

ReWork Richmond



We're rethinking the path to meaningful employment so stability is the standard.



Our Mission:

ReWork Richmond's mission is to **empower underemployed adults living in Richmond's East End** to obtain the skills and necessary support to qualify for and ultimately gain thriving careers.



Dear Friends of ReWork,

ReWork is fueled by “mission moments.” Kimberlee moves her family out of government housing into a well-managed rent-to-own home. Eugene earns a promotion to supervisor. Rebecca leaves a soul-sucking job for a teaching career that brings her joy. When Members hit milestones like these, we remember our purpose:

We are in the life-changing business.

From the moment someone enrolls, our team commits to walking with them until they are employed in a fulfilling position that pays a family-sustaining wage. Every Member receives an individualized plan built around their goals, strengths, and circumstances.

The data in this report tells a compelling story — one of families building toward something real. But behind every number is a person who now has a career path, a growing income, and a clearer future for their children. None of that happens without you.

Your support funds the staff, programs, and wraparound services that make the ReWork model work. It is what allows us to remain present in the heart of the community we serve — visible, accessible, and committed for the long haul.

We believe zip code should not dictate destiny. Thank you for believing that too, and for making that belief tangible through your generosity.

With deep gratitude,

A handwritten signature in black ink that reads "Deb Lawrence". The signature is fluid and cursive, with the first name "Deb" and last name "Lawrence" clearly distinguishable.

DEB LAWRENCE

EXECUTIVE DIRECTOR, REWORK RICHMOND

ReWork Snapshot

115+ Members enrolled since inception in 2019

Average Member age is 40



95% of Members are employed

ReWork Members have built careers in many diverse fields, including:

CHILDCARE
FINANCIAL SERVICES
HVAC/TRADES
LEGAL/PARALEGAL
LIBRARY SCIENCE
MENTAL HEALTH
COUNSELING



40+
Volunteers
work with
Members



60+
Community
& Employer
Partners



15 Members have received
donated vehicles

Meet Our Members

Iyanna W.

Iyanna always knew she wanted to help people but found herself working a front-desk job when she joined ReWork in 2020 — even with a bachelor's in criminal justice and psychology. ReWork helped her sharpen her career goals, get a handle on her finances, and chart a clear path forward. She joined the Henrico Sheriff's Office in 2022. Last year, she earned a promotion and moved into her own place.



“With ReWork, my confidence has increased a lot. Working with my financial coach, I’ve been able to pay rent two months in advance.”

“I’m a pretty self-motivated person, but ReWork gave me the tools to succeed. I honor the people at ReWork; they’re so passionate about what they do, and they’re such lovely people. They’re like family.”



Eugene W.

When Eugene came to ReWork in 2023, he was working at Burger King and grieving the recent deaths of both parents. ReWork walked with Eugene as he earned his high school diploma from Dream Academy, had his civil rights restored, and ultimately entered a career in private security. Earlier this year, Eugene received a promotion to supervisor, overseeing five other officers. The accompanying salary bump goes a long way toward supporting his wife and 5-year-old son.

2025: Measuring Our Impact

Since its inception, ReWork has measured how its program transforms the lives of its Members. In 2025, we tracked Member progress from two perspectives: their movement along the Crisis to Thriving continuum, and the broader economic return of the program.

1

Member Progress

The Crisis to Thriving continuum assesses Member progress across six critical areas: employment, income, education, housing, childcare, and transportation.

How we measure it

Upon enrollment, each Member receives a baseline score in every area. We reassess quarterly so we can track movement, identify where Members need more support, and adjust the path forward.

In 2025, our Members' collective stability score rose 53%, crossing from "At-Risk" and "Safe" into "Stable" and "Thriving" on the Crisis to Thriving continuum.

STARTING 43.5/100

ENDING 66.6/100

2

Economic Impact

We also measure ReWork's financial impact on Members' lives and on the broader community. In 2024, our foundational study looked at a small subset of Members. In 2025, we expanded the study to include all active Members.

After an average of 30 months in the program:

Members are **earning nearly three times** what they made at enrollment.

Their reliance on government assistance has **dropped by 51%**.

This is what happens when you invest in people for the long haul. The community gains a stronger workforce with the means to support their households, invest in their neighborhoods, and give the next generation a stronger start.



"I'm the type of person, I like to figure it out on my own. I don't really like to ask people for help. And the ReWork staff really let me know that they were listening to me, and that they wanted what was best for me. I saw that they were trying to **make my vision come to life with their support.**"

KIMBERLEE J.

