18% of Martinsville's Middle School students and 14% of Henry County's Middle School students report using Marijuana in the past year as compared to 8% nationwide. (Health Needs Assessment, The Harvest Foundation, 2003)



# Health and Wellness in Henry County & Martinsville

## What's Working Now

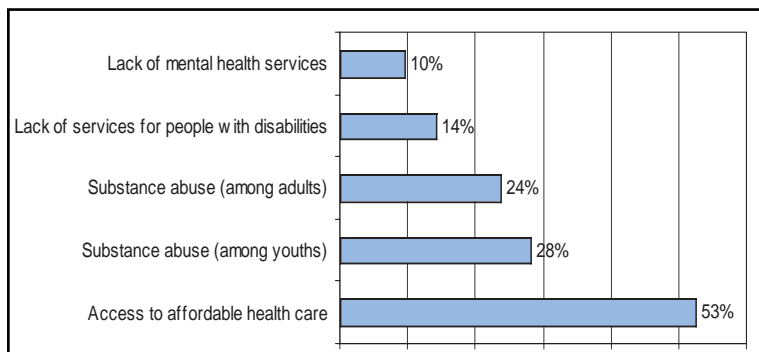
- ▶ United Way's Success By 6 initiative helps parents and caregivers with practical strategies to guide children's health and nutrition.
- ▶ The Coalition for Health and Wellness is working toward making Martinsville and Henry County families and children healthier through nutrition programs, early prevention screenings, exercise and free medical and medication assistance.
- ▶ Piedmont Community Services works to reduce underage drinking and smoking through its CHILL program which is made up of local youth promoting positive choices.
- ▶ Education about healthy practices is offered to youth through a number of nonprofits and school programs.
- ▶ The Dental Clinic offers free or reduced dental care to low-income individuals, including children.
- ▶ The Free Medical Clinic formed a referral relationship with University of Virginia Health Systems for specialty and follow-up care, averaging 10 patients per month.

## Gaps in Achieving Health and Wellness Vision

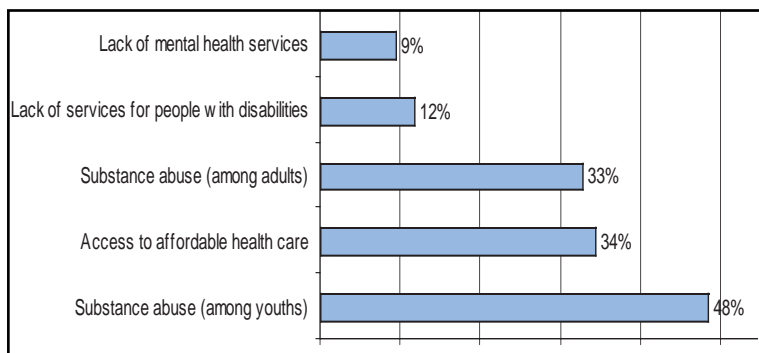
Some resources exist in the community to support a healthy community, but a number of problems persist:

- ▶ Without adequate health insurance, the cost of preventative healthcare and early diagnostic testing to identify illnesses at an early stage becomes prohibitive.
- ▶ In addition to lack of financial resources, many people are unable to receive adequate healthcare services due to lack of transportation.
- ▶ It can be difficult for people relying on Medicaid to find a provider.
- ▶ People without prescription insurance coverage have greater difficulties obtaining affordable medications. This in turn can decrease the effectiveness of medical care.

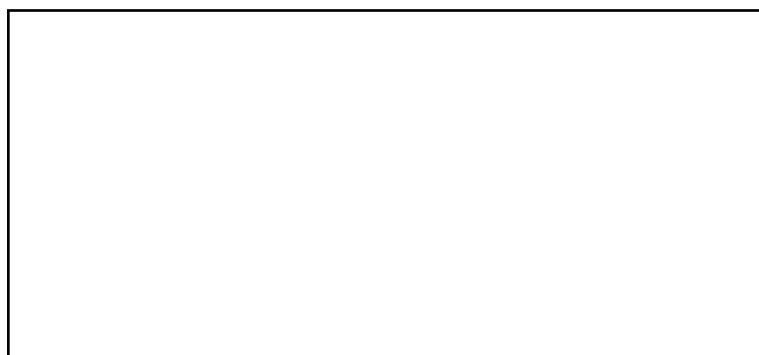
Rating of Basic Needs Issues  
for Less Affluent Residents (income less than \$30K)



