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SEPTEMBER
2024

HISPANIC
HERITAGE MONTH
LEARN ABOUT THE
RICH TRADITION

2024 PARIS
OLYMPICS
RESULTS

THE FRUITS OF LABOR

TOMORROW'S LEADERS HARD
WORK CREATES A MAGICAL NIGHT

WHO ARE YOU VOTING FOR?



THE OFFICIAL MAGAZINE OF THE
JUSTICE BUSINESS ECOSYSTEM CENTER

CULTURE | BUSINESS | ORIGINATORS

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The community gardens is having a huge impact this year.

Years of



we are the New Focus.



HELLO

The Focus Magazine has been a voice for a group of innovators to project the positivity we desire to see, and make it manifest

WE ARE NFX

and we love being a part of the evolution of the Star City.

For over a decade now we have made sure we kept the world "FOCUSED" on all things for the sake of building. Enough media sources take their time to destroy, however we love being the bearers of "Good News."

This month we have plenty of exciting stories and information of what's going on in our VA community. Make sure you sign up on our website www.NuFocusVA.com

Thanks for believing in Us!
STAY FOCUSED MY FRIENDS!



ONLINE PAGE : WWW.NUFOCUSVA.COM

THE TRUTH IS...

"The Focus" Magazine is a rising star among regional publications that reflects a new and balanced perspective on Arts, Entertainment, Sports, Business, and Community. We stay FOCUSED through support from communities that want to know more about what's happening around them.

Each month "The Focus" spotlights small businesses, entrepreneurs, community events, political topics fashion and the arts. With our headquarters located in the heart of the Star City (Roanoke, VA), we are cultivating markets in Richmond, 7 cities, and Northern Virginia. With our media presence, we are poised to stay relevant and influence what people are talking about and doing.



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2024 PARIS OLYMPICS



The 2024 Olympics marked a monumental moment in sporting history, as it showcased a remarkable and diverse range of athletes who captivated the world with their exceptional talents. Particularly noteworthy were the extraordinary achievements of women of color, who not only demonstrated their prowess in their respective sports but also made indelible contributions that have forever changed the landscape of athletics.

These exceptional athletes shattered barriers and defied stereotypes, serving as beacons of inspiration for future generations. Their remarkable performances not only showcased their unparalleled skills but also shed light on important social issues. Many of these athletes utilized their platforms to advocate for equality, representation, and social justice, amplifying their impact on a global scale. By using their voices and in-



fluence, they galvanized change and brought attention to pressing societal challenges, leaving an indelible mark on the world of sports and beyond.

The resounding success of black female athletes at the 2024 Olympics is a testament to their unwavering dedication, talent, and resilience. They emerged as champions in their respective disciplines, captivating audiences worldwide with their extraordinary performances. Their outstanding achievements shattered glass ceilings and shattered preconceived notions about race and gender in sports. By excelling on the world stage, these remarkable women have inspired countless individuals, particularly young girls of color, to dream big and reach for the stars.

Moreover, the dominance of the Men's Basketball Team at the 2024 Olympics emphasized their unparalleled skill and expertise in the sport. Their exceptional performances not only solidified their position as the best in the world but also showcased their ability to overcome adversity and deliver under immense pressure. The team's success served as a testament to the unwavering dedication and teamwork of these exceptional athletes.

Simone Biles, hailed as one of the greatest gymnasts of all time, delivered awe-inspiring performances that left spectators in sheer disbelief. Her unparalleled skill, precision, and

breathhtaking athleticism were on full display as she effortlessly executed gravity-defying moves. Biles not only bagged several gold medals but also used her platform to advocate for mental health, shedding light on the importance of prioritizing emotional well-being. Her resilience and courage in openly addressing her struggles resonated with millions, making her an icon both on and off the gymnastics mat.

She'cari Richardson, the lightning-fast sprinter, left an indelible mark on the Paris Olympics with her electrifying speed and unmatched determination. Her explosive starts and remarkable acceleration propelled her to victory, capturing the hearts of fans worldwide. Richardson's unapologetic confidence and vibrant personality only added to her allure, making her a true fan favorite. Her accomplishments serve as a testament to the power of perseverance and self-belief, inspiring a new generation of aspiring athletes.