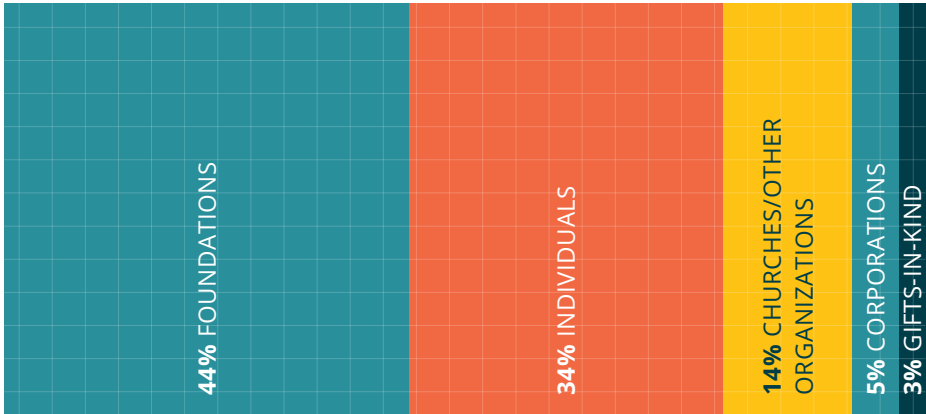
LEGAL ASSISTANT WITH
MARKS AND HARRISON

REWORK MEMBER SINCE 2022

2025 Budget

Revenue by Category

Total Revenue: \$486,421



Expenses by Category

Total Expenses: \$450,610



Our People

Meet our staff, a team driven by passion, expertise, and a commitment to excellence.



Deb Lawrence
Executive Director



Janette McGrady
Partner & Member
Services Manager



Nick Anguiano
Career Pathways
Director



Dirley Gargiulo
Financial Literacy
Director



Our Community Partners

ACTS	Cristo Rey Richmond High School	Prospect Blue
Admiral Security	Diversity One	RISE Richmond
Apple Spice Junction, Richmond	Dominion Energy	Rotary Club of Richmond
Anna Julia Cooper School	Doswell Operating Group	SOAR 365
Atlantic Constructors	Dream Academy	Sprout School, RVA
BeFriend Richmond	Envera Health	St. James's Children's Center
Better Housing Coalition	Estes Express	St. James's Episcopal Church
Bon Secours	FedEx	St. John's Episcopal Church
Boys and Girls Club	Genesis Properties	St. Joseph's Villa
Capital One	Housing Families First	St Peter's Episcopal Church
Capital Area Health Network	Jay Paul Photography	St. Stephen's Episcopal Church
Career Works	Local UA 10	The Giving Foundation
Carol Adams Foundation	Markel Corporation	The Market @ 25th
Challenge Discovery Projects	Marks and Harrison	UP RVA
Chesapeake Bank	Neighborhood Resource Center of Greater Fulton	Urban Hope
ChildSavers	Network2Work RVA	VA ABC
ColonialWebb	New Market Corporation	VCU Health
Community College Workforce Alliance	Office of Community Wealth Building, City of Richmond	VCU Pathways
Communities in Schools, Richmond	Peter Paul	Virginia Career Works
	Primis Bank	Virginia Works
		Xponent21
		YWCA Richmond



“ReWork connects its Members to real opportunity, and stands beside them when challenges come up. That makes them an extraordinary partner—both for the people they serve and for those of us who employ them.”

HANA YUN, MSW
CHIEF OPERATING OFFICER, ACTS

Our Funders

FOUNDATIONS

Angell Foundation
Community Foundation for
a greater Richmond
Estes Foundation
Herndon Foundation
Virginia Sargeant Reynolds
Foundation
Rotary Club of Richmond
Bob and Anna Lou Schaberg
Foundation
TowneBank Foundation

CORPORATIONS

Altria Give Together
Dominion Energy
Markel Corporation

CHURCHES

St. James's Episcopal
St. John's Episcopal
St. Peter's Episcopal
St. Stephen's Episcopal

Additionally, ReWork
Richmond is very
grateful to our
individual donors
in 2025 who helped
make our mission
come to life and
improve lives in the
East End of Richmond.

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Children's Center

ReWork Richmond

Rethinking the path to
meaningful employment

REWORK RICHMOND
2123 FAIRMOUNT AVENUE
RICHMOND, VA 23223
804-447-9026

REWORKRICHMOND.ORG