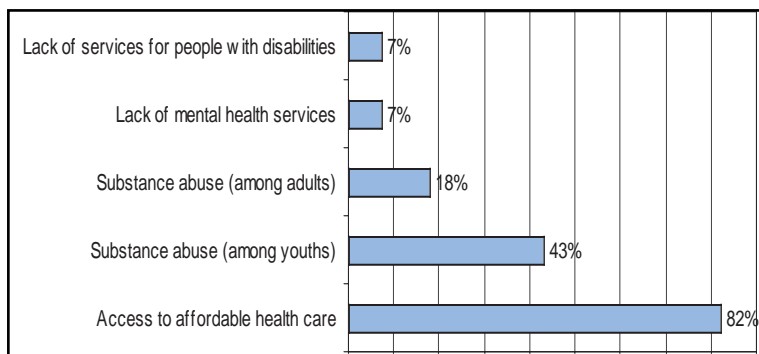
Rating of Basic Needs Issues  
for Affluent Residents (income more than \$80K)



Rating of Basic Needs Issues for Black Residents



Rating of Basic Needs Issues for Hispanic Residents



## Youth and Family in Henry County & Martinsville

Find out how your gift is making a difference every day of the year or find out where volunteers are needed most, visit [unitedwayofhcm.org](http://unitedwayofhcm.org)!

*When you do not have access to quality and affordable childcare when you need it,*

*When your children are attending under-funded schools,*

*When your community does not approach education as a community-wide effort,*

***How do you keep your family strong and help prepare your children for the future?***

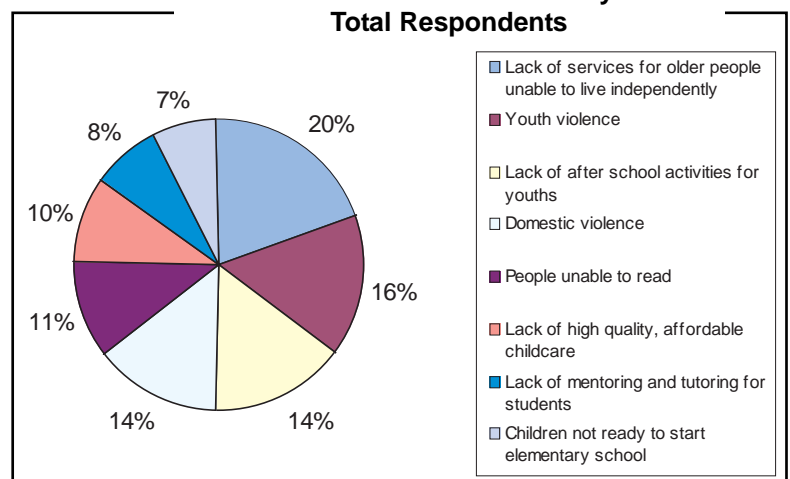
### What We Need to Achieve the Vision:

- ▶ Families are connected to the community and know where to turn to get quality, accessible, and culturally-sensitive assistance, education and resources.
- ▶ Families have access to affordable childcare, after-school activities and eldercare.
- ▶ Youth receive quality education that prepares them for college, a job and life skills.
- ▶ Parents and care-givers have access to parenting resources.