Noah Lyles, the charismatic sprinter, set the track ablaze with his blistering speed and impeccable technique. His grace and precision made every stride appear effortless, as he consistently dominated his competitors. Lyles' performances not only showcased his exceptional physical abilities but also his unwavering mental fortitude. He exemplified the true spirit of a champion, setting new records and leaving an indelible mark

on the world of sprinting.

In the realm of basketball, the star power of LeBron James, Kevin Durant, and Steph Curry shone brightly on the grand stage of the Paris Olympics. These NBA icons, renowned for their exceptional skills and leadership, formed a formidable force that propelled the Men's Basketball Team to victory. Their unparalleled basketball IQ, scoring prowess, and ability to elevate their teammates' performances were on full display throughout the tournament. Their dominance not only solidified their status as basketball legends but also highlighted the enduring influence of the NBA on the global stage.

The performances of these remarkable athletes at the 2024 Paris Olympics were nothing short of extraordinary. Their achievements transcended their respective sports, leaving an indelible mark on the world of athletics. Their unwavering dedication, talent, and ability to inspire and uplift others make them true icons and role models for generations to come. The black girl magic of Simone Biles and She'cari Richardson, alongside the exceptional prowess of Noah Lyles and the NBA's finest, LeBron James, Kevin Durant, and Steph Curry, will forever be remembered as an integral part of the legacy of the 2024 Paris Olympics.

Looking ahead, the upcoming 2028

Olympics in Los Angeles promises to be an event of unparalleled magnitude and significance. As the world eagerly anticipates this global spectacle, it is poised to be a celebration of diversity, inclusion, and excellence. The 2028 Olympics will provide a platform for athletes from all walks of life to showcase their talents, inspiring a new generation of athletes and continuing the legacy of inclusivity and representation.

The 2024 Olympics were a watershed moment for women of color in sports, as they not only showcased their exceptional talents but also brought attention to important social issues. Their remarkable achieve-



ments serve as a testament to their unwavering dedication and resilience. As the world looks forward to the 2028 Olympics, it is a reminder of the transformative power of sports in driving social change and inspiring future generations to dream big and break barriers.

A NU SPIN ON SUMMER CAMP

NuFocused and Total Action for Progress (TAP) joined forces this summer to create an unforgettable experience for middle and high school students in the Roanoke Valley region. The Tomorrow's Leaders Summer Arts Camp, a seven-week program, came to a thrilling conclusion with the 2024 Talent in the Star competition. This initiative aimed to provide a supportive platform for students to showcase their talents while tackling the crime and trauma affecting young people in our region. Plus, the first-place winner went home with \$500 just in time for the new school year.



we set the culture...

The Tomorrow's Leaders Summer Arts Camp was a resounding success, with students and parents alike expressing their gratitude for the transformative experience. Over the course of the seven-week program, students had the opportunity to explore their creative passions and develop valuable skills that will serve them well in their future endeavors.

The camp kicked off with an opening ceremony that set the tone for the weeks to come. Students were greeted by a panel of influential community leaders who shared their own stories of overcoming adversity and achieving success. This served as a powerful reminder that with hard work and deter-

Throughout the camp, students were divided into smaller groups based on their artistic interests. Whether they were passionate about painting, dancing, singing, or acting, there was a dedicated team of instructors ready to guide them on their artistic journey. These instructors, many of whom were professionals in their respective fields, brought a wealth of knowledge and experience to the camp, inspiring students to push their creative boundaries.

In addition to the artistic workshops, students also participated in daily discussions and workshops centered around the prevalent issues of crime and

trauma in their communities. Facilitated by trained counselors and therapists, these sessions provided a safe space for students to express their thoughts and emotions, and to develop strategies for coping with the challenges they faced. It was evident that these discussions had a profound impact on the

students, as they began to open

up and support one another in their shared experiences.

The collaboration between NuFocused, TAP, and Goodwill in providing workforce training was a game-changer for many of the high school students who participated in the camp. This aspect of the program not only exposed them to various career paths in the arts and media industries, but also equipped them with practical skills that could be immediately applied in a professional setting. Students learned the importance of effective communication, time management, and teamwork, all of which are essential in any workplace.

As part of the workforce training, students were given the opportunity to work on the production of the Talent in the Star Competition. From the initial brainstorming sessions to the final live performance, students were involved in every aspect of the production. They learned how to write scripts, create promotional content, operate cameras and

we are the New Focus.

editing software, and manage the logistics of a live event. This hands-on experience not only honed their technical skills, but also instilled in them a sense of pride and accomplishment.

