

# 2021 IMPACT REPORT



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*If the past two years have taught us anything, it is that nothing about the future is set in stone. While the coming year may present enormous opportunities for advancement in our state, they will also inevitably require significant capacity building, shared strategies that are grounded in trust-based partnerships, and extended efforts to support the leadership development of individuals and organizations who have been asked to do more during a time of extreme stress and strain. The services that anchor organizations like The Hub provide are even more critical in this time, and we expect our work to scale significantly in the coming years ahead.”*

– STEPHANIE TYREE  
EXECUTIVE DIRECTOR

## KEY NUMBERS

**340,300**

POPULATION REACHED

People in West Virginia benefitted directly from community and economy building services connected to The Hub

**483,371**

IMPACT STORYTELLING AUDIENCE

People in Central Appalachia experienced stories of impactful community building happening in West Virginia

**267**

PARTNERS ENGAGED

Organizations collaborated on community economic development work in partnership with The Hub

## STRATEGIC WINS

### Improved Community Funding *COMMUNITY COACHING*

Residents in 6 West Virginia communities who recently graduated from the Blueprint Communities\* program, including a curriculum designed to help them co-create strategic plans with their fellow residents, leveraged more than \$150,000 in funding to help them carry out those plans.

### Increased Federal Funding *SYSTEMIC CHANGE*

Our active participation in the White House Interagency Working Group on Coal and Power Plant Communities (IWG), including mobilizing West Virginia-based partners to identify challenges and propose solutions, helped influence the Biden Administration's decision to bring millions in new funding for the Appalachian Regional Commission and \$1 billion in new funding for coal-impacted communities through the American Jobs Plan.

### Increased Community Leaders *LEADERSHIP DEVELOPMENT*

As part of Kickstart Communities, we expanded our Community Coaching Fellowship by creating beginner and advanced tracks, opening up applications to the public, and running fellowship cycles multiple times each year. We now have the capacity to move, at minimum, 90 West Virginians annually through intensive personal development to prepare them to lead community change.

### Increased Community Momentum *COMMUNITY COACHING*

Residents in Montgomery, WV and Smithers, WV, neighboring towns that are known as "two municipalities, one community," participated in the Cultivate WV community coaching program where they used \$40,000 in seed funding to create twenty small-scale projects such as a farmers market, signage & beautification, public art, trails, events, and others. The residents leveraged more than \$60,000 in additional funding through their efforts.

**Ready to find out more?**

Read stories and find more information about our impact in 2021 at [wvhub.org/impact](https://wvhub.org/impact).

# \$65.4K

MINI-GRANTS DISTRIBUTED

Communities received seed funding to invest into small-scale community economic development activities

# \$3.95M

FUNDS LEVERAGED

Community teams utilized coaching services and seed funding to leverage additional dollars to advance projects

## WHERE WE COACHED

Every day, The Hub's professional community coaching team is working alongside residents as they carry out time-tested plans to engage their neighbors, build their communities, and scale up their local economies. These in-depth coaching services are at the heart of transformational change in local communities.

***In 2021, we coached teams in 16 communities:***

Charleston, Cowen, Elkins, Franklin, Grafton, Huntington, Kingwood, Lewis County, Marlinton, Meadow River Valley region of Greenbrier County, Montgomery, Monticello neighborhood of Clarksburg, New Martinsville, Parsons, Petersburg, Smithers, White Sulphur Springs

### Improved Community Storytelling

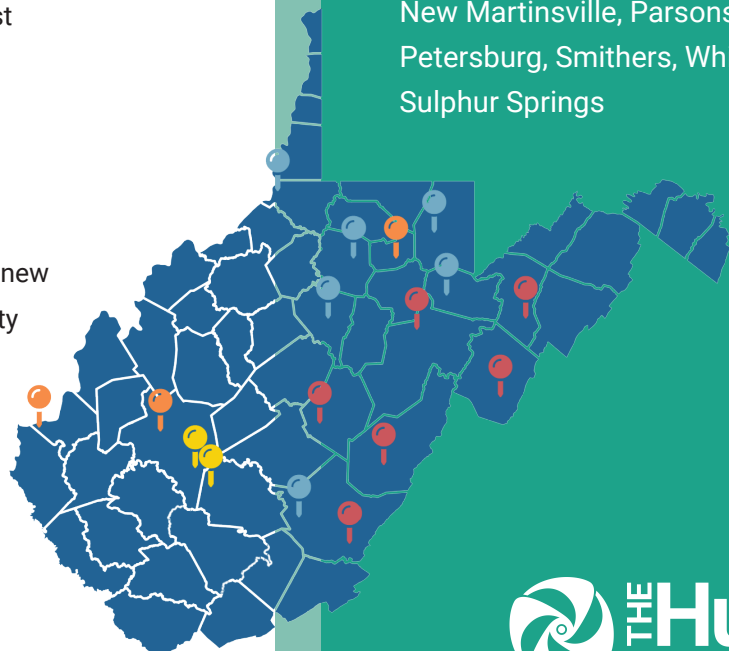
#### SYSTEMIC CHANGE

We were selected from thousands of applicants to serve as a Bill and Melinda Gates Foundation Voices for Economic Opportunity grantee. We launched Redefined: Real Stories from West Virginia, a campaign that motivates rural residents to shift from hopelessness into roles of meaningful community leadership. Redefined has reached more than 500,000 Appalachians and is a featured program on East Tennessee Public Broadcasting and West Virginia Public Broadcasting.

### Stronger Community Network

#### SYSTEMIC CHANGE

The WV Community Collaborative Network, a new affinity network created to catalyze community economic development in West Virginia, launched this year with the appointment of a 15-member steering committee. This launch represented the culmination of two years of work including input from over 500 residents and partners.



The West Virginia Community Development Hub is a 501c3 nonprofit organization. We mobilize residents across West Virginia to spark transformational change and progress in their communities. Hallmarks of the organization's work are to spur on fresh momentum where little exists; to unite the forces of groups that have not considered - or even resisted - collaboration in the past; and to champion new, and sometimes unexpected, leaders.



*Ready to find out more?*

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Connect with us at [info@wvhub.org](mailto:info@wvhub.org) and [wvhub.org](https://wvhub.org).

*We are located at:*

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