### Interesting Facts About Youth and Family in Martinsville and Henry County

- ▶ According to survey respondents, satisfaction with family relationships was strongly linked with annual household income, level of education, race and marital status, but not strongly linked to gender.
- ▶ A little over half of survey respondents rated K-12 education as “excellent” or “good” and a little less than half rated it as “fair” or “poor.”
- ▶ In our area, 26.5% of children entering kindergarten fail to pass the PALS-K testing, a screening tool used by schools in Virginia to identify students who are below grade level expectation in literacy fundamentals. (Success By 6)
- ▶ According to the U.S. Census Bureau, over 25% of Martinsville and Henry County households have no earnings.
- ▶ Almost 27% of the children living in Martinsville and Henry County are living in poverty as defined by the U.S. Government. (U.S. Census Bureau)
- ▶ Over 32% of the 18-24 year olds in our community are not high school graduates. (Population Reference Bureau, analysis of data from the U.S. Census Bureau)
- ▶ The number of births per 1,000 to teenage mothers in Martinsville is 47 compared to the state average of 16. In Henry County, the number of births to teenage mothers per 1,000 is 17. (Kids Count Census Data)
- ▶ Fully 25% of adolescents ages 13-17 years old are involved in a juvenile intake case which is an assessment on juvenile offenders and/or children in need of care who are brought into custody by law enforcement. (Success By 6)
- ▶ In 2005, the percentage of non-marital births in Martinsville was 62%, in Henry County, 50%, compared to the state average of 32%. (Kids Count Census Data)

**Seriousness of Youth and Family Issues**  
Total Respondents



# Youth and Family in Henry County & Martinsville

## What's Working Now

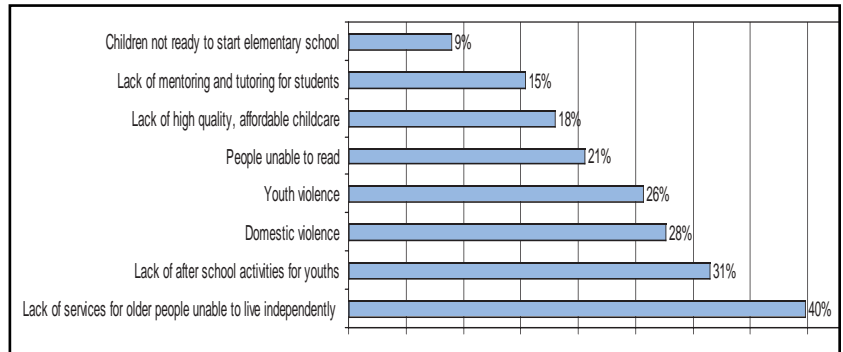
- ▶ United Way's Success By 6 initiative helps parents and caregivers with practical strategies to guide children's learning and development.
- ▶ The MHC-After 3, After School Program Initiative is working with after school programs such as the YMCA, Boys and Girls Club, Bassett Community Center and Healthy Community Initiative, to make sure kids have quality after school activities.
- ▶ For the Children's Reality House brings together youth and adults to teach important life lessons and decrease the teenage pregnancy rate.
- ▶ Schools in the area are continually focused on increasing the quality of education and graduation rate.
- ▶ There are several schools of higher education in the area such as Patrick Henry Community College, The New College Institute, Old Dominion University and National College.

## Gaps in Achieving Children and Family Vision

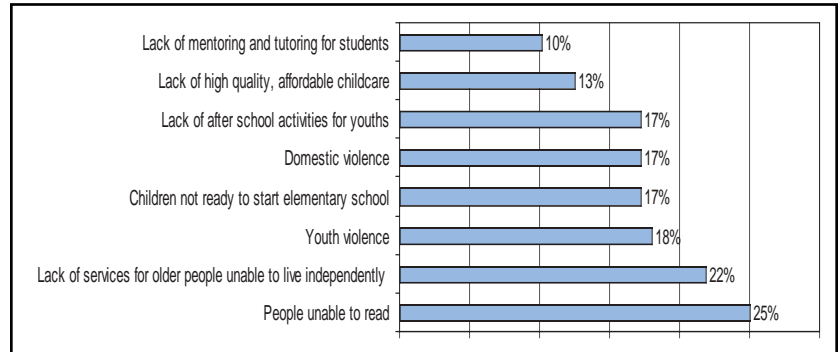
Some resources exist in the community to encourage and support strong families and successful youth, but a number of problems persist:

- ▶ There needs be a greater focus on keeping children and teens out of the juvenile justice system.
- ▶ There is a greater need for affordable and quality childcare.
- ▶ There needs to be a centrally located resource center focused on parenting skills.
- ▶ There is a great need for programs that encourage family involvement and get kids excited about school.
- ▶ Collaboration is necessary in identifying developmental delays in children early.