The field trips organized by the camp were a highlight for many of the students. They were taken to Defy, an indoor trampoline park, where they had the chance to unleash their energy and showcase their acrobatic skills. Thunder Valley, a local amusement park, provided a day of exhilarating rides and laughter. And the end-of-summer trip to Massanutten Water Park was the perfect way

to cool off and celebrate the successful completion of the camp. These outings not only provided the students with



mination, anything is possible.



much-needed fun and relaxation, but also fostered a sense of camaraderie among the participants.

The impact of the Tomorrow's Leaders Summer Arts Camp extended beyond the students themselves. The community at large was inspired by the dedication and hard work displayed by these young individuals. Local businesses and organizations rallied behind the camp, offering their support in various forms. The camp's success was a testament to the power of collaboration and the belief in the potential of our youth.

Looking ahead, the organizers of the Tomorrow's Leaders Summer Arts Camp are committed to building on this momentum and expanding the program in the coming years. Plans are already in motion to secure additional funding and resources to reach an even larger number of students. The goal is to create a sustainable model that can be replicated in other communities, empowering young people across the country to unleash their potential and become the leaders of tomorrow.

In conclusion, the Tomorrow's Leaders Summer Arts Camp was a resounding success, leaving a lasting impact on both the students and the community. Through a combination of artistic exploration, workforce training, and meaningful discussions, students were able to develop their talents, gain practical skills, and build a strong support network. The camp served as a powerful reminder that with the right opportunities and guidance, our youth can overcome any obstacle and achieve greatness. The collaboration between NuFocused, TAP, and Goodwill was instrumental in bringing this vision to life, and their dedication and commitment are to be commended. As the camp looks towards the future, there is no doubt that it will continue to be a transformative experience for all those involved.

DANCE WITHOUT BORDERS: ENHANCING INTERCULTURAL COMMUNICATION SKILLS & INCLUSIVITY BOOTCAMP FOR INSTRUCTORS

Attention Dance Instructors!
Join us for the Dance Instructor Bootcamp:



Date: Saturday, September 21, 2024
Time: 8:30AM-11:00Am
Location: Dream Dance Studio
5220 Williamson RD Suite F
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Cost: \$30 if registered by September 13th; \$40 after

Workshop Overview

This bootcamp is designed to enhance your teaching skills and help you connect with diverse learners through musicality. Open to dancers with at least one year of experience. Don't miss this chance to learn from the best, elevate your teaching techniques, and refresh your skills.

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NEW-BUSINESS BUILDING: A WINNING STRATEGY IN UNCERTAIN TIMES

History has shown that building new businesses amid economic volatility is an offensive play that tends to reward companies with higher revenue growth and earnings compared with peers that retrench.

In today's uncertain economic and geopolitical climate, playing offense—in combination with playing defense—is competitively advantageous and critical for long-term success. Taking an entrepreneurial approach and focusing on business building is an effective offensive strategy.¹ Through business building, incumbents can diversify, shore up, protect, and expand. In the wake of crises, business builders tend to outperform their peers in terms of earnings and revenue growth. For example, following the 2008–09 financial crisis, companies with a business-building focus grew revenues at three times the rate of their peers (exhibit),² and many start-ups that are decacorns (start-ups with a valuation of \$10 billion or more) today emerged in times of crisis. Overall, according to McKinsey research, organizations that prioritize new-business building demonstrate greater revenue resilience than organizations that don't.

Incumbents that play offense during downturns have historically outperformed on earnings and revenue. We strive to provide individuals with disabilities equal access to our website. If you would like information about this content we will be happy to work with you. Please email us at: McKinsey_Website_Accessibility@mckinsey.com However, many companies are now retrenching instead—avoiding bold moves, delaying strategic investments, hoarding cash, and taking steps to increase efficiency only in core business operations. Yet boldly navigating continual turbulence is an imperative skill for today's business leaders, given the growing likelihood of ongoing disruptions. Those that remain on the sidelines until conditions stabilize might find themselves in a never-ending period of waiting. A 2020 McKinsey survey of more than 1,000 business leaders highlights that 50 percent of revenues in five years are pro-

