



Building Thriving Communities

Church Hill North and Anna Julia Cooper School

Richmond, Virginia, is home to more than 10,000 Capital One associates. Capital One’s commitment to socioeconomic mobility drives our philanthropic efforts to build a more inclusive society, specifically in the historic Richmond neighborhood of Church Hill located in the city’s East End.

Church Hill is home to four of the city’s largest public housing communities with an estimated 18,000 housing units. Residents—the majority of whom are Black and low-income—routinely experience insufficient access to food, healthcare and jobs.

Here, there is ample opportunity to break the cycle of poverty with affordable housing built alongside quality education and workforce development initiatives.

The Need

The City of Richmond, the Richmond Redevelopment & Housing Authority and nonprofit organizations have been engaging community members to improve the quality of life in the East End. A community survey identified having a full-service grocery store as the most pressing need for the neighborhood, previously designated as a food desert by the United States Department of Agriculture (USDA).

The Investment

Capital One responded by making investments totaling \$35.5 million supported by New Markets Tax Credits to improve access to fresh food and other amenities for Church Hill residents.



In 2018, a grocery store was identified as the most pressing need for the East End.



In 2020, Capital One returned to Church Hill to fund the expansion of the Anna Julia Cooper School.

Church Hill North, a multifaceted **\$26.5 million investment**, is a mixed-use retail center developed in 2018, which includes a grocery store with an on-site pharmacy, a culinary school, a health center, affordable housing units and a Boys & Girls Club. The project included loans from Capital One Community Renewal Fund, Local Initiatives Support Corporation, City First, The Community Builders and BlueHub Capital.

In 2020, Capital One returned to Church Hill to fund the expansion of the Anna Julia Cooper School, a nonprofit private school that serves students with limited financial resources living in the East End.

Anna Julia Cooper School, a **\$9 million investment**, has expanded to provide a high-quality education to more students of limited economic means. The project included loans from Capital One Community Renewal Fund and Local Initiatives Support Corporation.

 **\$35,500,000**
NEW MARKETS TAX CREDIT INVESTMENT

 **\$45,600,000**
IN TOTAL CONSTRUCTION COSTS

The Initiatives

The Market at 25th

This is the first full-service grocery store to operate in Church Hill since 2003. Prior to its opening, residents had to travel outside the neighborhood to buy affordable, high-quality groceries. The Market at 25th offers Double SNAP, an incentive program that doubles the value of SNAP benefits for produce and free shuttle service for shoppers. The Market also houses Hope Pharmacy, a woman- and minority-owned small business that has served over 3,300 low-income residents from the surrounding communities since the opening of the retail center.

VCU Health Hub

Free programs are available to low-income residents, including health screenings, cancer and diabetes prevention awareness and behavioral health assessments and counseling.

Boys & Girls Club of Metro Richmond

The club provides a safe, affordable place for local teens to be after school and during the summer with programs focused on success in school, career development, workforce readiness and fun.

The Kitchens at Reynolds Culinary School

The Culinary School is part of the Reynolds Community College system. The school connects the East End community with a path to a college education and helps individuals enter careers in Richmond's growing restaurant industry. Students also have access to over 90 programs through the Reynolds Community College system and a free shuttle to the downtown Richmond campus.

Anna Julia Cooper School

Capital One's investment allowed the school to expand its facility to add K-3rd grades to become a full K-8 school. The expanded school also has a multipurpose space that serves students, hosts community weekend basketball games and provides access to classrooms where alumni can receive support as they continue to high school and college.

450 TEMPORARY JOBS AND **135** PERMANENT JOBS HAVE BEEN CREATED.

The Impact



4 grades and 69 new students were added at the Anna Julia Cooper School, where 100% of students are from low-income households and more than 95% are racial/ethnic minorities.



6,800 residents have received health screenings and access to health professionals at the **VCU Health Hub**.



60% of employees at **The Market at 25th** live in the neighborhood.



The Kitchens at Reynolds currently enrolls **116 students** in its workforce training program.



75% of the **13,664 residents** served by VCU Health Hub, Hope Pharmacy and The Boys & Girls Club of Metro Richmond are low-income.

This is only the beginning.

Together, we can maximize our energy and our investments to create a more equitable future for the communities we serve.

Scan to learn more about Capital One's New Markets Tax Credit Program.