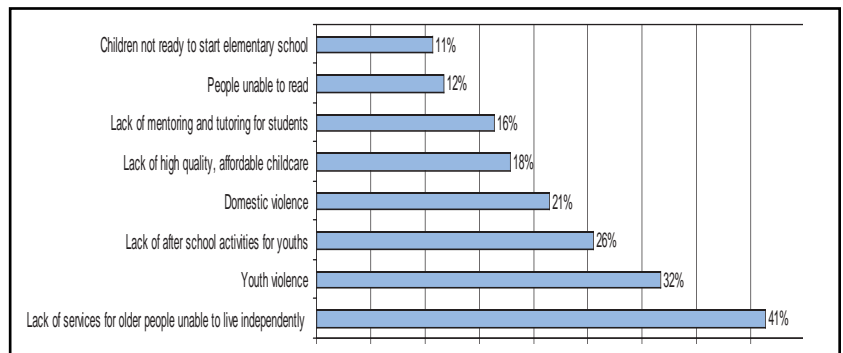
Rating of Youth & Family Issues  
for Less Affluent Residents (income less than \$30K)



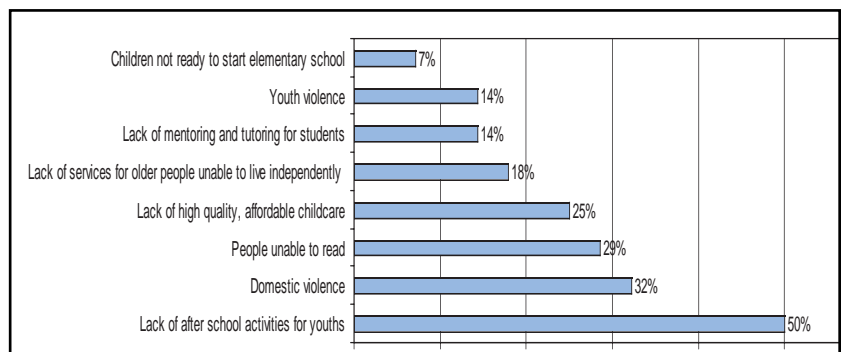
Rating of Youth & Family Issues  
for Affluent Residents (income more than \$80K)



Rating of Youth & Family Needs Issues for Black Residents



Rating of Youth & Family Issues for Hispanic Residents



# Community Involvement in Henry County & Martinsville

Find out how your gift is making a difference every day of the year or find out where volunteers are needed most, visit [unitedwayofhcm.org](http://unitedwayofhcm.org)!

*When you don't feel connected to the community in which you live,*

*When you don't know your neighbors,*

*When you don't know how you can get involved,*

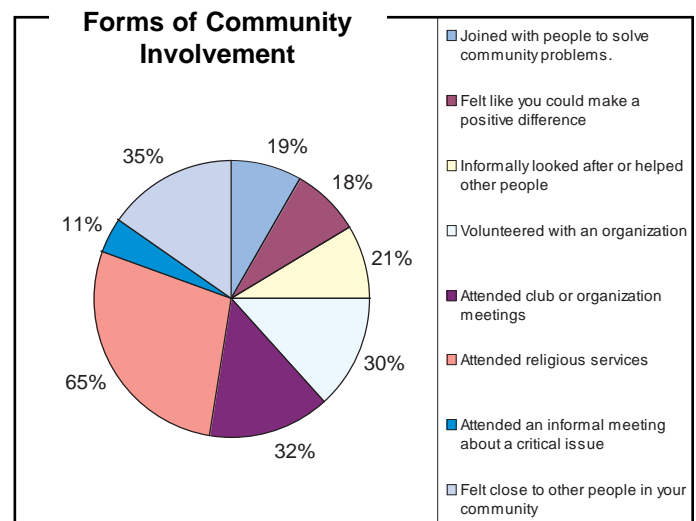
***How can you feel you have the ability to significantly affect change and create a better community?***

## What We Need to Achieve the Vision:

- ▶ Everyone sees a way that they can be involved, respond and feel valued.
- ▶ Information on how to get involved is easily accessible.
- ▶ Organizations that utilize volunteers are friendly, flexible and have several ways to get involved.
- ▶ Employers, schools, congregations, governments and community organizations promote and encourage participation in the community.