jected to come from products and services that don't exist today.⁴ In other words, strategies that rely solely on existing revenue streams will miss out on significant potential. Broad challenges do exist, of course. We are more than two and a half years into the highest global inflation since the 1970s, with correspondingly high interest rates. Board and stakeholder attention to environmental, social, and governance risks and opportunities continues to rise. Companies that spent years lengthening their supply chains are now reining them in to reduce the risk of disruptions. Prices of essential commodities remain elevated and volatile. And ongoing geopolitical instability and protectionist policies continue to exacerbate the challenges leaders face. But companies whose leaders understand the importance of maintaining an offense-oriented posture, can manage the risk, and have the skills and focus to execute should prioritize business building (see sidebar, "How Nordvik used business building to increase revenues and profits").

Five emerging archetypes for business building ... and their benefits

With this mix of disruptive forces, five business-building approaches are gaining traction. They allow companies to create business models

and supply chains that are less vulnerable to supply shocks and to build new, resource-light ventures and products. Although companies can respond to disruptive forces in other ways, business building stands out in terms of speed and impact. Companies can capture opportunities in response to these trends by adopting the following five approaches:

Fully embracing AI and automation

Tight labor markets are creating workforce shortages that could be alleviated through the adoption of AI and automation technologies. Recent advancements, such as AI chatbots that use natural language processing, support use cases aimed at reducing costs and increasing efficiency across many industries.

Automation could also lead to more secure and reliable supply chains by reducing dependency on potentially scarce local labor and increasing flexibility in supply chain design. Moreover, businesses could use automation and AI as the foundation for new, resource-light services and ventures. For example, software developers can complete coding tasks up to twice as fast with generative AI.⁵

Reimagining the business model to embrace 'everything

as a service'

In today's business environment, reducing up-front costs and capital outlays for customers is crucial to lowering barriers to purchase. Everything-as-a-service (EaaS) products—with low up-front costs and recurring payments—are more affordable and accessible to a broader range of customers because they reduce the financial burden of making an outright purchase. Companies could increase market share and profitability by adopting EaaS models.

In addition, companies can gather more data on product usage from EaaS offerings and glean valuable insights into customer behavior and preferences. With a deeper understanding of what customers want and need, companies can tailor their offerings accordingly, thereby increasing the value they capture from each customer through more stable, recurring revenues and higher customer lifetime value. Customers are more likely to stay with a company that consistently delivers the experiences and convenience they desire.

Taking control of the value chain

In challenging times, controlling the value chain can enable companies to respond flexibly to disruptions. Companies can reshape businesses processes and value chains to better withstand supply chain disruptions and reduce vulnerability to external shocks, thus decreasing exposure to increasingly common risks and volatility. For instance, businesses can increase the resilience of their supply chains by moving production facilities closer to consumers, thus reducing their dependence on other companies and other factors outside their control.

They can also redefine their ecosystems to simplify distribution channels and reduce costs. A direct-to-consumer (D2C) model, for example, allows businesses to cut out third-party retailers. The D2C model has several benefits for companies. First and foremost, it leads to increased product margins because there is no sharing of profits. Second, the D2C model gives companies control of more customer data along the value chain—data they can use to get to know customers better and tailor products to meet their demands. Third, cutting out third parties gives companies control over the full customer experience, which they can parlay into increased profits by increasing customer satisfaction and lifetime value.

Transforming the business into a green leader

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Some businesses are already prioritizing sustainability and leaning into the energy transition to gain a competitive edge and even reinvent themselves. Rising prices, consumer expectations, tightening regulations, and vulnerable supply chains are propelling the shift to circular business models that prioritize sustainability and are less vulnerable to global supply shocks. Companies that mitigate energy risk by implementing green technologies and practices are also benefiting from current tailwinds in the green economy (for example, ESG regulations). Ultimately, businesses that prioritize environmental responsibility are more likely to succeed in the long run.

Leveraging superior information to access new 'embedded' revenue streams

Companies can use their transferable incumbent advantages (for example, data about customers) to embed adjacent products or services into their offerings as a source of new revenue. This allows them to diversify into new ventures—alone or in partnership with other companies—with low customer acquisition costs and in a resource-light way. It also builds resilience by supporting the shift into new businesses that are less affected by geopolitical instability, economic volatility, and other prevailing headwinds.