## Interesting Facts About Community Involvement in Martinsville and Henry County

- ▶ According to the survey, the primary form of community involvement in Martinsville and Henry County is attendance at religious services.
- ▶ According to national statistics, people are more likely to get involved in group activities than individually. (Points of Light Foundation)
- ▶ Almost a 25% of survey respondents informally help friends and neighbors.
- ▶ Only 10% of survey respondents reported that they have joined with others to solve community problems.
- ▶ Only fifty percent of hispanic survey respondents reported that they do not feel they have an opportunity to make a positive difference.
- ▶ A national survey by the Urban Institute found an hour of a volunteer's time to be worth approximately \$20 in financial resources to the organizations in which they serve.

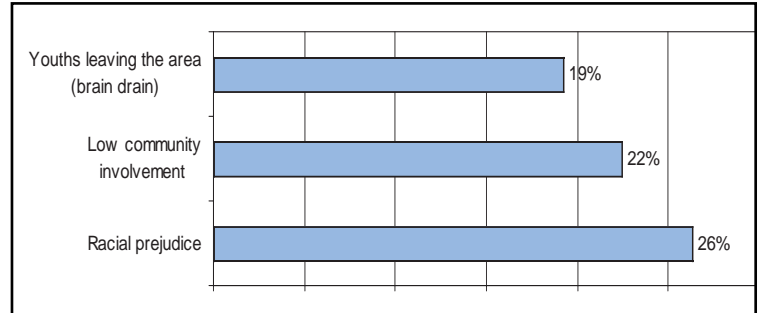


# Community Involvement in Henry County & Martinsville

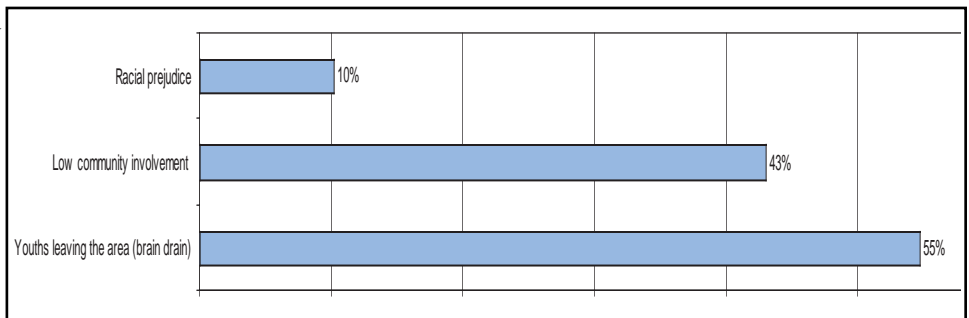
## What's Working Now

- United Way's Volunteer Connection website lists hundreds of volunteer opportunities and is searchable by zip code, age, skills, time of day, and much more. Visit [www.unitedwayofhcm.org](http://www.unitedwayofhcm.org) and click on Volunteer.
- Martinsville City Schools and Carlisle School require community service of their students to achieve graduation.
- There are several Rotary, Kiwanis and other service organizations in the area that promote philanthropy and volunteerism.
- Nonprofits have access to workshops and training that help them utilize volunteers better through the United Way Nonprofit Leaders Network - [www.nplnetwork.org](http://www.nplnetwork.org).
- There is a 24-hour crisis line and referral service through CONTACT (638-8980) and people in the community can dial 211 on any phone to receive information about social services in the local area.

Rating of Community Involvement Issues for Less Affluent Residents (income less than \$30K)



Rating of Community Involvement Issues for Affluent Residents (income more than \$80K)

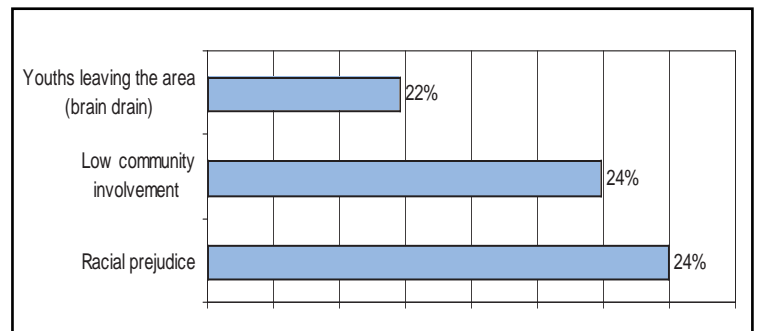


## Gaps in Achieving Community Involvement Vision

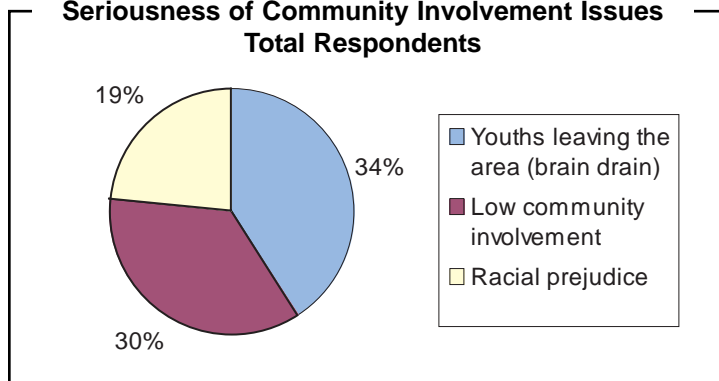
Some resources exist in the community to encourage community involvement, but a number of problems persist:

- There is not an organized focus on corporate volunteerism and very few companies in the area allow paid time-off for employees to volunteer.
- There is not a physical Volunteer Center in the area with staff to promote volunteerism.
- Some nonprofit organizations are not equipped with staff or resources to effectively use and manage volunteers.
- There are more volunteer opportunities than current volunteers.

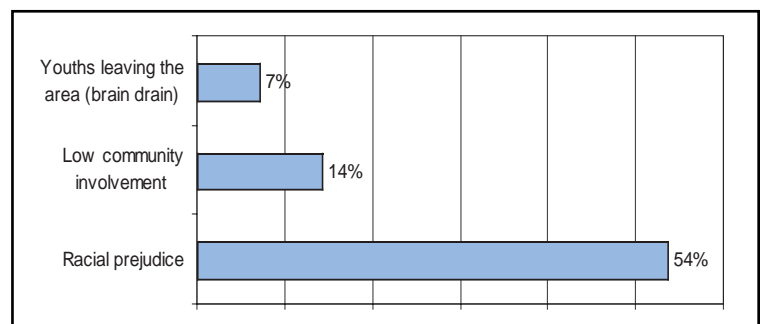
Rating of Community Involvement Issues for Black Residents



Seriousness of Community Involvement Issues Total Respondents



Rating of Community Involvement Issues for Hispanic Residents



## Recognition

Find out how your gift is making a difference every day of the year or find out where volunteers are needed most, visit [unitedwayofhcm.org](http://unitedwayofhcm.org)!

*We are grateful for the dedication, time, energy, and other resources contributed by the following individuals and organizations to bring the vision of this community assessment to life. Because of their compassion and civic involvement, they joined us in striving to hear the unheard and have helped provide this opportunity to listen to a great diversity of voices. Because of their work, we began, and will continue, this community conversation.*