Leaders can start building businesses by taking a comprehensive view across their entire portfolios and capabilities to identify the most promising opportunities. They can then proceed with vigor and conviction to capture these opportunities and surpass competitors in challenging market conditions. In the end, business building is a mindset, not a one-off activity, and needs to be institutionalized to ensure continued development and performance.

courtesy of Leap
by McKinsey
written by
Markus Berger-de León, Paul
Jenkins, Ari
Libarikian, and
Ludwig Ulmer



Justice Business Ecosystem

Building is what we do



Providing much needed resources and support mechanisms with equity, diversity, and inclusion in mind to minority owned as well as all other disadvantaged businesses to assist them to achieve success within the first two





NuFocused VA

About NuFocusedVA

Welcome to NuFocusedVA, a dynamic merger of two impactful organizations—NuFocused, a full-service digital media and marketing firm, and NFX, a Virginia-based 501(c)(3) nonprofit dedicated to workforce training and entrepreneurship development. At NuFocusedVA, our mission is to leverage the strengths of both entities to foster community growth, economic development, and individual empowerment in the regions we serve.

Our Vision

At NuFocusedVA, we envision a thriving community where individuals have access to the resources, training, and opportunities they need to succeed. We believe that through collaboration, innovation, and a commitment to service, we can build a better future for everyone.

Our Mission

Our mission at NuFocusedVA is twofold:

1. Empower Individuals:

We provide comprehensive workforce training and entrepreneurship development programs to equip individuals with the skills and knowledge necessary for success in today's economy.

2. Enhance Community Well-being: Through our various initiatives and projects, we aim to uplift and revitalize communities, ensuring that everyone has the opportunity to thrive.

The Legacy of NuFocused and NFX

NuFocused

With years of experience in digital media and marketing, NuFocused has established itself as a leader in the industry. Our platforms—NuFocusVA.com, Focused Radio, The Focus Magazine, and NFXTV—are designed to showcase local talent, promote businesses, and engage the community through compelling content. We leverage technology and creativity to connect individuals and organizations, fostering a vibrant cultural landscape.

NFX

Founded in 2020, NFX has made significant strides in

workforce and economic development across various sectors, including housing, finance, public relations, and community services. Headquartered near the Evans Spring Area of Roanoke, VA, NFX is committed to implementing innovative solutions that address the pressing challenges faced by our communities. Our 10 Action Projects exemplify our dedication to making a meaningful impact.

Our Action Projects

At NuFocusedVA, we are proud to support NFX's 10 Action Projects, which are designed to create sustainable change in our community:

1. JBEC Function (All): Streamlining operations for improved coordination and effectiveness within NuFocusedX LLC.

2. JBEC Endowment Strategy (Finance): Establishing an endowment fund to ensure long-term financial sustainability for NFX's initiatives.

3. WEBe Academy Coordination (Commercial Workforce and Economic Development): Managing training programs that empower entrepreneurs and individuals in web devel-

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opment and various fields.

4. Fleming Rose Building/SWAP (Housing): Revitalizing abandoned properties to provide affordable housing and creating a collaborative living environment.

5. Working Eating Living & Learning [WELL] (Planning and Environmental Affairs): Promoting sustainability and healthy living through community gardens and educational workshops.

6. NuFocusVA.com (Public Relations): Enhancing our online presence to effectively communicate with the community and stakeholders.

7. Acting Faith Movement (Community Services): Mobilizing faith-based organizations to collaborate on social initiatives and community support.

8. Diamond Stars: Supporting and promoting talent in the performing arts through showcases, workshops, and mentorship.

9. Exclusive Indie School of Music Business: Educating independent musicians on the business aspects of the music industry, empowering them to succeed.

10. Panther Security: Implementing community safety measures, including neighborhood watch programs and partnerships with law enforcement.

Our Digital Platforms

NuFocusedVA utilizes the rich legacy of NuFocused's platforms to amplify our community initiatives:

- Focused Radio: An online radio station dedicated to playing the best music from established stars and emerging indie artists. We strive to provide exposure for talented musicians while creating a vibrant listening experience for our audience.

- The Focus Magazine: An online publication that not only showcases local businesses but also includes hyperlinks to

enhance shopping and services. We aim to drive traffic and support to businesses that contribute to our community.

- NFETv: A digital media hub featuring podcasts, concerts, and events that celebrate local talent and culture. Through NFETv, we engage the community and provide a platform for voices that may otherwise go unheard.

Join Us in Our Journey

At NuFocusedVA, we invite you to join us in our mission to create a brighter future for our community. Whether you're an individual looking to enhance your skills, a business seeking marketing support, or a community member interested in getting involved, there's a place for you at NuFocusedVA.

Together, we can empower individuals, revitalize communities, and foster economic development. Explore our projects, participate in our events, and connect with us through our digital platforms. Let's build a better future, one initiative at a time.

For more information about our initiatives, partnerships, and how you can get involved, please visit NuFocusVA.com (<http://www.NuFocusVA.com>) or contact us directly. Together, we can make a difference!



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“Why I’m voting for”

Kamala Harris...

Thank You!

-image via govwebsite

I'm voting for Kamala Harris in the upcoming election, and I want to share why.

First, I believe she is better qualified. Harris has proven her competence in navigating the complexities of national and international politics. As Vice President, she's

Second, I simply cannot support Donald Trump. His previous presidency was marked by division, dishonesty, and policies that set us back as a nation. Voting for him would be a step in the wrong direction—a path I refuse to take. His rhetoric and actions have heightened racial tensions, and I refuse to contribute to the possibility of taking this country back to darker times. The prospect of regression,



gained crucial experience and demonstrated a clear understanding of the issues that matter most to our country. Her focus on equity, justice, and economic empowerment resonates deeply with me.

of reversing progress towards equality, feels too much like an eerie step back towards slavery.

Another critical point is that Trump is a convicted felon. If

felons are stripped of their voting rights, how can we justify electing one as president? The rules should apply equally to everyone, especially to those seeking the highest office in the land.

Lastly, I'm voting against Trump because of Project 2025. The project outlines an agenda that seeks to dismantle many of the freedoms and protections we've fought so hard to achieve. Its policies aim to turn back progress on civil rights, environmental protections, and fair governance. Kamala Harris stands firmly against this vision and aligns more closely with the America I want to see—a nation that moves forward, not one dragged backward by regressive ideologies.

In this election, a vote for Kamala Harris is a vote for progress, justice, and keeping our country on the path to equity and prosperity.

This is a free country. Everyone can vote for whoever they want however, these are my personal reasons why I choose to vote this way.

Anonymous





**THE DREAM
INITIATIVE**



Zubeil is a Multi-Passionate mom of 4, Autism Awareness Activist & Business Owner-CEO of BH CE. Mamá multi-apas

Learn More at

www.TheDreamInitiative.us

The Dream Initiative's vision is to see all families desiring to live in America, have a pathway to a safe and legal transition into US citizenship with tools and resources to sustain a healthy family unit on their pursuit of the American Dream, that contributes to the country's workforce and entrepreneurship

Celebrating Hispanic Heritage Month:

Empowering Dreams & Building Bridges

As Hispanic Heritage Month approaches, it is a time for me, a Mexican born woman, now an American citizen, to reflect on my journey and the initiatives I have undertaken to empower others in my community. In this article, I will share my story and the establishment of "The Dream Initiative," a resource center aimed at assisting individuals in the United States who aspire to gain citizenship.

Hispanic Heritage Month and its Significance:

Hispanic Heritage Month, observed from September 15th to October 15th, holds great significance for the Latinx community. It began as Hispanic Heritage Week in 1968, expanded to a month-long celebration by President Ronald Reagan in 1988, and was later enacted into law. This period encompasses important anniversaries of independence for

several Latin American countries, including Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Mexico, and Chile.

The Birth of The Dream Initiative: Motivated by my own experiences as an immigrant and a desire to empower others, I founded The Dream Initiative. This resource center aims to provide support, guidance, and resources for individuals who dream of becoming citizens of the United States. It is a place where individuals can find information, access legal assistance, and receive counseling throughout their journey towards citizenship.

Assisting Those in Pursuit of Citizenship:

The Dream Initiative offers various programs and services designed to assist immigrants in their pursuit of citizenship. We provide workshops on the naturalization

we set the culture...

process, helping individuals understand the requirements, prepare for the citizenship test, and complete the necessary paperwork. Additionally, we organize language classes to enhance English proficiency, as language proficiency is an essential component of the citizenship process.

Collaboration and Community Engagement:

To create a stronger impact, The

Together, we aim to bridge the gap between immigrants and the resources they need to succeed in their journey towards citizenship.