### ***Thank you to those who participated in this Community Assessment***

#### **Companies & Organizations**

Athena  
Blue Ridge Human Resource Association  
Board of Supervisors  
Chamber of Commerce  
Charity League  
Collinsville Jaycees  
Department of Social Services  
Education Goal 2 Subcommittee  
Fayette Street Historical Society  
Fieldale/Collinsville Rotary  
First Baptist Church of Martinsville, East  
For the Children  
Henry County Schools  
Henry County Sheriff's Office  
Hooker Furniture  
Iglesia Hispana Casa De Oracion  
MARC Workshop  
Martinsville City Council  
Martinsville Memorial Hospital  
Martinsville Rotary  
Martinsville Schools  
Mental Health Association  
MHC Realtors Association  
Morning Star Holy Church  
Mt. Olivet Apostolic Church  
National Society of Black Engineers  
New Bethel Christian Church  
Patrick Henry Community College  
Pleasant Grove United Methodist  
Pleasant Hill Missionary Baptist Church  
Rock Hill Missionary  
Sportsman Club  
SunTrust Bank  
Wesley Memorial Methodist Church

#### **Research & Design**

Virginia Tech, Institute for Policy & Governance  
Special thanks to David Moore

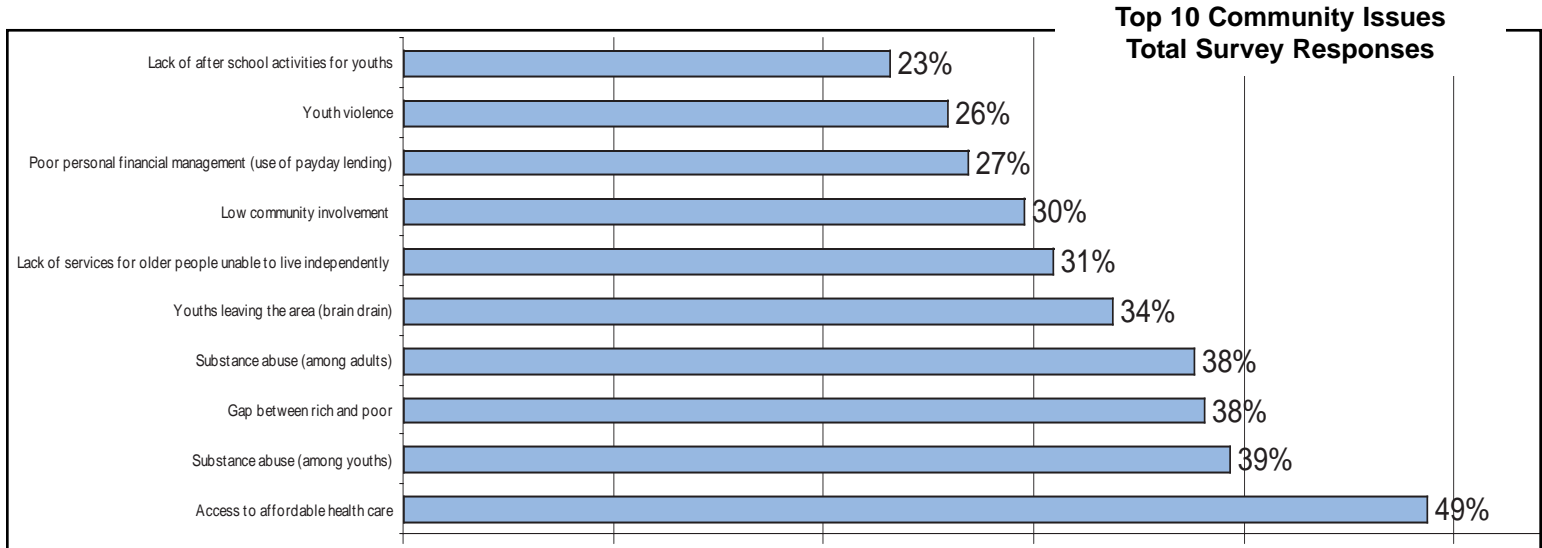
#### **Voices Choices Community Assessment Team**

Larry Ryder, Chair  
Ben Bowman  
Susan Carter  
David Draper  
Mable Finney  
Tim Hall  
Ralph Lawson  
Tiffani Underwood  
Ellen Wood

#### **Voices Choices Community Assessment Volunteer Facilitators**

Kim Adkins  
Sheryl Agee  
Susan Carter  
Leopoldo Cavero  
David Draper  
Mable Finney  
Tiffany Haworth  
Rhonda Hodges  
Rev. Tyler Millner  
Simone Redd  
Susan Reynolds  
Kathy Rogers  
Larry Ryder  
Rev. Keith Spangenberg  
Tiffani Underwood  
Rev. Charles Whitfield

## Conclusion & Next Steps



### Next Step: Vision and Analysis

The Voices Choices Community Assessment is just the first step in facilitating community change. At United Way, we see it as our job and our responsibility to mobilize the Henry County and Martinsville community to create sustained, positive changes in the issues that face our area and improving lives on a long-term basis.

As we proceed into the “action phase” following the assessment process, we are taking a closer look at our community’s assets and pinpointing the most pressing needs and issues. In the near future, we will be engaged in a collaborative initiative to address critical areas of concern that were brought to light through the assessment findings.

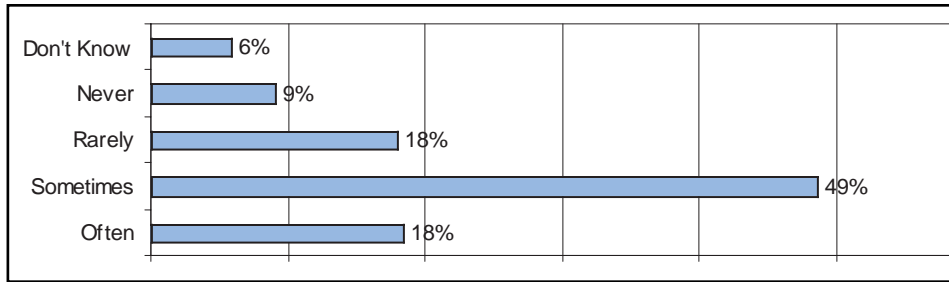
We also plan to:

- ▶ Find innovative ways to increase resident awareness of the most significant human service issues that challenge Henry County and Martinsville.
- ▶ Gather our current partners together and form relationships with new partners to establish community priorities and develop specific strategies to address our community’s goals.
- ▶ Secure resources - including people, money and expertise - to measurably reduce or eliminate local critical issues.
- ▶ Exceed our generous donor’s and volunteer’s goals to positively impact our community.
- ▶ Advocate for policy change, when necessary, in the public, private and nonprofit sectors.

Regardless of which issue or issues are tackled first, United Way of Henry County and Martinsville will continue its current work to make sure our community has what it needs to succeed by providing funding to local programs, matching volunteers with local opportunities and developing initiatives that effectively identify the root causes of challenges facing our community.

We invite you to join us, to enhance our community’s strengths and diminish our weaknesses, and to think about how you can work with us to assure a quality future for Henry County and Martinsville.

### Felt Like You Could Make a Positive Difference Total Survey Responses



## You can make a difference!

### Donate!

You want to make sure that your charitable dollars do the most good they can. That's what United Way can guarantee you. It's our business to know the most pressing issues and to partner with local agency programs that deliver results right here in Henry County and Martinsville. Because of our funding criteria, we also know that the agencies that United Way supports are fiscally sound and are addressing important needs in our community. Please consider a donation, or find out what issues matter most to you. Call United Way today.

### United Way of Henry County and Martinsville

P.O. Box 951  
Martinsville, VA 24114  
276/638-3946  
[www.unitedwayofhcm.org](http://www.unitedwayofhcm.org)

---

For more information about the  
Voices Choices Community Survey,  
visit [www.unitedwayofhcm.org](http://www.unitedwayofhcm.org).

### Volunteer!

Many local Henry County and Martinsville residents volunteer and they find their volunteer opportunities on United Way's Volunteer Connection website. Whether you want to paint, read to kids or donate your professional expertise, there are opportunities waiting for you today! Visit [www.unitedwayofhcm.org](http://www.unitedwayofhcm.org) and click on "Volunteer" to search a database of hundreds of local volunteer opportunities that match your skills, schedule and passion.

### Share Your Resources

Buying a child's backpack and filling it with school supplies. Donating mittens and a warm coat in winter. Collecting items for food pantries for those who are hungry. Or donating furniture, office equipment, building supplies or anything a nonprofit could use. United Way can help you find where your generosity is needed most. We can also help companies set-up a donation drive.