Celebrating Hispanic Heritage Month with NFXLTX:

As we celebrate Hispanic Heritage Month, The Dream Initiative is proud to collaborate with NFXLTX, an organization dedicated to empowering Latinx communities. Together, we organize events,



Dream Initiative actively collaborates with local organizations, educational institutions, and legal professionals. By forging partnerships, we can expand our reach and offer a comprehensive range of resources and services.

workshops, and cultural celebrations to honor our heritage and promote unity and understanding. Through these initiatives, we strive to highlight the contributions of Latinx individuals and foster a sense of pride and belonging with-

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in our community.

Hispanic Heritage Month is not only a time for celebration but also an opportunity to recognize the challenges faced by immigrants and to uplift those who aspire to become citizens. Through The Dream Initiative, I am able to contribute to the empowerment of individuals and the building of bridges within our community. Let us embrace this month with open hearts, celebrate our rich heritage, and continue supporting one another to create a more inclusive and equitable society. grants and to uplift those who aspire to become citizens. Through The Dream Initiative, I am able to contribute to the empowerment of individuals and the building of bridges within our community. Let us embrace this month with open hearts, celebrate our rich heritage, and continue supporting one another to create a more inclusive and equitable society.





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Getting Produce Out Into the Community



Both gardens have been producing a wealth of produce this summer, including yellow squash, cucumbers, kale and lettuce, tomatoes, green peppers, and fairytale eggplant, amongst others. The butternut squash, watermelon, pumpkin, and sweet potatoes are nearing harvest, and other fall vegetables have just been planted.

Getting Produce Out Into the Community

The first Saturday in August, another crew of volunteers harvested produce at the 8th & Gilmer garden, assembled small produce gift packages, and then went door-to-door along Loudon Avenue handing them out to our neighbors, similar to our effort along Gilmer Avenue last month. A note was attached to each bag describing the availability of produce and the hours when each garden is open to the public for volunteering and for distribution of produce.

The first Tuesday in August, One Valley participated in National

Night Out, in conjunction with the Northwest Neighborhood Environmental Organization's event held at Loudon Park. Information was available regarding the community gardens, along with promoting good heart health with good eating and exercise, Amazetta's soil therapy to get kids in touch with the earth, and free produce from the gardens.

The last session of our Garden Seminar series was held on August 10th, with Master Gardener Betty Shideler presenting on "Warm Tomato Salads".



The next week saw a round of planting transplants and seeds for our fall vegetables. Transplanted vegetables included cabbage, kale, napa cabbage, buttercrunch and red oak leaf lettuces, and spinach. Vegetables planted from seed included spaghetti squash, carrots, beets,

turnips, and radishes.

On Saturday, the Carver Garden held a "Garden-to-Go" event, sponsored by the Virginia Cooperative Extension. This event was targeted to SNAP-eligible youth and families, who each received a planting kit to grow their own greens at home.



One Valley recently received a grant through the Virginia Foundation for Healthy Youth, which supports monthly donations of fresh produce to two local food pantries – the Hope Center and St. Mark's Lion's Share. During the first 2 months of our grant, we have provided approximately 660 lbs of produce to these two organizations. Together with weekly donations to the McCray Court Senior Center and RAM House, our donations amount to almost 85% of the produce from the 8th & Gilmer garden.

As a result of our various outreach efforts, we are beginning, gradually, to see more neighbors stopping by the gardens and taking advantage of our local produce, as well as volunteering at the gardens.

Upcoming Events:

- Saturday, September 7th: Come join us for a Potluck Lunch and meet Dr. Gail Meyers, Director of Farms to Grow and creator of Rhythms of the Land (a multimedia documentary that celebrates the legacies of black farmers in America from the period of enslavement to today). Noon at the Carver Garden.
- Saturday, September 14th: Adopt-A-Street Cleanup. We will meet at 9:00 am at the Carver Garden to clean a 5-block area surrounding our two community gardens.
- Thursday, September 26th: Our monthly Community Conversations will take place at the Melrose Library from 6:30-8:00 pm.
- Saturday, October 26th: Save the date to join us for our End-of-Year Harvest Celebration at the Carver Garden from 11:00 am until 2:00 pm.

For more information about past activities, please visit our Garden Blog at: <https://onevalleyva.wixsite.com/onevalley/blog>.



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